

LOT 1 COMMERCIAL EVALUATION CRITERIA: MAX 300 points. Please see notes (Notes Tab).

1.1 Daily unit costs in British Pounds Sterling (140 points). Scored according to the following benchmark formulae: (lowest priced bid/price of bid x 100 x 1.40)

Core team costs (i.e. fixed, permanent personnel costs mentioned in your response to the technical evaluation)	Daily Direct Labour Costs (Basic pay)	Daily Indirect Labour Costs	Head Office Overheads	Daily M/ment fee and Profit	Total Daily Charge Rate (unit costs) 12 months validity.
Lead Consultant Mentor	£ 550.00	£ 15.00	£ 84.35	£ 51.95	£ 701.30
Comms/Crisis Consultant	£ 331.23	£ 18.00	£ 52.14	£ 32.11	£ 433.48
Media Consultant	£ 388.72	£ -	£ 58.04	£ 35.74	£ 482.50
Digital Media Consultant	£ 150.00	£ 10.00	£ 23.89	£ 14.71	£ 198.60
Stratcom Advisor	£ 550.00	£ -	£ 82.12	£ 50.57	£ 682.68
Project Finance Officer	£ 259.00	£ 15.00	£ 40.91	£ 25.19	£ 340.10
Project Administrative Officer	£ 181.50	£ 10.00	£ 28.59	£ 17.61	£ 237.70
Training Manager	£ 347.00	£ 18.00	£ 54.49	£ 33.56	£ 453.05
Training Assistant	£ 259.00	£ 15.00	£ 40.91	£ 25.19	£ 340.10
M&E Head	£ 392.35	£ 25.00	£ 62.31	£ 38.37	£ 518.03
Focus Group Expert	£ 274.00	£ 15.00	£ 43.15	£ 26.57	£ 358.72
Translator	£ 183.00	£ 10.00	£ 28.81	£ 17.75	£ 239.56
				Total Cost	£ 4,985.83

1.2 Initial Phase (up to April 2014) Scenario (100 points). Scored according to the following benchmark formulae: (lowest priced bid/price of bid x 100 x 1.00)

Scenario: please tabulate total costs for the initial 6 month phase of this project (see SoR). This should be calculated using unit rates for the period and reflect your core team as indicated and the use of any other variable/casual team costs. Include mobilisation and rotation costs (international flights) and your planned per diem rates which will include accommodation, local travel, and food. Do not include equipment costs, office hire etc as the Authority will work on actuals based on cost. The total costs must not exceed £500k (ex VAT). Answers should be based on the SoR deliverables, and assume training requirements to number between 100 - 500.

See Budget Tab

Total Cost £ **492,896.21**

1.3 Methodology (30 points). Scored using 0 to 4 scale converted against the weighted points of each Criteria

Explain your financial methodology and demonstrate that business processes are sufficiently robust to ensure delivery of the Requirement, including how you will identify and mitigate financial risk, maintain financial control of the project, and ensure appropriate reporting arrangements are in place. Max 250 words.

ARK's financial methodology is anchored by an experienced team of finance professionals and guided by written finance policies. Our finance team consists of an experienced finance manager, finance deputies, and finance assistants, with continual oversight by ARK's most senior management. This multi layered structure ensures the required level of supervision, compliance and accountability. All finance staff have university degrees in finance and/or accounting. Deputies and assistants provide oversight of assigned projects, providing consistency in the recording and reporting of financial transactions within a given project. The team is guided by a methodology based on accepted accounting and financial management principles, including written financial policies and procedures that are aligned with international accounting standards and financial management best practices. ARK's policy is also guided by the financial compliance requirements of its donor countries including the US, UK and EC, applying the more stringent requirements from each.

ARK's internal procedures require that all budget expenditures are approved by the finance team, with escalating levels of approval required for larger expenditures. All transactions are fully documented with the required forms, authorisations and receipts to comply with accepted accounting principles and audit standards. ARK's financial records are reviewed annually by an external auditor as a requirement of our corporate registration.

ARK's finance and management team has extensive experience in managing project reporting requirements. ARK maintains a written compliance matrix for each project which is reviewed and updated weekly to ensure that all reporting is done on time and in line with donor expectations.

1.4 Value For Money approach (30 points). Scored using 0 to 4 scale converted against the weighted points of each Criteria.

Please explain how you will ensure that the service is delivered as cost effectively as possible. Thereby ensuring that you deliver real value for money to the Authority for the duration of the contact. Consider potential for economies of scale due to linkages with existing operations, benchmarking and demonstration of competitive fee rates (including any discounts on rate cards). Max 250 words.

The skill sets represented within the ARK team include programme, project and financial management, procurement, logistics, training and capacity building, quantitative and qualitative research, analysis, organisational development and monitoring and evaluation. Our Turkish and Syrian staffs are available to facilitate project delivery transactions in Turkey and Syria. All ARK services are provided at the same, consistent rates provided under other UK contracts.

ARK is fully aware of the requirements, costs and issues involved in the development of an effective media office, with extensive past performance in the delivery of media programming and campaigns through its work in the establishment and management of Basma. Formal establishment and registration in Turkey and an existing portfolio also enhance VFM.

ARK has extensive experience in the delivery of over 40 courses attended by Syrian activists over the last 32 months, streamlining the entire course delivery process from the development of timely and relevant curriculum to the scheduling and logistics capability required to deliver over 40 courses on an aggressive schedule.

As a multi-donor service provider, ARK's written procurement policies and procedures meet the most rigorous donor regulations, while retaining the flexibility to respond rapidly in a dynamic and demanding environment. ARK's experience in the procurement of communications equipment, airtime and media production will expedite procurement through an established supply chain without compromising the goals of open and transparent competition, seeking the best value and use of donor funds, and ensuring fair and reasonable costs.