

APPENDIX 2- EVALUATION CRITERIA AND PROCESS

The evaluation of tenders for the South Kilburn SDP will follow a two-stage competitive flexible procedure in line with the Procurement Act 2023 and Brent Council's Contract Standing Orders. The approach is designed to ensure fairness, maximise market interest, and robustly assess the capability of bidders to deliver the council's strategic regeneration, housing, and placemaking objectives.

Overview of Evaluation Stages

Stage 1A: Initial Tender Stage (Shortlisting)

This stage will be open to all interested parties and will combine participation and qualitative elements to allow for a holistic assessment of capability and alignment to Brent's ambitions for South Kilburn.

The Stage 1 submission will comprise two components:

Stage 1A – Written Submission – Compliance and Eligibility Section (Pass/Fail):

1. Insurance, legal and regulatory compliance
2. Minimum standards (e.g. health and safety, equalities)
3. Economic and financial standing
4. Building regulation competency

Following statutory guidance, these responses will be assessed on a pass/fail basis. The Stage 1 Qualitative Evaluation Section (below) will only be assessed for those parties who have passed 1 & 2 of the Compliance and Eligibility Section, 3 & 4 will be assessed post assessment of the written submission at Stage 1A and prior to interview at Stage 1B.

Stage 1A – Written Submission – Qualitative Evaluation Section (Scored):

Bidders will respond to a focused set of qualitative questions directly linked to Brent's regeneration priorities and project objectives for South Kilburn. Each question will require evidence-based responses that demonstrate:

- The proposed approach to key aspects of the South Kilburn programme.
- Relevant experience and lessons learned.
- Track record in similar partnerships.

Questions will cover thematic areas including:

Evaluation Area	Provisional Weighting
Creating brilliant places through collaborative masterplanning	30%
Empowering communities through delivery of social value and inclusive growth.	20%
Building resilient and successful long-term partnerships on multi-phase regeneration projects	25%
Successfully delivering multi-phase regeneration in partnership in a financially resilient and equitable manner.	25%

The council will apply an evaluation / scoring methodology model to the qualitative questions to assess capability, relevant experience and alignment to Brent's ambitions for South Kilburn.

Stage 1B – Interview – Qualitative Evaluation (Scored):

The council will invite up to 5 of the top scoring bidders (based on the evaluation of Initial Tender Written Submission) to participate in a scored interview session (also incorporating questions / answers) focused on pre-set topics aligned to Stage 1 Initial Tender written submissions.

- Interview evaluation / scoring will be clearly demarcated from the written stage.

Interview scores will be added to the Initial Tender Written Submission scores to provide the basis for shortlisting to Stage 2.

The weighting for the Written Submission and Interview is as follows:

Stage 1A Compliance and Eligibility Section	Pass / Fail
Stage 1A - Qualitative Evaluation Section	70%
Stage 1B – Interview	30%

Shortlisting to Stage 2:

The council anticipates inviting up to 3 of the highest-scoring bidders (based on the combined Initial Tender Written Submission and Interview scores) to the second stage. This will ensure that only credible and capable bidders progress, reducing procurement risk and enhancing public confidence.

Stage 2: Detailed Dialogue and Final Tender

Stage 2 will involve a structured dialogue phase followed by the submission of final tenders. This stage aims to develop and refine proposals and ensure alignment between the Council and the shortlisted developers before final bid submission.

Dialogue Sessions:

The dialogue sessions will provide a platform for candid and collaborative discussions and clarification on key aspects of the South Kilburn Regeneration programme. These sessions will primarily focus on the following key areas:

- Masterplan and Phasing Approach: discussions will focus on the proposed masterplan and vision, including its integration with the existing urban fabric, key design principles, and the proposed phasing strategy for implementation.
- Financial Model Approach: the dialogue will delve into the financial model underpinning the proposed development, including funding sources, projected costs, revenue streams, and risk allocation.
- Partnering Agreement / Strategic Development Agreement (SDA): Negotiations will commence on the draft Partnering Agreement and the SDA. This will establish the framework for the long-term partnership and define the roles, responsibilities, and obligations of both parties.

Final Tender Submission:

Following the dialogue sessions, shortlisted developers will be invited to submit their final detailed proposals. These submissions will incorporate feedback received during the dialogue and will include:

- Final Detailed Proposal: A comprehensive and refined proposal incorporating all aspects of the regeneration programme, reflecting the outcomes of the dialogue sessions.
- Legal Response to Draft Contract Documents: A detailed legal review and response to the draft contract documents, ensuring legal compliance and clarity on contractual obligations.
- Commercial Bid Backs: Final commercial proposals, including updated financial models and any revised offers in response to the dialogue process.

The proposed weighting for the Final Tender submission is as follows:

Evaluation Area	Evaluation Range
Technical Delivery	50%
Social Value and Inclusive Growth	10%
Financial	30%
Legal	10%

The final weightings between each section remain subject to further review.