

NAME

Proposal Review Sheet

AUTHOR/OWNER

Design Business Association

SOURCE

Design Business Association, 2013

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INTRODUCTION

The Proposal Review Sheet that is displayed below, is meant to be used when reviewing a written response to the design brief. For more information, go to the "Plan" stage of the Shape resource.

Agency Name:

Project:

	Comments	Score
Understanding of the company and its business		
Understanding of the brief		
Approach to the project and meeting objectives		
Agency's design process clear		
Programme of work outlined		
Evidence of similar projects		
Project plan and timescale		
Cost breakdown		
Consultancy terms and conditions Do they have their own or are they happy to proceed with yours?		
Questions?		
Comments		
Notes/ Feedback		
Final Score		

NOTES

This score sheet is an example of the sort of scoring sheet that has proved useful, especially where a pitch team is seeing a lot of agencies on one day. However, as it is only a guide you should not hesitate to change it to better suit your pitch brief.

The scoring system is up to you. You can apply a weighting score if there are some elements that are more important than others.

The best approach to scoring the documents is to instruct the team who will be looking at the responses together but allow them to read and complete the forms in their own time.

Set a review meeting date where the individual scores are then discussed, aggregated and agreed upon before deciding who will be approached to deliver the project.

Bear in mind that you will be giving feedback to the unsuccessful agencies and will require as much detail as they can provide for each response to allow you to do this. One of the ways to do this is to use a new sheet as the feedback sheet, aggregating all the comments and the scores in one place ready for feedback.

USEFUL LINKS

www.dbadirectory.org.uk/dba/uploads/pages/section-9-proposal-score-sheet.pdf