



Department
for Culture,
Media & Sport

INVITATION TO TENDER (ITT) FOR:

*CONTRACT FOR SERVICES: HEALTH AND WELLBEING OUTCOMES
ASSOCIATED WITH CULTURE AND HERITAGE RESEARCH SERVICES*

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SECTION 1

INFORMATION FOR TENDERERS

1. INTRODUCTION

- 1.1 The Department for Culture, Media and Sport (DCMS) ('the Department') is inviting Tenders for a contract for research into the health and wellbeing outcomes associated with culture and heritage. The detailed requirements are set out in the Specification of Requirements at Section 2 ('the Specification').
- 1.2 Tenderers shall be invited from the CCS RM6126 Research & Insights DPS.

2. INSTRUCTIONS TO TENDERERS

- 2.1 In submitting a Tender Response, a Tenderer (i.e. a party submitting a response to this ITT) undertakes that in the event of their Tender Response (i.e. their response to this ITT) being accepted by the Department and the Department confirming in writing such acceptance to the Tenderer, the Tenderer will, upon being called to do so by the Department execute the Contract in the form set out in Appendix F of this ITT or in such amended form as may subsequently be agreed.
- 2.2 The Department reserves the right to cancel the procurement exercise at any point. The Department will accept no liability for any losses caused by any cancellation of this procurement exercise nor any decision not to award a Contract as a result of the procurement exercise.
- 2.3 Tenderers are responsible for ensuring that they have submitted a complete and accurate Tender Response and that prices quoted are arithmetically correct for the units stated. Prices provided must be submitted in £ Sterling (GBP), exclusive of VAT.
- 2.4 The Department reserves the right to discuss, for the purpose of clarification, any aspect of a Tender Response with the relevant Tenderer prior to the award of the Contract.
- 2.5 At any time prior to the deadline for receipt of Tender Responses, the Department reserves the right to amend, add to or withdraw all or any part of

this ITT at any time during the procurement exercise. Any such amendments, additions, or removals will be notified in writing to all prospective Tenderers.

- 2.6 The contents of this ITT and of any other documentation sent to any Tenderer in respect of this procurement exercise are provided on the basis that they remain the property of the Department and/or any relevant body. Tenderers shall treat the contents of the ITT and any related documents (together called the 'Information') as confidential (save in so far as they are already in the public domain) and shall take all necessary precautions to ensure that all information is treated as such and not disclosed (save as described above) or used other than for the purpose of this procurement exercise by the Tenderer.

Submission of Tenders

- 2.7 Tenders must be submitted via the Delta e-sourcing portal (see 2.20 below) to be received no later than **12:00 hrs noon (BST), 22nd September 2023** (the deadline for receipt of Tender Responses – see 10.1 below). Please ensure that you allow yourself plenty of time when responding to this invite prior to the closing date and time, especially if you have been asked to upload documents.
- 2.8 Tender Responses not received by the deadline may not be considered unless there is clear evidence that the delay in receipt was beyond the control of the Tenderer.
- 2.9 Any questions concerning aspects of the ITT should be submitted via the e-sourcing portal (see 2.19 below).
- 2.10 Prospective Tenderers are reminded that the entire contents of this invitation belong to the Department. It must only be used for the purpose for which it was issued.
- 2.11 Your Tender Response should remain valid for a period of 120 days from the tender closing date. A tender valid for a shorter period may be rejected.
- 2.12 Tenderers must not inform anyone else, even approximately, what their Tender prices are, or will be. Furthermore, Tenderers must not try to obtain any information about anyone else's tender or proposed tender.
- 2.13 Page limits are provided for each question in the Technical Submission (Part 2 of the Tender Response – refer to Section 3 of this ITT). All written responses should be in a minimum font size of Arial 12 point. Only the information within the set page limit will be evaluated. Additional information will not be evaluated and therefore should not be supplied. The Department will only take account of information which is specifically asked for in the ITT.

- 2.14 Failure to provide the information required or particulars for the relevant question(s) or supply documentation referred to in the Tender Response within the deadline for submission of Tender Response may result in elimination from the procurement exercise.
- 2.15 Answers must be in English. Tenderers should note that where any supplementary documents are not published in English, certified translations into English must be provided with the Tender Response (if applicable).
- 2.16 No representation, warranty or undertaking, express or implied, is or will be given by the Department or any of its agents or advisers with respect to the information contained in this ITT document, including with respect to its accuracy, adequacy or completeness.
- 2.17 All Tenderers are responsible for all their costs and expenses incurred in connection with this procurement process at all stages. Under no circumstances will the Department be liable for any costs or expenses borne by or on behalf of the Tenderer or any party associated with this procurement process.
- 2.18 If you do not wish to submit a tender, please notify us to that effect. It would be appreciated if the reasons for not submitting a tender are given, although there is no obligation to do so.
- 2.19 The information and/or documents for this opportunity are available on the Delta e-sourcing portal: <https://www.delta-esourcing.com>. You must register on this site to respond. If you are already registered you will not need to register again, simply use your existing username and password. Please note there is a password reminder link on the homepage.

Tenderers must log in, go to your Response Manager and add the following Access Code: **9Y376XTZ22**. Please ensure you review all communications and follow any instruction provided to you.

If you experience any technical difficulties please contact the Delta eSourcing Helpdesk on telephone number 0845 270 7050.

Selection of Successful Tender

- 2.20 Tender Responses will be checked for completeness and compliance with this ITT and only compliant Tender Responses will be evaluated. Non-compliant Tender Responses may be eliminated from the procurement exercise.
- 2.21 The Department will award the Contract(s) to the Tenderer submitting the most economically advantageous tender based on the combined responses submitted in relation to the technical and commercial requirements. Section 3

(Evaluation Criteria) sets out the full range of criteria for assessing Tender Responses.

- 2.22 The Department reserves the right to undertake a detailed financial and technical appraisal of each Tenderer and for this process to continue up to the award of the Contract(s). Further appraisal may continue if required through the duration of the Contract. This may result in the Department requiring assurances from the Tenderer/Supplier, such as Parent or Ultimate Holding Company Guarantees, if required.
- 2.23 The Department shall be under no obligation to accept the lowest or any tender and, unless the Tenderer expressly stipulates to the contrary at the time of tendering, reserves the right to accept such portion of a tender as it decides. All Tenderers will be notified of the Contract award decision.
- 2.24 The Department may require Tenderers to present details or aspects of their tender submission to the Department and its advisors for the purposes of clarification. No marketing material should be included in the presentation. No information other than that specifically requested in writing by the Department should be included in the presentation. Tenderers are responsible for all costs or expenses incurred by tenderers associated with any presentation.

3 DESCRIPTION OF SERVICES

- 3.1 The Specification (as at Section 2 of this ITT document) sets out the various services that may be required.
- 3.2 The Specification will form part of the eventual Contract(s).
- 3.3 Tenderers should formulate their Tender Responses based on the Specification. Any changes in the Department's requirements would be the subject of post tender discussions.
- 3.4 The Supplier (i.e. the successful Tenderer) should comply with all requirements of the Framework for Sustainable Development on the Government Estate. Environmentally friendly products where applicable should be used.

4 FORM OF CONTRACT

- 4.1 The Contract between the Department and the Supplier will be based as closely as possible on the Contract for services provided (refer to Appendix F) including its annexes and any schedules.

- 4.2 Information presently left out of the Contract will be derived from the Supplier's Tender Response and, if appropriate, post tender clarification.
- 4.3 Please note that no material changes to the Contract will be accepted and by submitting a tender response Tenderers are confirming they unreservedly accept the terms and conditions as set out in the Contract and related annexes. Should any changes be requested these must be supplied together with your tender submission and the Department may consider these at their discretion. If the Department rejects any such requested changes, the Tenderer will be required to accept the Departments terms and conditions or their response will be assessed as Non-compliant and eliminated from the procurement exercise. The Department reserves the right to withdraw our acceptance of your tender offer at any point until signature of Contract by all Parties.

5 FREEDOM OF INFORMATION

- 5.1 Any information submitted to the Department may need to be disclosed and/or published by the Department. Without prejudice to the foregoing generality, the Department may disclose information in compliance with the Freedom of Information Act 2000, any other law, or, as a consequence of judicial order, or order by any court or tribunal with the Department to order disclosure.
- 5.2 If the Tenderer considers that any of the information included in their completed ITT is commercially confidential then the Tenderer shall identify it and explain (in broad terms) what harm might result from disclosure and/or publication. If required, this should be provided using the template at Appendix D. It should be noted though, that even where the Tenderer has indicated that information is commercially sensitive, the Department may disclose this information where it sees fit.
- 5.3 Receipt by the Department of any material marked 'confidential' or equivalent should not be taken to mean that the Department accepts any duty of confidence by virtue of that marking.
- 5.4 The UK Government is committed to greater data transparency in the public sector. Accordingly the Department reserves the right to publish its tender documents, contracts and data from invoices received and may at its discretion redact all or part of such information prior to publication. In doing so the Department may at its absolute discretion take account of the exemptions that would be available under the Freedom of Information Act 2000.

6 DATA PROTECTION ACT 2018

- 6.1 The awarded Contract will be subject to the Data Protection Act (DPA) 2018 which came into force from the 25th May 2018. Tenderers should ensure they

are both familiar with the legislation and of their obligations as the Data Processor. Guidance from the Information Commissioner's Office (ICO) is available [here](#). The Department reserves the right to request additional evidence to undertake sufficient due diligence of any Tenderer and/or Supplier to ensure they can implement the appropriate technical and organisational measures to comply with the act (i.e. provide guarantees of their ability to comply with the regulations).

- 6.2 Where applicable to the services outlined within this ITT the draft contract for services, attached at Appendix F, details the specific roles and responsibilities of the Controller, the Processor and any Sub-processors.
- 6.3 In certain circumstances, DCMS (the Controller) is required to conduct a Data Protection Impact Assessment ("DPIA") prior to any processing. A DPIA may be undertaken after contract award but prior to any processing with support from the Tenderer or Supplier (the Processor), factoring in time to consult the ICO if the DPIA relates to high risk processing.

7 ELIGIBILITY OF TENDERERS (JOINT VENTURES OR CONSORTIA)

- 7.1 Tenderers may take the form of sole legal entities or may wish to combine to form consortia, joint ventures (JVs), unincorporated associations or partnerships. This may, for example, apply to entities who feel that alone they do not have the capacity or capability to address the size and scale of the Department's requirement. Tenderers are responsible for determining the most appropriate approach to delivering their proposal, should consider the instructions below and also consider whether sub-contracting alone may be sufficient.
- 7.2 The following additional instructions apply to Tenderers who put forward a joint approach:
 - (i) A Lead Party must be identified that shall submit a ITT response on behalf of all Parties to the JV/consortium;
 - (ii) The Lead Party shall be responsible for all communication with the Department during the procurement process;
 - (iv) As part of their ITT response, the Tenderer must submit a structure diagram identifying the roles and relationships between the Parties including all relevant companies, their respective parent or ultimate holding companies. The structure should make clear who will be contractually responsible for delivery of the contract and ensure that, as a minimum, the legal obligations and liabilities of the Tenderer are borne by an entity or entities which satisfy the financial and economic

requirements set out in the ITT. Where the group is proposing to create a separate legal entity, such as a special purpose vehicle (SPV) or consortium, they should provide details of the actual or proposed percentage shareholding of the constituent members within the new entity and details of its legal and operational structure. An SPV is a legal entity that is formed to perform a specific contract;

- (v) Appendix C (Tender Submission Statement) should be completed and signed by all Parties together with written confirmation from each Party that they authorise the Lead Party organisation to act on their behalf in relation to this procurement exercise;
- (vi) If awarded a Contract, unless otherwise stated in your submission, each of the Parties shall be jointly and severally responsible for the due performance of any contract with the Department.

7.3 Tenderers must advise the Department if there is any change to their legal status and/or composition during or after the procurement process, and the Department reserves the right to disqualify Tenderers where significant or material changes occur.

8 NO MARKETING RIGHTS

8.1 Tenderers shall not and shall procure that their subcontractors, representatives, agents and/or advisors do not do any of the following without obtaining the prior written consent of the Department:

- (i) make a public statement or communicate in any form with the media in connection with this procurement process;
- (ii) use any trademarks, logos or other intellectual property rights associated with the Department and/or its stakeholders;
- (iii) represent that the Tenderer is directly or indirectly associated in any way with the Department and/or its stakeholders or that its or their respective products and/or services are in any way endorsed by the Department and/or its stakeholders; or
- (iv) do anything or refrain from doing anything which would have an adverse effect on or embarrass the Department and/or its stakeholders.

9 ADDITIONAL REQUIREMENTS

9.1 Information Sharing Across Government

All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

For these purposes, the Department may disclose within Government any of the Tenderer's documentation/information (including any that the Tenderer considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Tenderer to the Department during this procurement. The information will not be disclosed outside of Government. Tenderers taking part in this competition consent to these terms as part of the competition process.

9.2 Government Security Classifications

The Government has introduced its new Government Security Classifications (GSC) classification scheme to replace the current Government Protective Marking System (GPMS). A key aspect of this is the reduction in the number of security classifications used. All potential Tenderers are encouraged to make themselves aware of the changes and identify any potential impacts in their tender, as the protective marking and applicable protection of any material passed to, or generated by, you during the tender process or pursuant to any contract awarded to you as a result of this tender process will be subject to the new GSC. The link below to the Gov.uk website provides information on the new GSC:

<https://www.gov.uk/Government/publications/Government-securityclassifications>

The Department reserves the right to amend any security related term or condition of the draft contract accompanying this ITT to reflect any changes introduced by the GSC.

9.3 Cyber Essentials Scheme

It is mandatory for Suppliers to demonstrate that they meet the technical requirements prescribed by Cyber Essentials for those contracts featuring any of the characteristics set out below.

The requirements can be found at:

<https://www.cyberaware.gov.uk/cyberessentials/>

Any of the following characteristics will necessitate the requirements prescribed by Cyber Essentials:

- i) Where personal information of citizens, such as home addresses, bank details, or payment information is handled by a Supplier.
- ii) Where personal information of HMG employees, Ministers and Special Advisors such as payroll, travel booking or expenses information is handled by a Supplier.
- iii) Where ICT systems and services are supplied which are designed to store, or process, data at the OFFICIAL level of the Government Protective Marking scheme.

Where any of the above apply, assurance will be required that Suppliers themselves exercise good cyber security practice, holding Cyber Essentials as a minimum by contract commencement.

Potential Suppliers are required to implement appropriate arrangements for data security at all times, particularly relating to the transmission and storage of personal data. Such procedures must meet the standards outlined in the Data Protection Act.

9.3 **CE marking**

Any applicable product provided as part of your response must comply with EU safety, health and environmental requirements and bear CE marking in line with the following guidance: <https://www.gov.uk/guidance/ce-marking>.

9.4 **Armed Forces Covenant**

The Armed Forces Covenant is a public sector pledge from Government, businesses, charities and organisations to demonstrate their support for the armed forces community. The Covenant was brought in under the Armed Forces Act 2011 to recognise that the whole nation has a moral obligation to redress the disadvantages the armed forces community face in comparison to other citizens, and recognise sacrifices made.

The Covenant's 2 principles are that:

- the armed forces community should not face disadvantages when compared to other citizens in the provision of public and commercial services.
- special consideration is appropriate in some cases, especially for those who have given most such as the injured and the bereaved.

DCMS encourages all Tenderers, and their suppliers, to sign the Corporate Covenant, declaring their support for the Armed Forces community by displaying the values and behaviours set out therein.

Guidance on the various ways you can demonstrate your support through the Corporate Covenant is at [The Corporate Covenant](#).

If you wish to register your support you can provide a point of contact for your company on this issue to the Armed Forces Covenant Team at the address below, so that the MOD can alert you to any events or initiatives in which you may wish to participate. The Covenant Team can also provide any information you require in addition to that included on the website.

Email address: covenant-mailbox@mod.uk

Address: Armed Forces Covenant Team, Zone D, 6th Floor, Ministry of Defence, Main Building, Whitehall, London, SW1A 2HB

The Armed Forces Covenant is not a condition of working with DCMS now or in the future, nor will this issue form any part of the tender evaluation, contract award procedure or any resulting contract. However, DCMS very much hopes you will want to provide your support.

10 DRAFT TIMETABLE

10.1 This timetable is provided as a guideline only and is subject to change.

Description	Date
Issue of ITT	27th July 2023
Suppliers' Briefing	w/c 7th August 2023
Deadline for clarification questions to be issued to the Department	18th August 2023 at 12:00pm (BST)
Deadline for the Department to respond to clarification questions	25th August 2023 at 12:00pm (BST)
Deadline for receipt of Tender Responses	22nd September 2023 at 12:00pm (BST)
Contract award notification	w/c 2nd October 2023
Contract award	9th October 2023
Contract commencement	w/c 9th October 2023
Start up meeting	w/c 16th October 2023
Service commencement date	w/c 16th October 2023
Contract End Date	31st May 2024

10.2 Suppliers are expected to provide DCMS with a programme of work as part of their proposal, of which a longer timeframe will be considered if this is necessary to complete the research to the required standard. We will allow scope for a 3 month extension.

11 RESPONSE CHECKLIST

Please ensure you have provided all the relevant documents in the table below when submitting your Tender Response. The following documentation will form your Tender Response and should be provided via the e-sourcing portal by the deadline for receipt of Tender Responses stated at 10.1(above) of this ITT document:

Document description	Mandatory to provide?	Format	File name (please name your documents as below when uploading to Delta)
Part 1			
Technical Submission	Mandatory	Word/PDF (single document containing responses to Questions 1-6)	"Tenderer name_Technical Submission"
Part 2			
Appendix B: Pricing Schedule	Mandatory	Word/PDF/Excel spreadsheet (template at Appendix B)	"Tenderer name_Pricing Schedule"
Appendix B: Pricing Schedule	Mandatory	Word/PDF/Excel spreadsheet (template at Appendix B)	"Tenderer name_Redacted Pricing Schedule"
Other Appendices			
Appendix A: Company Information	Mandatory	Word/PDF (template at Appendix A)	"Tenderer name_Appendix A"
Appendix C: Tender Submission Statement	Mandatory	Word/PDF (signed) (template at Appendix C)	"Tenderer name_Appendix C"

Appendix D: Commercially Sensitive Information	Only if desired	Word/PDF (template at Appendix D)	“ Tenderer name_ Appendix D”
Appendix E: Key Persons, Primary Suppliers and Primary Subcontractors	Mandatory	Word/PDF (template at Appendix E)	“ Tenderer name_ Appendix E”

SECTION 2

SPECIFICATION OF REQUIREMENTS ('Specification')

1 INTRODUCTION & PURPOSE

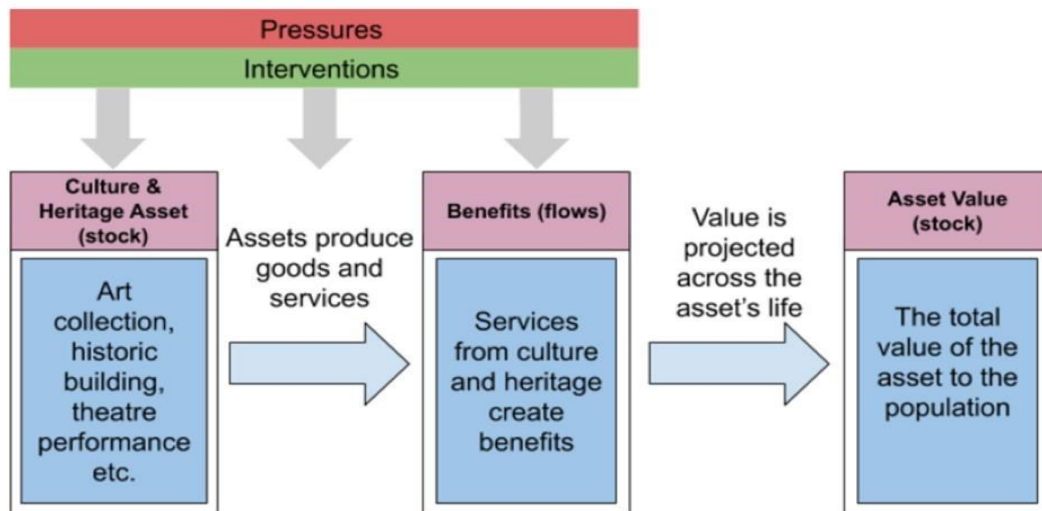
This research is part of a wider programme of work called [Culture and Heritage Capital](#) (CHC). DCMS is leading the CHC programme, which aims to develop a formal approach to valuing culture and heritage assets for use in social cost benefit analysis (SCBA), with the ultimate aim of creating publicly available statistics and guidance on valuing culture and heritage assets consistent with HMT's Green Book.

This project has been identified by both ourselves and our CHC Advisory Board as a priority area for research, so the CHC programme is seeking to identify, quantify and monetise health and wellbeing outcomes associated with engagement with culture and heritage assets and the services they provide.

Culture and Heritage Capital

At its simplest, the CHC approach is about thinking of an asset, or set of assets, that embody culture or heritage. In the DCMS publication “[Valuing Culture and Heritage Capital: A Framework towards Decision Making](#)”, a stocks and flows framework was introduced to explain how the “stock” of assets (e.g. a museum) provide “flows” of services (e.g. providing a place to enjoy with friends and family) which have benefits (e.g. improving health/wellbeing) - see figure 1 below.

This asset-based model has been influenced by the [Natural Capital approach](#) developed by the Department for Environment, Food and Rural Affairs (DEFRA), which similarly identified the flows of services associated with natural assets and the benefits that these generate. However, defining these characteristics or **features** of assets is more difficult for culture and heritage than for other forms of capital as the services are often derived from how a person interprets or feels about an asset.

Figure 1. [The Culture and Heritage Capital Framework \(Sagger et al., 2021\)](#)

One of the key benefits (flows) are related to health and wellbeing, which DCMS are looking to explore and monetise as part of this research.

2 SCOPE OF REQUIREMENT

This research will fill an important evidence gap relating to health and wellbeing outcomes for the culture and heritage sectors. As present, the link between engagement with cultural and heritage assets, and their impact on health and wellbeing is well documented. Research by World Health Organisations and UCL has found that culture can prevent, treat and manage physical and mental health e.g;

- More positive health and social behaviours in children and young people,
- Better mental health in adulthood,
- Lower risk of depression and dementia in later life,
- Lower levels of chronic pain and frailty, and even a longer life.

The research should not be limited to mental and physical, but should also include spiritual health (i.e. living a meaningful life).

However, there are very few studies that have taken this evidence and converted the finding into monetised values (£) that can be used by practitioners, cultural organisations and academics for use in business cases during social cost benefit analysis (SCBA) and value for money assessments. This project will take the evidence that identifies causal links, and attempt to quantify and monetise these benefits relating to health and wellbeing for different culture and heritage assets, for use in SCBA.

This is a significant area of research, and currently in policy development and business cases, these social outcomes are omitted from appraisal due to lack of

evidence, thus are implicitly valued at zero. This may lead to suboptimal levels of funding, so considering and incorporating these non-market benefits into appraisal will allow for a more comprehensive SCBA and better decision making.

The key objectives of the contract that should be addressed by the supplier are:

- Provide a clear understanding of the health and wellbeing outcomes associated with engagement into culture and heritage.
- A literature review, with a focus on mining of systematic reviews, to outline and define the key health and wellbeing outcomes with causal links to culture and heritage, including understanding what works in terms of improving health and wellbeing.
- Assess key techniques to monetise these outcomes, with a focus on traditional methods used in health economics, as well as more innovative and creative methodologies, and provide a framework for applying them.
- Elicit health and wellbeing values for specific services for inclusion into the CHC toolkit, including both benefits and potential disbenefits.
- Consider the interactions and potential overlaps with other non-market valuation techniques, as well as market techniques.
- Set out practical examples and applications of monetising social outcomes derived from CHC assets.

These objectives will inform DCMS' future updates of "[Valuing Culture and Heritage Capital: A Framework towards Decision Making](#)" and help feed into practical guidance that will be released as part of the CHC programme to allow practitioners, cultural organisations and academics to measure these outcomes. This will help fill an important evidence gap needed to inform policy and enable these benefits to be considered in decision making.

Research Questions

The research should address the following research questions:

- What are the main assets and services which provide benefits and outcomes relating to health and wellbeing?
- Which of these outcomes is it possible to monetise? This includes providing methodology, values and case studies.
- What are the main linkages and overlaps with other non-market valuation techniques and to what extent can they be triangulated?
- What is the best way to present these outcomes and values to nonspecialists?

Some of the types of impacts that could be measured are outlined in DHSCs "[mental health and wellbeing plan](#)".

3 METHODOLOGY

The successful supplier should address the research questions above based on a number of research techniques:

Literature Review

A review of existing literature on cultural and heritage services and their links with health and wellbeing should be carried out. The evidence review should use a systematic methodology to search relevant evidence and draw together findings to answer the above research questions, focussing on systematic reviews and evidence identifying causal links. Suppliers should set out their approach in their tender documents.

This could include, but is not restricted to: policy documents; systematic reviews and evaluations, or any other relevant evidence examining their outcomes or impacts and underlying mechanisms that generate these benefits. Where relevant, the review could draw on international research and evidence to develop the framework.

The successful supplier will need to build appropriate criteria for including material as part of the review, to be agreed with DCMS before commencement. Consideration must be given to:

- Scope and purpose of the review,
- Balanced coverage,
- Including the most recent and relevant studies,
- Clearly (and logically) ordered and sorted research, focusing on the research questions and evidence.

Valuation and Monetisation

The methodology developed is expected to be consistent with guidance developed by the Department of Health and Social Care regarding health economics, but more innovative techniques can also be explored. This work should include some primary qualitative research with academics and sector experts to identify some of the key methods that could be used to monetise and value the causal links between heritage and culture, and health and wellbeing.

The final report should synthesise the evidence to answer the research questions and present the health and wellbeing outcomes that have causal links to heritage engagement, and their monetised values. Valuation techniques that could be used, but are not restricted to, are;

- WELLBYs and WEMWBS,
- QUALYs,
- Avoided health costs (i.e. reduced risk) associated with physical and mental health.

DCMS encourages the use of more innovative valuation techniques as well as the more traditional methods listed above which are used commonly in health economics as per the Department of Health and Social Care's guidance. The research should not be limited to mental and physical, but should also include spiritual health (i.e. living a meaningful life).

Suppliers are expected to provide an outline of their methodological approach to this aspect of the research. Case study examples should be used to show how assets provide services, which produce benefits that have been monetised.

Monetised values should be discounted and in real terms, with optimism bias applied, in line with HM Treasury's Green Book guidance (including allowances for displacement, deadweights and attribution, where relevant).

The research questions outlined above in Section 2 and relevant methodologies will be developed and refined further through discussion between the project steering group and Supplier following project start-up.

The research will be expected to meet the requirements of the Government Social Researcher (GSR) Professional Guidance: Ethical Assurance for Social Research in Government. Suppliers are required to set out their methodological approach, anticipated risks, and how these will be mitigated.

4 OUTPUTS

Suppliers will be required to provide outputs in line with the key objectives, set out in Section 2. As such, DCMS anticipates that the final outputs will include:

- A detailed report (following a 1:3:25 approach, excluding technical appendices), outlining the causal links between cultural and heritage engagement and their health outcomes, as well as a discussion and application of different methodologies and monetisation techniques, including case studies.
- A dataset of monetised values split by assets/services, and/or outcome, for inclusion into the Culture and Heritage Capital Evidence Bank.
- A technical appendix, fully documenting the rationale, methods and results of the reviews.
- A presentation to DCMS and a slide pack summarising the study, methods applied and key findings.
- DCMS will write an overarching summary of the report, published alongside the main report, that will summarise the results from the research and present DCMS branded guidance. The alternative will be for DCMS to use the report or findings to update 'Valuing Culture and Heritage Capital: A Framework towards Decision Making'. Which acts as DCMS's equivalent to DEFRA's Enabling a Natural Capital Approach (ENCA).

5 TIMETABLE

It is expected that the successful supplier shall be available to start work immediately on award of the contract. An indicative timetable is shown below, and suppliers should outline how they will ensure that these deadlines are met and outline their proposed timeline.

[N.B. the timetable is indicative and subject to change]

Deliverable	Timeline (Beginning)
Project Set-up	w/c 16th October 2023
Literature review and identification of outcomes and valuation methods	w/c 13th October 2023
Draft methodologies for monetisation and valuation	w/c 22nd January 2024
Monetisation applied to CHC assets	w/c 11th March 2024
A draft report detailing the literature, monetisation methods and CHC values as set out in the key objectives above	w/c 6th May 2024
DCMS to review the draft report and provide comments	w/c 13th May 2024
A final report, to be published on the DCMS CHC portal.	w/c 27th May 2024
A database of valuations and methods to be incorporated with the CHC toolkit.	w/c 27th May 2024
A presentation to DCMS analysts and policy colleagues on the final key results.	w/c 27th May 2024

6 SERVICE LEVELS AND PERFORMANCE

Governance:

- The Supplier must have one lead project manager responsible for all components of the project.
- A member of the DCMS Arts, Heritage and Tourism Analytical Team will act as lead project manager for DCMS. The lead project manager will provide advice and guidance on any questions arising from the Suppliers during the project.
- Where comments or input are required from DCMS, the Supplier should allow sufficient time for turnaround and give advance notice where possible. As a general guide DCMS will aim to turn around minor requests within 3 working days and major requests (e.g. commenting on the technical report) in 1 week.
- The final deliverables will be signed off by the Deputy Director for Analysis for Culture, Sport and Civil Society. We anticipate the report will be published on GOV.UK (and so should be drafted for a non-technical audience).

This project should also have a steering group for the project, consisting of the supplier undertaking the analysis, the DCMS CHC team, analysts from ALBs with an interest in the project, and analysts from across government with interest and expertise in this area, such as DHSC.

This group will meet fortnightly to ensure the project remains on track in delivering its objectives, and will provide the supplier the opportunity to update on progress and the group to ask questions and provide advice / recommendations. The frequency and timings of the meetings can be altered as appropriate.

Reporting arrangements:

The Supplier will be expected to:

- Meet initially with the DCMS lead project manager for a set up meeting; and after the delivery of the draft report, in order to discuss findings prior to its finalisation.
- Hold regular contact meetings during the project. The nature and extent will be confirmed at the start of the contract. Initial meeting with DCMS, in person, at the start of the contract. Costs associated with attending these meetings in London should be included in the pricing proposal.
- Attend and present the final report and dataset to DCMS.

Meetings will be held over Google Meets.

Milestones and KPIs:

In order to ensure delivery of the final product on time and to specification, the Supplier will be expected to:

- Provide a list of health and wellbeing outcomes with causal links to culture and heritage that will attempt to be monetised within 6 weeks of project initiation for DCMS to review.

- Provide example methodologies that will be used to monetise benefits.
- Apply valuation methods to CHC assets.
- Deliver the complete dataset with main and technical report by w/c 13th May 2024.

Given this is research, the KPIs that will be used to measure the successfulness of this project will mostly be focussed around the strength and robustness of the analysis. Some of the KPIs will be:

- The robustness and quality of data, analysis and how many causal links can be identified between engagement and outcomes.
- The number of outcomes and benefits monetised via these methodologies.
- The breadth of CHC assets considered, and whether there's any differences between services offered at different assets.
- The number of users of the research and how easy it is to apply to a particular intervention.

7 LOCATION

The services will be carried out at the Supplier's premises. Some travel, including outside of London may be required. All travel, accommodation and subsistence costs are incurred at the Supplier's expense. Given the current restrictions caused by the COVID-19 pandemic, we anticipate that most communications between the Supplier and DCMS will be conducted via video conferencing.

8 BUDGET

We anticipate this requirement to cost in the range of [REDACTED] (excluding VAT). Payment will be on a milestone basis, on completion of the required deliverables to the satisfaction of the Department. These milestones include;

- After deliverable 'Monetisation applied to CHC assets' - 65%.
- After the draft / final report is delivered - 35%.

The fixed price and day rates shall include expenses.

SECTION 3

EVALUATION CRITERIA

Questionnaire and Evaluation Criteria

The elements of the Tender Response to be evaluated will be made up of 3 parts as shown below:

Part	Description	Weighting
PART 1:	Technical Submission	70%
PART 2:	Pricing Schedule	30%
Total:		100%

These are described in more detail below, together with information on how they will be assessed.

PART 1: Technical Submission

The questions in Part 1 are weighted, showing the relative importance of each criteria (expressed as a percentage). The total weighting for this section is **70%**. This is made up of 5 questions as shown below:

Question	Weighting
1: Conflict of interest	Pass/Fail
2: Case study 1	5%
3: Skills, expertise and capacity	15%
4: Methodology	30%
5: Social Value	10%
6: Data Scope and Quality	10%
TOTAL FOR PART 2 (TECHNICAL SUBMISSION):	70%

Each question response will be evaluated and marked on a scale of 0-4 where:

- 0** – **Serious concerns:** e.g. does not meet requirements, and/or raises serious concerns
- 1** – **Minor concerns:** e.g. meets some requirements but with gaps and/or some minor concerns
- 2** – **Adequate confidence:** e.g. meets most/all requirements, but lacks sufficient detail or evidence in some areas

- 3** – **Good confidence:** e.g. meets all requirements and provides a detailed response but lacks evidence in minor areas
- 4** – **Excellent confidence:** e.g. meets all requirements, provides a detailed response and evidence which demonstrates a particularly strong understanding of the requirements

Your score will be determined by the marks awarded for each question (out of 4), in accordance with the applicable weighting.

For example, if the weighting for a question is 10%, a mark of 4 for that question would lead to a score of 10%. A mark of 3 would lead to a score of 7.5%, a mark of 2 would lead to a score of 5%, a mark of 1 would lead to a score of 2.5%, and mark of 0 would lead to a score of 0%. The questions for Part 2 along with the evaluation criteria for each, are shown below:

Question	Response Requirements	Weight
Question 1: Conflict of Interest	<p>Please advise if there is any actual or perceived conflict of interest with regards to this contract and your organisation including members of staff.</p> <p>Pass/Fail scoring criteria as follows:</p> <p>The Department's opening panel will meet with the Department's legal department and representatives from the technical evaluation panel to discuss any actual or potential conflict of interest issues that have been disclosed by a Tenderer. The attendees at this meeting will decide whether the Tenderer's internal management processes and controls are satisfactory to safeguard against the actual or potential conflict of interest.</p> <p>If the team agree that a Tenderer's internal management processes and controls are insufficient to safeguard against any conflict of interest issues. The team will make a recommendation to the Commercial Director to exclude that Tenderer from the procurement exercise.</p>	Pass/Fail

<p>Question 2: Case study 1</p>	<p>Please provide a case study demonstrating evidence of the Tenderer delivering a similar, successful contract, preferably working across multiple stakeholders. Please include:</p> <ul style="list-style-type: none"> - Contract details - Objectives - Strategy - Stakeholders - Budget and details of any over/under-spend - Relevance in terms of comparability with this project - Lessons learned and how these will be applied to this project - If you are responding to this ITT as a JV/Consortium, and/or if the case study work was carried out as part of a JV/Consortium, please specify which organisation carried out the work and their role as well as the roles of any other third parties involved in the delivery. <p>Evaluation criteria:</p> <p>Your response should provide evidence of the Tenderer's ability to deliver similar/comparable contracts in terms of scale and nature. The details and objectives of the contract should be clear and the response should demonstrate how the objectives were met and the strategy was developed and adhered to. It should be evident that:</p> <ul style="list-style-type: none"> - The Tenderer is capable of delivering a contract of a similar/comparable scale and nature as described in the Specification - Stakeholders were managed successfully and their input included appropriately - Lessons learned were captured and improvements have been made to processes, which will be applied to this Contract <p>Please note that the example provided should relate to the Tenderer as an organisation, as opposed to</p>	<p>5%</p>
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	examples of work undertaken by individuals working on its behalf. While the latter can be referenced, where	
	relevant, it should not be the main focus of the example provided. Page limit: 2 A4 sides	

Question 3: Skills, expertise and capacity	<p>Please demonstrate the relevant skills and expertise of your organisation and staff, to undertake this work, including understanding of the sector. Please provide summary CV details (relevant experience, qualifications and professional accreditations) for the people who will fulfil the Key Personnel roles identified in Appendix E and who will be responsible for delivering this work.</p> <p>Please include an organogram showing a summary of roles and responsibilities, and the amount of each person's time to be dedicated to this project. If your Tender Response is from a consortium, you must provide details about how this will work and the governance structure in place to ensure efficient and effective delivery. Please ensure you highlight where each organisation has the skills, expertise and capacity to be able to undertake the delivery of the programme.</p> <p>Please also demonstrate that you have sufficient capacity to carry out this work and how you plan to manage the project. If the team includes any staff who are not permanently employed by your organisation please include details and advise how they will be secured and managed for the duration of the Contract.</p> <p>Evaluation criteria:</p> <p>Your response should provide evidence that the Tenderer and Tenderer's team has excellent and relevant skills, expertise and experience to enable successful delivery of the project, with appropriate knowledge of the subject matter area. The response should demonstrate appropriate allocation of senior/junior resources and give confidence that appropriate Key Persons will dedicate sufficient time to the Contract. The response should demonstrate there is sufficient capacity to carry out this work, and manage this project as a priority alongside any other current work.</p>	15%
	Page limit: 3 A4 sides (including CV details and organogram)	

Question 4: Methodology	<p>Please provide details of your methodology for the project, from contract commencement to contract completion.</p> <p>This should include:</p> <ul style="list-style-type: none"> - Proposed methodology for how you will carry out the work including key tasks and activities - How your proposal meets our requirements and the rationale for your proposed approach - How you propose to implement a robust quality assurance process <p>Evaluation Criteria:</p> <p>Your response should:</p> <ul style="list-style-type: none"> - Demonstrate a clear and appropriate methodology for delivering the contract requirements, with clear rationale - Provide confidence in your approach and ability to deliver the scope of the project, in an appropriate manner <p>Page limit: 6 A4 sides</p>	30%
Question 5: Social Value: Improve Health and Wellbeing	<p>Effective measures to deliver any/all of the following benefits through the contract:</p> <p>Influence staff, suppliers, customers and communities through the delivery of the contract to support health and wellbeing, including physical and mental health.</p> <p>Describe the commitment your organisation will make to ensure that opportunities under the contract deliver the Policy Outcome and Award Criteria. Please include:</p> <ul style="list-style-type: none"> - your 'Method Statement', stating how you will achieve this and how your commitment meets the Award Criteria, and 	10%

	<ul style="list-style-type: none"> - a timed project plan and process, including how you will implement your commitment and by when. Also, how you will monitor, measure and report on your commitments/the impact of your proposals. You should include but not be limited to: - timed action plan - use of metrics - tools/processes used to gather data - reporting - feedback and improvement - transparency <p>Evaluation Criteria:</p> <p>Activities that demonstrate and describe the tenderer's existing or planned:</p> <ul style="list-style-type: none"> - Measures to raise awareness or increase the influence of staff, suppliers, customers, communities and/or any other appropriate stakeholders to promote health and wellbeing, including physical and mental health, through its performance of the contract, e.g. through engagement; co-design/creation; training and education; partnering/collaborating; and volunteering. <p>Page limit: 4 A4 sides</p>	
Question 6: Data Scope and Quality	<p>Please demonstrate what data sets you will use, their appropriateness and quality.</p> <p>Please set out your methodology for sourcing data sets.</p> <p>Evaluation Criteria:</p> <ul style="list-style-type: none"> • The Tenderer should provide confidence in the reliability of the datasets they will provide • Demonstrate their ability to include the scope of assets with the data • Include all mandatory data plus further data <p>Page limit: 3 A4 sides</p>	10%
TOTAL FOR PART 2:		70%

Note: Please do not include any financial or pricing information in your Technical Submission.

The Department reserves the right to reject any Tenderer who scores '0' in any of the questions in Part 2, and/or achieves an overall score of less than 35% in Part 2.

PART 2 Pricing Schedule

Part 2 is weighted, with a total weighting of 30% for this section.

Please complete the template provided (Appendix B Pricing Schedule) and ensure all relevant sections are completed. Please also provide a redacted version of Appendix B Pricing Schedule which provides all the information requested except any pricing e.g. fixed prices or day rates.

1. Completion of the Pricing Schedule

Please pay careful attention to all the information and instructions contained in this ITT document when preparing your Pricing Schedule as part of your Tender Response.

Tenderers should complete the Pricing Schedule as per Appendix B to this ITT.

Prices quoted should be in GBP £ Sterling, and should include all costs and expenses, and exclude VAT.

Day rates shall include expenses, and shall provide a baseline for any contract variations or extensions.

Pricing shall be a Fixed Price for delivering the full scope of work set out in Section 2 above "Specification", including all associated fees, costs and expenses. This shall include incorporating comments and feedback from the Department and its stakeholders into deliverables, where appropriate.

Payment will be on a milestone basis, on completion of the required deliverables to the satisfaction of the Department, as outlined in Section 3.

2. Evaluation of the Pricing Schedule

The commercial evaluation will be carried out by establishing the assessed price of each Tender, taken from each completed Pricing Schedule. The assessment will be conducted against the fixed prices tendered in the Pricing Schedule.

Should there be any clarifications with the Tenderer during the evaluation process which, as a result of the clarification, results in any price adjustment to the Tenderers original submission the adjusted price (where accepted) will be taken as the final fixed Tender Price for evaluation.

The maximum marks available for this part of the Tender Response will be 30% and will be awarded to the Tenderer submitting the lowest price. The remaining Tenderers will receive marks on a pro-rata basis from the lowest to the highest price.

The calculation used is the following:

$$\text{Score} = \frac{\text{Lowest Tender Price}}{\text{Tender Price}} \times 30 \text{ (Maximum available marks)}$$

For example, if three Tender Responses are received and Tenderer A has quoted £3,000 as their total price, Tenderer B has quoted £5,000 and Tenderer C has quoted £6,000 then the calculation will be as follows:

$$\text{Tenderer A Score} = (£3000/£3000) \times 30 \text{ (Maximum available marks)} = 30\%$$

$$\text{Tenderer B Score} = (£3000/£5000) \times 30 \text{ (Maximum available marks)} = 18\%$$

$$\text{Tenderer C Score} = (£3000/£6000) \times 30 \text{ (Maximum available marks)} = 15\%$$

3. Abnormally low tenders

Tenders with abnormally low prices may be rejected by the Department. Prices that are suspiciously low in the opinion of the Department will be considered further before a decision is taken as to whether the price is abnormally low. This will include clarification with the relevant Tenderer.

4. Total Scores and Award decision

The Department will award the Contract to the Tenderer submitting the most economically advantageous offer from the point of view of the Department. If the Department decide to use its right to reject a Tender on the basis of the Technical Submission score (as described in Part 2), any such Tender will not be awarded a Price score.

The most economically advantageous offer will be the Tender that achieves the highest combined final score (out of 100%), made up from the Technical Submission score (max score = 70) and the Pricing score (max score = 30).

The Department will notify all Tenderers of its contract award decision.

APPENDIX A COMPANY INFORMATION

Please complete and upload as part of your Tender Response.

Tender reference:	103726 CHC Health & Wellbeing Outcomes
Tenderer organisation name (company name).	
Company registration number (as listed with Companies House).	
Company registered address (as listed with Companies House) or official legal address.	
Postal / trading address, if different.	
Contact details of lead member of staff responsible for organisations tender submission (main point of contact) – please provide contact name, role in organisation, phone number, e-mail address.	
DUNS number if applicable.	
Date the organisation was established / incorporated?	
If your organisation is a subsidiary of another organisation, please provide the name and address or registered office and company registration number of the holding or parent organisation and the ultimate parent (if applicable). Please provide a diagrammatic illustration of the ownership structure of the Tenderer including relations to any parent or other group or holding companies. Please name the file "Tenderer name_Parent Co".	
If you are tendering as a Joint Venture or Consortium, please provide details here and submit a structure diagram identifying the roles and relationships between the Parties including all relevant companies, their respective parent or ultimate holding companies. The structure should ensure that, as a minimum, the legal obligations and liabilities of the Tenderer are borne by an entity or entities which satisfy the financial and economic requirements set	

out in the ITT. Please name the file "Tenderer name_JV".	
<i>The below information will not be used in any way to affect the selection process. It is collected to enable DCMS to monitor its procurement processes and ensure they are fair and non-discriminatory.</i>	
Does the Tenderer's business (including parent company if relevant) fall under the European definition of a Small or Medium sized enterprise (SME)? Criteria can be found here: http://ec.europa.eu/enterprise/policies/sme-facts-figures-analysis/smedefinition/index_en.htm	
If yes, please state which one: Medium enterprise / Small enterprise / Micro enterprise	
Is the Tenderer a voluntary, community and social enterprise (VCSE) organisation?	
Is the Tenderer a business which has a majority (51% or more) ownership by individuals who are from Black, Asian or other non-white minority ethnic (BAME) groups?	
Is the Tenderer a business which has a majority (51% or more) ownership by women?	
Is the Tenderer a business which has a majority (51% or more) ownership by disabled people?	

APPENDIX B PRICING SCHEDULE

(Please complete and upload as part of your Tender Response. Please also provide a redacted version of Appendix B Pricing Schedule which provides all the information requested except any pricing e.g. fixed prices or day rates.)

Tenderer Name: _____

Table B.1.: Fixed Price for Services

Activity / Milestone Description	Price:
1. Delivery of Literature Review and Identification of outcomes and valuation methods to DCMS satisfaction	£
2. Outlining methodologies and valuation methods applied to CHC assets	£
3. Delivery of draft and final reports to DCMS satisfaction	£
Total Fixed Tender Price (total of the above)	£

Please complete Table B.1 for the contracted price of delivering the services. Please ensure these are completed for all the Activity/Milestone services indicated. Please ensure you also provide a further detailed breakdown under each Activity/Payment Milestone requested which indicates how you have arrived at the headline figures provided. Table B.2 provided below can be used for this purpose (please specify the specific job titles for each role).

Table B.2: Fixed Price for Services including individual rates and hour breakdown

	Role 1	Role 2	Role 3	Role 4	Role 5	Role 6		Total cost per activity:
Job Title:	[Job Title]	[Job Title]	[Job Title]	[Job Title]	[Job Title]	[Job Title]	Total days per activity:	
Rate per day:	£	£	£	£	£	£		

[Activity description]								£
[Activity description]								£
[Activity description]								£
[Activity description]								£
[Activity description]								£
[Activity description]								£
Total days per job title:								
Total Fixed Tender Price (total of the above)								£

All pricing shall be exclusive of VAT.

Please note that a day rate must be provided for all key roles. Day rates shall include expenses, and shall provide a baseline for any contract variations or extensions.

Pricing shall be a Fixed Price for delivering the full scope of work, including all fees, costs and expenses. This shall include incorporating comments and feedback from the Department and its stakeholders into the deliverables, where appropriate.

Payment will be in arrears, on completion of each milestone deliverable to the satisfaction of the Department.

APPENDIX C TENDER SUBMISSION STATEMENT

(Please print, sign, scan and upload as part of your Tender Response)

TENDERER NAME: _____

MAIN ADDRESS: _____

ITT ISSUE DATE: 27/07/2023

RETURN TO BE RECEIVED - 22nd September 2023 - 12:00 hrs noon (BST)

INVITATION TO TENDER - Ref. 103726 CHC Health & Wellbeing Outcomes

- 1 We the undersigned, having read the Invitation to Tender, which includes the contract terms and conditions, hereby offer to supply the services specified therein (to the extent that the Department may decide on considering our bid) at the price(s) stated in our tender and unreservedly accept the terms and conditions as set out in the contract and related annexes.
- 2 We agree that any other terms and conditions of contract or any general reservations which may be printed on any correspondence emanating from the tenderer in connection with this bid or with any contract resulting from the bid shall not be applicable to this bid or the contract.
- 3 We certify this is a Bona Fide submission and that we have not fixed or adjusted the amount of the tender by, or under or in accordance with any agreement or arrangement with any other person. We also certify that we have not at any time before the specified date and time for the return of the tender undertaken any of the following acts:
 - communicated to any person other than the person calling for the tender the amount or approximate amount of the proposed tender other than for the purpose of obtaining a quotation of an insurance premium required for the purpose of the tender;
 - entered into any agreement or arrangement with any other person so that he shall refrain from tendering or as to the amount of any tender to be submitted;
 - offered, paid, given or agreed to pay or give consideration directly or indirectly to any person for having done or for doing, in relation to another tender or proposed tender for the paid work or any act or forbearance of the sort described above.
- 4 The word “person” includes any person, body or association corporate or otherwise. The phrase “any agreement or arrangement” includes any such transaction, formal or informal, and whether legally binding or otherwise.
- 5 We understand that if we wish to advance reasons why the provisions of regulation 50 of the Public Contracts Regulations 2015 (SI 2015/102) should not apply to the information contained in our tender, these shall be enclosed in our tender response.

Signature

Date

Name _____

Position _____

Telephone No _____

Fax No _____

E-mail _____

Note: In the case of JV/Consortium responses this statement should be completed and signed by all Parties together with written confirmation from each Party that they authorise the Lead Party organisation to act on their behalf in relation to this procurement exercise.

APPENDIX D COMMERCIALLY SENSITIVE INFORMATION

(Only if desired: please complete and upload as part of your Tender Response)

Please refer to Paragraph 5 of Section 1 of the ITT (Freedom of Information).

Page Number (in your tender)	Clause/paragraph numbered (or other identification)	Explanation of harm which may result from disclosure and time period applicable to any sensitivity

APPENDIX E
KEY PERSONNEL, PRIMARY SUPPLIERS AND PRIMARY SUBCONTRACTORS
(Please complete and upload as part of your Tender Response)

1. Key Personnel

The Key Personnel as referred to in the contract are:

Role

Person

2. Primary Suppliers

The Primary Suppliers as referred to in the contract are;

3. Primary Sub-contractors

The Primary Subcontractors as referred to in the contract are;

4. Lists

A list of the above Key Persons, Primary Suppliers and Primary Sub-Suppliers shall be maintained by the Supplier throughout the provision of the Services and the list(s) will be submitted to the Department on a regular basis or otherwise following any substantial changes.

APPENDIX F CONTRACT FOR SERVICES

(This is provided as a separate attachment. **For information**)

**Please refer to Crown Commercial Service DPS Agreement;
RM6126 Research & Insights Terms and Conditions**