

Criteria	Weight	Actual Interview Scores: Range 0 - 4			Adjusted Scores			Total	Comments
		B. Hall	I. Skinner	M. Taylor	B. Hall	I. Skinner	M. Taylor		
1 Competence across all areas of the business	3	3	4	3	9	12	9	30	An experienced and suitably qualified team who showed some competence across the range of skills required.
2 Health & Safety across all areas of the business	3	3	3	3	9	9	9	27	Health and safety was covered and meets minimum FC requirements in this field. Opening days - the proposal is for a 5 day a week in winter offer. There was some concern over some aspects of delivery of this element.
3 Staffing & Operating	2	2	3.5	3	4	7	6	17	Too few adapted bikes was proposed, but for the general fleet a good number of appropriate bikes is available.
4 Bike Hire Equipment	1	2	3	3	2	3	3	8	Compliance across the range of areas of questioning was met but was not exceeded. Some weakness in the areas of effective communications across site partners.
5 Customer Experience	3	3	4	3	9	12	9	30	Some good ideas for the development of the building with robust costings. A comprehensive document.
6 Business Plan	3	3	4	3	9	12	9	30	Some good ideas on taster sessions and actively seeking out new markets.
7 Increasing Visitor Numbers	3	3	4	3	9	12	9	30	Good ideas were presented.
8 Engaging with User Groups	2	3	3	3	6	6	6	18	Very little evidence was provided about practically how working relationships would be developed. In particular no formal structures were presented to develop communication on site either with their landlords or other site partners.
9 Working Relationships	3	2	2	2	6	6	6	18	The skill base was demonstrated through the range of activities that have already been developed.
10 Skills	2	3	3	3	6	6	6	18	
11 Financial Offer	5	3.92	3.92	3.92	19.6	19.6	19.6	58.8	
<b>Totals</b>	<b>30</b>				<b>88.6</b>	<b>104.6</b>	<b>91.6</b>	<b>284.8</b>	

Dalby Bike Hire

Scoring Matrix

Purple Mountain *Pre interview*

Criteria	Weight	Scores: Range 0 - 4			Adjusted Scores			Total	Comments
		B. Hall	I. Skinner	M. Taylor	B. Hall	I. Skinner	M. Taylor		
1 Competence across all areas of the business	3	2	4	3	6	12	9	27	
2 Health & Safety across all areas of the business	3	2	3.5	2	6	12 10.5	6	22.5	
3 Staffing & Operating	2	2	3.5	3	4	7	6	17	
4 Bike Hire Equipment	1	2	3.5	3	2	3.5	3	8.5	
5 Customer Experience	3	2	4	2	6	12	6	24	
6 Business Plan	3	2	4	3	6	12	9	27	
7 Increasing Visitor Numbers	3	2	4	2	6	12	6	24	
8 Engaging with User Groups	2	2	3	3	4	6	6	16	
9 Working Relationships	3	2	2	2	6	6	6	18	
10 Skills	2	2	3	2	4	6	4	14	
11 Financial Offer	5	3.92	3.92	3.92	19.6	19.6	19.6	58.8	
<b>Totals</b>	<b>30</b>				<b>69.6</b>	<b>106.6</b>	<b>80.6</b>	<b>256.8</b>	

Budget - Purple measures

Dalby Bike Hire

Scoring Matrix

Criteria	Weight	Scores: Range 0 - 4			Adjusted Scores			Total	Comments
		B. Hall	I. Skinner	M. Taylor	B. Hall	I. Skinner	M. Taylor		
1 Competence across all areas of the business	3	2			6	0	0	6	Query the competence in driving business to Dalby itself. Also where is the marketing competence?
2 Health & Safety across all areas of the business	3	2			6	0	0	6	Concerned by a seeming lack of evidence of pre-hire bike checks having happened.
3 Staffing & Operating									Very limited ethos and little detail on working with the FC proactively especially on marketing. Fail to get a sense of where their marketing priorities lie? Is the employment of the Head of Coaching fully dependent on grant funding?
4 Bike Hire Equipment	2	2			4	0	0	4	Is any of it grant dependent? Do maps have to be paid for?
5 Customer Experience	1	2			2	0	0	2	Some really good ideas but where is the funding coming from for a lot of these aspirations?
6 Business Plan	3	2			6	0	0	6	In this current economic climate is 20% growth realistic in a mature market?
7 Increasing Visitor Numbers	3	2			6	0	0	6	Lots of ideas but where is the evidence of collaborative working with the FC to date?
8 Engaging with User Groups	3	2			6	0	0	6	Is there a feedback for for hire customers?
9 Working Relationships	2	2			4	0	0	4	Lots of ideas but nothing on building effective working relationships with the FC teams.
10 Skills	3	2			6	0	0	6	Low on detail high on rhetoric.
11 Financial Offer	2	2			4	0	0	4	Needed to take into account level of cap ex?
<b>Totals</b>	<b>30</b>	<b>23.92</b>	<b>0</b>	<b>0</b>	<b>69.6</b>	<b>0</b>	<b>0</b>	<b>69.6</b>	

Mike - Score Sheet Purple Mountain

Dalby Bike Hire

Scoring Matrix

Company: Purple Mountain



Assessor: MT

Scores: Range 0 - 4

Assessor:

Criteria	Weight	Panel Lead	Score	Adjusted	Comments
1 Competence across all areas of the business	3	MT	3	9	Extensive experience. Multi-site operation. Evidence of broad based approach (includes catering) and business expansion. Full CVs for key staff. Comprehensive submission professionally packaged. Extensive networks - Yorkshire & Further afield. Ambassadorial role via locate TV etc...
2 Health & Safety across all areas of the business	3	BH	2	6	Significant set of policies but no obvious H&S policy or Risk Assessments. Check with colleagues!
3 Staffing & Operating	2	MT	3	6	Clear organisational structure, job descriptions, training, etc... Marketing Plan covers all media. All requirements covered.
4 Bike Hire Equipment	1	BH	3	3	Full range of bikes including those for specialist users. Hire rates appear appropriate - no half day rate? Family package a good idea. Some concessions.
5 Customer Experience	3	BH	2	6	Sounds impressive but what is currently delivered! Need to ascertain if this comprehensive list is realistic?
6 Business Plan	3	IS	3	9	Well detailed but hardly succinct! Good financial offer to FC. Is the proposed growth deliverable?
7 Increasing Visitor Numbers	3	IS	2	6	Again comprehensively covered but questionable if all ideas are deliverable. Key factor to generate the growth predicted in the BP?
8 Engaging with User Groups	2	BH	3	6	Good examples of current practice and techniques. Stresses importance to viable small business - question over cost/benefit of resource input?
9 Working Relationships	3	IS	2	6	Positive statements throughout with some innovative ideas - why haven't these ideas been developed to date?. Understanding of current working relationships with FC & partners needs to be clarified?
10 Skills	2	MT	2	4	Multi-site operation. Two new ventures developed in last year. Appears to possess required skills mix. Does management hierarchy have sufficient depth?
11 Financial Offer	5	IS	3.92	19.6	Objectively scored. Substantial additional BP document - hardly succinct!
<b>Totals</b>	<b>30</b>		<b>28.92</b>	<b>80.6</b>	

**Williamson, David**

**From:** Skinner, Iain  
**Sent:** 29 April 2012 13:46  
**To:** Taylor, Mike  
**Cc:** Hall, Bridgette

**Subject:** Dalby Cycle Hire scores

*Pre interview Scores.*

Mike my aggregated scores are as follows:

**BIG Bear Bikes**

Competence	3	Need details on key workers qualifications
H&S	6	Lone wkg & CRB. Punctures and lost cyclists
Staffing	4	Discriminate against young and pt/women
Bike Hire Equip.	3	lack of adapted provision
Experience	9	
BP	12	Good
Increase Visit	6	Nothing innovative or new or link with vision for the site.
Engaging	4	Nothing on how
Wkg Relationships	6	Not much info on ptrship wkg with FC and NGOs
Skills	6	Good but no proof
Financial	17.1	I am sceptical of the strength of this marking system so have adjusted for weaknesses in the other parts of the BP.
<b>Total</b>	<b>76.1</b>	<i>- Ignored</i>

**Purple Mountain**

Competence track record?	12	Very good, how is recruitment and retention worked on and what is their
H&S	12	Compliant
Staffing	7	Deducted 1/2 pt as closed more than other offers
Bike Hire Equip.	3.5	Good but limited adapted bikes and why not done up until now?
Experience	12	
BP	12	Not addressed impact on site numbers
Increase Visit	12	gd Mkting plan, no mention of quiet periods or shoulder months.
Engaging	6	Good but why has this not happened before?
Wkg Relationships	6	How to recover the FC relationship with local staff
Skills	6	ok
Financial	15	Deducted 1 pt for weaknesses in the relationship with the FC
<b>Total</b>	<b>103.5</b>	

**CTC/Pace**

Competence	10.5	Bike hire gap identified and addressed
H&S	10.5	CRB in person spec but needs inc in H&S too.
Staffing	8	Good mix of skills and procedures
Bike Hire Equip.	4	Excellent adapted provision
Experience	12	Open all the time with good feedback
BP	9	OK needs more description on the different areas
Increase Visit	12	Excellent outreach and use of members
Engaging	8	Excellent outreach and method of delivery
Wkg Relationships organisations	12	Shown excellent wkg relationship with FC and other commercial and ptr
Skills	7	Good Mix with some strengthening identified.
Financial	15.2	OK and with the outreach/marketing I think it will be exceeded.
<b>Total</b>	<b>108.2</b>	

Mike sorry this is late. See you Tuesday, enjoy the kids.

*Iain*

**Iain Skinner BSc. (Hons), MRICS**