

**Appendix 2 – Proposed Evaluation Criteria for Procurement of an External Operator**

All Tenders will be evaluated on a 60/40 in favour quality over price.

Quality Criteria (100% will be converted to 60% of the total tender score)	Weighting
<p><b>1. <u>Method of Operation</u></b></p> <p>Please describe in detail how you propose to manage and operate the Bromsgrove town centre outdoor market.</p>	30%
<p><b>2. <u>Specialist themed markets and campaigns</u></b></p> <p>Please describe in detail your proposed programme or action plan for specialist themed markets and campaigns.</p>	20%
<p><b>3. <u>Advertising, Marketing and Promotions</u></b></p> <p>Please describe in detail how you will develop a marketing and promotional strategy for Bromsgrove outdoor market.</p> <p>Include how you will promote the market, attract new and diverse businesses in particular young people and entrepreneurs, offer start up incentives and improve the digital presence of the market.</p>	15%
<p><b>4. <u>Communication and Customer Care</u></b></p> <p>Please describe in detail how you will provide high quality communication and customer care with NWedR, Bromsgrove District Council, market traders, members of the public, town centre businesses and partners.</p>	10%
<p><b>5. <u>Corporate and Social Responsibility, Service, Utilities, Recycling and Waste Management</u></b></p> <p>Please give details on how you propose to add social value to this Contract. Please include effective protection of the environment, prudent use of natural resources, working with town centre businesses.</p> <p>Please give details of the day-to-day management of waste, litter and ensuring the town centre is left clean and tidy.</p>	15%
<p><b>6. <u>Performance Management</u></b></p>	10%

Please demonstrate how you approach and manage the quality of information in your organisation. Please include the provision of management and performance information, reporting to NWedR, self-monitoring systems and new industry practices.