



Your ref:
My Ref: 959P

This matter is being dealt with by: Jane Blois
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21 July 2011

OUTCOME OF TENDER PROCESS

NON - ACCEPTANCE OF TENDER / INTENTION TO AWARD

ESPO CONTRACT NO: 959P

Systematic Synthetic Phonics Resources

PERIOD OF CONTRACT:

2 August 2011 to 31 March 2013 with an option to extend for up to 24 further months

Dear Sir

Thank you for your tender dated 31 May 2011 in respect of the above contract. Following a comprehensive evaluation of tender submissions received, however, I have to advise you that your tender has been unsuccessful on this occasion.

Sums software for Letters and Sounds	Unsuccessful
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The details of the awarded suppliers are shown in Appendix A.

Appendix B provides some feedback in respect of your tender submission.

I appreciate that where you have been unsuccessful that this will be disappointing news, but I hope that the feedback is clear. We anticipate that there will be a further round of procurement, and that it will be open to you to revise and resubmit your product for that further round if you choose to do so. In accordance with the Public Contracts Regulations, all awards of contract are subject to a mandatory standstill period of at least 10 days between the notification of award decision and contract conclusion. If representations are received during the standstill period, ESPO may have to suspend the making of the contract and extend the standstill period (upon which you will be separately notified) until any issues have been resolved.

Continued overleaf...

David McAll
SUMS Online Ltd
11 Hatters Lane
Chipping Sodbury
Bristol
BS37 6AA

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Upon the expiry of the 10 day standstill period ending at midnight on **Monday 1 August 2011**, and subject to ESPO having received no representations which would extend the standstill period, this letter of intention to award the contract will stand as a notice of award. If you require further information in relation to the award please contact Jane Blois (j.blois@espo.org) in writing by email.

At this stage please do not communicate the outcome of the process to anyone outside of your own organisation without the prior consent of ESPO. ESPO will be announcing the outcome to customers and other parties upon conclusion of the standstill period

Yours sincerely

A handwritten signature in black ink, appearing to read 'D. Summersgill', with a stylized flourish at the end.

D. Summersgill
Interim Director

*Enc: Appendix A – Details of Award
Appendix B - Feedback*

APPENDIX A – DETAILS OF AWARD

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The table below shows the successful bidders and the selection and award criteria applied to evaluate the tenders submitted.

Qualifying Criteria – Pass/Fail

Award Criteria – Pass/Fail

Bidder	Scheme	Qualifying Criteria	Award Criteria
Mainstream			
Jolly Learning Ltd	Jolly Phonics	Pass	Pass
Oxford University Press	Read Write Inc Phonics	Pass	Pass
	Floppy's Phonics	Pass	Pass
Pearson Ltd	Phonics Bug	Pass	Pass
	Sound Discovery	Pass	Pass
Phonics International Ltd	Phonics International	Pass	Pass

Catchup			
Oxford University Press	Read Write Inc One to One Tutoring	Pass	Pass
Read Successfully	Trugs	Pass	Pass

Supplementary (Decodable Readers)			
Oxford University Press	Project X phonics	Pass	Pass
	Project X phonics – Green and Orange Clusters	Pass	Pass
	Traditional Tales	Pass	Pass
Phonic Books Ltd	Dandelion Books	Pass	Pass

Supplementary Resources			
Autopress Education Ltd	Various supplementary resources	Pass	Pass
Cardinal Education Supplies Ltd T/A Craftpacks	Various supplementary resources	Pass	Pass
Cicada Education Equipment Ltd	Various supplementary resources	Pass	Pass
Eastpoint	Various supplementary resources	Pass	Pass
Findel	Various supplementary resources	Pass	Pass
Lesley Clarke	Active Phonics	Pass	Pass
Smart Kids	Various supplementary resources	Pass	Pass
TTS	Various supplementary resources	Pass	Pass
Yellow Door	Various supplementary resources	Pass	Pass

APPENDIX B – FEEDBACK ON UNSUCCESSFUL SUBMISSION

SUMS ONLINE LTD

ESPO CONTRACT NO: 959P

Systematic Synthetic Phonics Resources

PERIOD OF CONTRACT:

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The evaluation of your tender submitted for 959P Systematic Synthetic Phonics was a two stage process based on Qualifying Criteria which was assessed as a pass / fail exercise, followed by the evaluation of the tender against the Department for Education Systematic Synthetic Phonics Award Criteria detailed in the tender document. The Award Criteria were also assessed as Pass / Fail.

Qualifying Criteria

SUMS Online Ltd passed the Qualifying Criteria and all products were put through to the next stage.

Award Criteria

All products must meet the Annex A Core Criteria set out in the tender document and in addition to this, Annex C criteria for products intended to be used for catch up. Supplementary products are required to meet at least one of the criteria, whilst supporting all the other criteria.

Sums Software for Letters and Sounds

The main criteria that the product failed to meet were:

“High quality systematic synthetic phonic work as the prime approach to decoding print i.e. a phonics ‘first and fast’ approach.”

The evaluator judged the product to be insufficient in itself to deliver a full programme of systematic synthetic phonics. Coverage of phoneme/grapheme relationships, blending and segmenting is too limited. However, it does not significantly complement or supplement what would be provided by one of the main programmes to be considered a supplementary resource, because it merely duplicates a small segment of what is covered in a main programme.

“Designed for teaching discrete, daily sessions, progressing from simple to more complex phonic knowledge and skills and covering the major grapheme/phoneme correspondences.”

The evaluator concluded that the programme often only duplicates electronically what a teacher could better deliver ‘live’.