

Bid Scoring Criteria

Application for Croydon Community-Led Housing Sites

This document explains how the Council and Brick by Brick will assess bids from community groups. The winning bid will be the one that best meets the criteria set out below:

Marking Scheme

5	Excellent	The bidder has provided a response that is robust and supported by suitable and relevant evidence of experience and technical and professional ability which exceeds the Council's and Brick by Brick's expectations.
4	Good	The bidder has provided a response that is robust and supported by suitable and relevant evidence of experience and technical and professional ability.
3	Satisfactory	The response is compliant and the bidder has provided responses that demonstrate they meet the minimum requirements.
2	Fair	The response is superficial and generic. The bidder has provided insufficient response or the response given demonstrates limited experience and limited technical and professional ability to meet the Council's and Brick by Brick's requirements
1	Poor	The bidder has provided wholly insufficient responses or the responses given demonstrates very limited experience and insufficient technical and professional ability to meet the Council's and Brick by Brick's requirements. Should any potential bidder be allocated with this score, its bid submission may be rejected.
0	Unacceptable	The bidder has not answered the question, has omitted information or has provided information that is not relevant and the Council and Brick by Brick are unable to determine whether the bidder possesses sufficient technical and professional ability. Should any potential bidder be allocated with this score, its bid submission may be rejected.

Application

Criteria		Section	Method of Evaluation	Guidance	Top mark answer will include:	Weighting
Cost	1	Financial Offer		Please indicate your best financial offer for the site conditional on obtaining planning permission and development funding and subject to the contractual terms proposed for the site. £X.XX (excl. VAT)	N/A	20%
	2	Financial Model	0-5	Croydon Council and Brick by Brick wish to run this programme as an 'open book' process. Please demonstrate the financial model used in your scheme. Indicate: 1. The number and mixture of affordable units 2. Detailed breakdown of costs and expected revenues 3. Financial Assumptions (including letters of support/intent to lend from lender) 4. Sweat equity valuations (sweat equity is a term used by the community-led housing sector to mean an interest in a property earned by the community in return for labour towards upkeep or restoration, e.g. self-build/self-finish (painting the walls themselves). 5. Show how viability relates to scheme overview in section	'Open book' approach. Please complete the viability proforma included. Guidance notes to help complete this spreadsheet are also provided.	

Quality	3	Experience	0-5	Please indicate the relevant experience of your group in delivering projects of this type. Please include past projects delivered (if applicable) and the experience of members of your group and professional expertise that you've co-opted in to help you submit your bid and work with you on the project.	Experience between the core team and co-opted experts that range across finance; housing delivery; large scale community-led projects (preferably housing); legal; architecture/design; planning and community-engagement. Detailed and verifiable achievements will act as evidence base.	80%
	4	Community Engagement Strategy	0-5	Please indicate your group's approach to community engagement throughout the design and building of the homes, as well as when they are built and people are living in them. Groups should explain how they will engage with the neighbouring communities who live in proximity to the site, as well as their process for ensuring the engagement is inclusive/engages all community groups and incorporates community feedback in their decision making.	1. A well thought out strategic approach to community engagement. 2. Explanation of intended methods of community engagement, forums; VCS, door-knocking, working with a consultant. 3. Applying lessons learnt from previous experience of community-engagement. 4. Programming dates and times for opportunities to engage with the community; links to programme plan.	
	5	Governance and Management	0-5	Please describe the incorporation type of community-led housing organisation that applies to your group. Describe your governance structures and processes for this group, both in the design and construction period and during the ongoing management of the homes once built. Please describe your project management processes.	1. Clear and deliverable governance structure. 2. Evidence of processes that ensure that governance is robust but also is guided by the overarching will of the community the group is constituted for – i.e. democratically organised. 3. Evidence that governance structures are correctly aligned to the type of organisation set up (e.g. CLT or co-op, etc.) – communication with experts (e.g. London CLH Hub) on this matter will be marked well. 4. Clear distinction of governance if organisations are seeking to partner with other organisations (e.g. Housing Association). 5. Clear explanation of how homes will be managed once built. 6. Internal project management processes/systems.	
	6	Allocations	0-5	Please describe your group's intended allocation policy once the homes have been completed, and indicate when in the process your group will decide on allocations, both at the outset of the project and for future resales/letting. Please note that Croydon Council would prefer these homes to be limited to Croydon residents, or Croydon key workers as far as is acceptable to financial lenders. (Key workers are defined as those professions set out in this guidance note)	1. Clear allocations policy that aligns with programme ambitions of 100% affordable homes housing Croydon residents in Housing Need. 2. Consideration of ongoing allocations after initial sale/rent 3. Consideration of duty to co-operate 4. Note that homes and allocations need to be in accordance with the definition of “affordable housing” set out in 3.10 of the London Plan .	
	7	Scheme Overview	0-5	Please explain your proposed scheme including: <ul style="list-style-type: none"> Design vision – approach to sustainability, public realm, materials and quality Area schedule – including number, type and tenure of homes Outline design – including floor plans of proposal, including shared spaces (e.g. laundry, guest room, common house, etc.) Response to technical pack – indicate how you have considered the content of document and how your scheme and design will address the site constraints Design and construction standards to be incorporated – for instance, lifetime homes, Passivhaus, on-site energy generation, modular construction, etc. Risks considered 	1. Strong design concept, mindful of site considerations and group vision 2. Strategic approach to site and technical information 3. Outline architectural design that begins to address site issues 4. Thoughtful consideration of the technical pack	
	8	Programme Plan	0-5	Croydon has listed a number of key milestone dates that we would like all prospective groups to comply with in their project planning. Please complete the programme plan to demonstrate how you will conform to these milestone dates and fit these dates around the various tasks required to complete the project. Please illustrate how the group plans to engage and work constructively with Brick by Brick and Common Ground Architecture through to the planning approval stage.	1. Clear programme plan – which engages critically with the milestone dates and maps out how the various activities required will be fitted around these dates. 2. Building contingency time into the plan in case of unforeseen circumstances 3. Linking to time-specific actions that have been stated in this application (e.g. allocations decisions). 4. Clear and thoughtful response to engagement and ongoing work with Brick by Brick 5. Questioning of assumptions is permitted	

	9	Social Value	0-5	<p>Generating social value from council activities is a key priority for Croydon. Describe how your group will generate social value for borough. Groups are encouraged to think about both the pre- and post-site completion stage.</p> <p>Please find Croydon's Social Value Framework here.</p> <p>Croydon has a range of social value priorities but for the community-led housing programme we encourage groups to focus particularly on the following three areas:</p> <ol style="list-style-type: none">1. Supporting a Cleaner and Safer Borough – e.g. reduced carbon, sustainable materials, energy generation, electric cars2. Supporting Local Communities and Initiatives – e.g. volunteering opportunities, sweat equity3. Supporting Local Business Growth – e.g. ambition to use local designers, contractors, suppliers etc and local employment and training opportunities arising for the development	<ol style="list-style-type: none">1. Clearly linked states and actions with tangible and evidenced routes of achievement.2. Measuring processes that link to stated Key Performance Indicators3. Innovative approaches to delivering social value	
	10	Equalities and Inclusion	0-5	<p>Croydon Council is committed equality and ensuring Croydon is a place of opportunity and fairness where no community is held back.</p> <p>Please find Croydon Council's Equality Objectives here.</p> <p>For the community-led housing programme we encourage groups to think about both the pre- and post-site completion stage. With a focus particularly on the following areas:</p> <ol style="list-style-type: none">1. Support local communities across protected groups2. Support local initiatives that contribute towards the Council's equality objectives such as increasing employment rates for disabled people, young people, over 50s and lone parents who are furthest away from the job market, reduce social isolation among disabled people and older people and improving the proportion of people from different backgrounds who get on well together	<ol style="list-style-type: none">1. Clearly linked states and actions with tangible and evidenced routes of achievement.2. Innovative approaches to commitment to equality and inclusion	
	11	Legal Agreement	Not scored	Please use this section to note your response to the proposed legal agreement.		0%
				Total Weighting Value		100%