



UK Research
and Innovation



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Immersive Economy Report 2022

Request for Proposal

18th January 2021

Contact:

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Background

Launched in 2018, the [UKRI Audience of the Future Challenge](#) has invested £39.3 million in the development of new immersive technologies, and commissioned research to better understand audiences for immersive productions.

The challenge has invested in design foundations support for projects exploring human centred design, production innovation for immersive content, a demonstrator programme of XR experiences covering four main entertainment sectors, an immersive technology investment accelerator to support early-stage businesses, and a new national centre for immersive storytelling - StoryFutures Academy.

[Immerse UK](#) is an immersive technology Innovation Network delivered by KTN. The network was founded in 2016 and brings together a network of leading professionals, academics, high growth entrepreneurs, investors and public sector stakeholders to help to grow the UK's XR ecosystem. Immerse UK delivered the first UK Innovate UK-funded Immersive Economy Report in 2018 with NESTA, which can be accessed [here](#). This was followed by the second Immersive Economy Report in 2019 with Digital Catapult, which can be accessed [here](#).

Aim and Objectives

This third immersive economy report will look at trends in the XR industry post-COVID. This report aims to reflect on the advances made in technology adoption and business model transformation in the UK since the last report was published in 2019. The report will also look at application growth areas, the investor ecosystem, and success stories from government funded R&D programs. It will explore further opportunities for innovation in the sector, and make recommendations about what is needed to enable the industry to keep growing.

Requirements

Content

The report should be evidence based and cover all regions of the UK. It will provide some trend analysis compared to the 2019 report, along with relevant case studies which will demonstrate how the industry has been evolving. Online surveys shall be set up to gather insight from Immerse UK members, private investors, and the wider community.



The content of the report shall cover the following sections:

- 1) State of the Nation: including a comparative analysis of the industry landscape compared to the 2019 report and will look at economic value, growth, company turnover, and export.
- 2) Application growth areas: this will include trend analysis compared to the results from the previous report and highlight case studies from each sector.
- 3) Understanding regional hubs: this will include In-depth interviews with key stakeholders from local councils, universities and commercial organisations to explore the UK's diverse and growing regional hubs of immersive technology activity.
- 4) Research and Development: highlighting outcomes and key success stories from the Audience of the Future program, Creative Industry Clusters, & other government funding (i.e. COVID grants)
- 5) Future Shaping: an analysis on the current challenges and opportunities for innovation in the sector drawing from insights provided in the first three sections and an additional forecast on future trends & international opportunities.
- 6) Conclusion & recommendations: this section will provide conclusions based on the report findings and some recommendations for what is needed to help the industry advance further.

Audience

This report will be published online and is aimed primarily at members of the immersive technology community, including startups, SMEs, large corporates, trade associations, academic institutions, research organisations, and private investment firms.

The report shall also be of interest to the wider network of innovators, researchers and government representatives working in other sectors of the UK economy and internationally interested in research and innovation collaboration and market opportunities for the immersive sector. The report will be launched at the end of May.



Key Deliverables

The key deliverables are:

- Deliverable 1: Inception Report
- Deliverable 2: Survey and Interview Analysis
- Deliverable 3: Full Draft Report
- Deliverable 4: Signed off Publication

Deliverable 1: Inception Report

A short document outlining in detail the research approach, work plan, scope of the assignment, list of stakeholders to be consulted, as well as the full questionnaires for the online surveys and interviews.

Deliverable 2: Surveys and Interview Analysis

A questionnaire for the surveys and interview and analysis of the results. KTN can arrange for the surveys to be sent to Immerse UK's members and key contact list.

Deliverable 3: First Iteration of Full Report

An initial draft of the report (~80 pages) including all tables, graphics and pictures.

Deliverable 4: Publication

The final signed off publication in pdf format ready for public consumption.

Timeline

The timeline is as follows:

<u>Milestone</u>	<u>Date</u>
Commissioning started	18 th January 2022
Proposal Submission Date	16 th February 2022
Notification of results	23 rd February 2022
Contract awarded	wc 28 th February 2022
Kick-off Meeting	wc 7 th March 2022
Inception Report	wc 14 th March 2022
Survey and Interview Analysis	wc 4 th April 2022
First iteration of Full report	Beginning of May 2022
Signed off publication	End of May 2022



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Budget

The level of support provided by the selected organisation(s) and associated budget is yet to be confirmed but should not exceed £69,000 inclusive of VAT.

Submission Requirements

In response to this RFP, please provide the following information:

Technical Approach

- Initial research methodology
- Initial list of stakeholders to consult
- Initial list of documents to be reviewed
- Initial work plan

Technical Capability

- A description of how you would meet the deliverables
- Evidence of past or current relevant work
- Evidence of domain knowledge in the service sector, namely accountancy, insurance, and legal.
- Evidence in domain knowledge in AI and data analytics applied to the services sector.

Staff Resources

- Staff resources and CVs of professionals who will undertake the work

Legal Information

- Professional Insurances in place
- Partnerships or joint ventures with other organisations

Schedule of Rates

- A proposed contract value, including a cost breakdown for all the deliverables detailed above. Prices and financial data must be provided in £ Sterling.

Additional Information

- Any additional services you could provide to enhance the project scope.
- Publicly available brochures will not be accepted as responses.



Scoring criteria will be used to assess bids and the categories are as follows:

- | | |
|--|------------|
| ● Technical Capability | 20% |
| ● Team and Resources | 15% |
| ● Value for Money of the Proposal | 30% |
| ● Demonstrable experience of similar projects | 10% |
| ● Demonstrable experience of working in the services sectors | 10% |
| ● Company Reputation | 15% |

Service providers must submit an electronic copy (in PDF format) of their response to the RFP to asha.easton@ktn-uk.org by Monday 16th February no later than 17:00 (GMT).

Contract and Expiry Date

The Contract will be awarded in accordance with a pricing proposal for the successful service provider. Payment will be dependent upon the successful delivery and approval by Innovate UK KTN as below:

- 20% on signature of the contract
- 30% upon approval of the first iteration of the full report
- 50% upon final signed off report

Principal Contact for the Request for Proposal

Please direct any questions or communications on this RFP to Asha Easton (asha.easton@ktn-uk.org)

Terms and Conditions

This Request for Proposal is subject to "Innovate UK KTN's Terms and Conditions of Contractor Engagement – Company Edition", which can be provided separately.