**TR3: Technical Quality Questions**

1. Please respond to each of the below questions.
2. Each question has a prescribed maximum response word count; and the weighing afforded that question in the tender evaluation process is noted.
3. Additional information can be submitted in support of the response to any of the below questions, subject to the following:
   1. The information is clearly referenced to the question to which it relates; and
   2. The information is provided supplementary to and in support of the response and not additional to the upper word count limit for the question to which relates.

**Question 1 Relevant Experience and Resources - 30%**

Provide details of your experience in relevant education markets and set out details of the staff resources who will be dedicated to the proposed contract, outlining their roles and experience. CVs can be appended to this response, where appropriate.

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| **Response** (word limit: 500) |

**Question 2 Contract Management – 30%**

How will you work with the College to foster a culture of continuous improvement and, as part of this process, what added value do you believe you would bring to the contract?

Describe how you will work with the College to ensure this contract is closely managed so that it provides a high quality, successful marketing service that is affordable. Describe how you envisage the set-up process and the types and nature of relationships you would plan to build within the College.

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| **Response** (word limit: 1000) |

**Question 3. Service Delivery - 25%**

Please provide a methodology for providing strategic insights, guidance and support in all matters of marketing practice and explain how and why your methodology will enable an effective partnership with the College.

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| **Response** (word limit: 1000) |

**Question 4. Implementation Plan Sub-Weighting - 10%**

Please demonstrate how you plan to implement the proposed service?

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| **Response** (word limit: 1000) |

**Question 5 – Added Value - 5%**

Proposals for offering valuable industry work-based training and experience opportunities to young people.

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| **Response** (word limit: 1000) |