



Tate Kids Creative Game

Invitation to Quote

6 February, 2025

Invitation to Quote for: Tate Kids Creative Game on behalf of the Board of Trustees of the Tate Gallery

We are pleased to invite you to quote for the above contract on behalf of the Board of Trustees of the Tate Gallery - Tate.

We are looking for a supplier to produce and deliver a new game for Tate Kids which fits into the existing Tate Kids website and complements our existing offer of games, quizzes, articles and videos.

In 2025, alongside a new area for teachers on the Tate website, Tate Kids will be relaunched with an updated look and feel and an updated homepage. As a complementary offer to the Tate Schools area, an updated Tate Kids will solidify our digital offer to the under 12s audience, for their use at home and at school. Most of our users come to Tate Kids seeking games to play and this game will add to our existing portfolio.

Though Tate Kids is used by teachers and children in formal education settings, we want this new game to be something that children are interested in playing that prioritises fun over learning.

It must include creative expression and digital making, with another potential element of playing or experimenting with the creation, for example – drawing a character and then animating it, or constructing a sculpture by placing objects in a tower, then making it topple over.

We'd like to make a game that we can keep adding to in order for it to feel refreshed and updated at regular intervals, and to encourage repeat visits. Section 1 of this Invitation to Quote provides further information.

Your quotation should be submitted by email to procurement@tate.org.uk

Responses should be by email by no later than 19th February 2025 at 12:00.

Terms of Quotation

You are required to submit any and all costs associated with our requirement to include but not limited to provision of a day rate. All prices should be quoted in pounds sterling.

By submitting a quote, you are agreeing to be bound by Tate's standard 'Contract for the Supply of Services' without further negotiation or amendment, and you must sign our declaration accordingly. A copy of these terms is available on our website at <https://www.tate.org.uk/about-us/policies-and-procedures/doing-business-tate>.

Any quotations received in relation to this request for quote must remain fixed, valid and open for acceptance by Tate for 90 days from the date of their submission.

It is your responsibility to ensure that your quote has been sent to us prior to the deadline time and date as any quotes sent after this time may not be considered.

The contents of this Invitation to Quote are confidential and must be used only for the purpose of submitting a quotation.

Equality and Diversity

Tate is committed to diversity and inclusion, and has a legal duty to consider the need to eliminate discrimination and promote equality of opportunity with regards to age, disability, gender identity or gender expression, race, ethnicity, religion or belief, sex and sexual orientation, marriage or civil partnership or pregnancy or maternity when procuring and contracting for goods, services and works. Tate expects all contractors to meet and exceed their statutory obligations under the Equality Act 2010.

The Supplier represents, warrants and undertakes to Tate that they will not unlawfully discriminate under the Equality Act 2010 both in relation to employment and the provision of goods and services and will take all reasonable steps to ensure that Workers, other employees, suppliers and sub-contractors meet their

obligations under the Equality Act 2010.

Freedom of Information and the Bribery Act 2010

You acknowledge that Tate is subject to the requirements of the Freedom of Information Act 2000. We undertake to hold confidential, any information provided by you in this quote subject to disclosure of the information specified for release to the public.

You are asked to consider if any of the information supplied by you in your quote should not be disclosed because of its sensitivity. If this is the case, you should, when providing the information, identify same and specify the reasons for its sensitivity. Tate will consult with you about sensitive information before making a decision on any Freedom of Information request received.

Tate will not tolerate bribery in any form (as defined by the Bribery Act 2010 and any subsequent law).

Confidentiality

All information contained within this information to quote is confidential and must not be given to third parties, other than those participating in a consortium, without the written consent of Tate.

All information received from the supplier will be treated as confidential and will not be distributed without prior written consent outside Tate or organisations assisting with the quotation process.

Supplier Code of Conduct

Tate requires the suppliers who do business with us to ensure that they and their supply chains are operating in a legally compliant, ethical, socially responsible, and environmentally sustainable manner. Suppliers make this commitment by accepting Tate's Supplier Code of Conduct.

The Supplier Code of Conduct describes the main principles and values Tate expects all its suppliers to stick to when bidding for, and delivering contracts, for goods, works and services. The code of conduct will act as a 'conversation starter' between Tate and its suppliers, particularly where sustainability is concerned, and we hope that many fruitful discussions will be had between buyers and suppliers.

Tate Contact Details

Should you wish to seek clarification on the project please contact the Tate Procurement team
procurement@tate.org.uk

We look forward to hearing from you, but in the meantime ask you to confirm that it is your intention to submit a quote, by emailing me at your earliest convenience.

Yours sincerely,

Zoe Smith

Tate Kids Producer

Section 1 – Scope of Services and Timeline

Please see Appendix A for a full brief and scope of services required.

Timeline

- Tender published 3rd February 2025
- Proposals received 19th February 2025
- Evaluation of responses 19th February 2025
- Presentations and interviews 27th and 28th February 2025
- Agency appointed 6th March 2025
- (Supplier set up w/c 6th March 2025)
- Production begins 10th March 2025
- Project launches on 29th September 2025

Section 2- Evaluation of Quotes

All completed quotes received will be evaluated by officers of Tate in accordance with the scheme described below.

Throughout the evaluation process, the right is reserved to seek clarifications from bidders, where this is considered necessary to achieve a full understanding of the proposals received.

The award criteria are shown below alongside their respective weightings;

Quality 60%

Price 40%

The evaluation will be conducted in two stages;

Stage 1 - Method Statements

Quality accounts for 60% of the total quote score and will be assessed by reference to several method statements prepared by the supplier in response to questions posed in Section 4 of this document. There are 6 questions and each has an individual weighting as shown.

Method statements will be marked on a scale of 0 to 4 points as detailed in the table below;

In the context of the specific question concerned;	
0	the response raises major concerns about understanding or approach which are potentially highly detrimental to satisfactory service delivery or contract performance.
1	the response suggests significant shortcomings of understanding or approach which is likely to impact on service delivery or contract performance.
2	the response suggests minor shortcomings of understanding or approach which may impact to a limited extent on service delivery or contract performance.
3	the response raises no concerns about understanding or approach to service delivery or contract performance.
4	the response raises no concerns about understanding or approach to service delivery or contract performance, and shows an innovative approach.

Bidders' scores for each method statement will be multiplied by the relevant weighting factor to result in a 'weighted score' for that method statement. The weighted scores will then be totalled, with the total expressed as an overall score out of 60.

Scoring '0' or '1' for any one or more method statements will give grounds for excluding the tender from further consideration. For any tenders so excluded, that Tenderer's price shall be excluded from the 'price' evaluation.

A minimum overall 'non-price' score of 30% will be required. Any tenders not achieving this minimum non-price score will be excluded from further consideration and that Tenderer's price shall be excluded from the 'price' evaluation'.

Method Statement Evaluation						
Section	Q No	Question	Weighting	Maximum Evaluator Score	Maximum Score available	Total Score
Quality (60%)	1	Creative Brief	3	4	12	60
	2	Process	3	4	12	
	3	Dealing with challenges	2	4	8	
	4	Schedule of works	2	4	8	
	5	ED&I	1	4	4	
	6	Sustainability	1	4	4	
	Maximum Non-Price Score Available				48	
	Maximum Non-Price Weighted Score Available (Evaluator score/Max Score Available * 60%)					
Total Method Statement Score out of 60						60

Stage 2 - Price

Price will account for 40% of the score.

Bidders are required to submit a breakdown of their proposed costs that they would charge in relation to delivering the services as described in section 2. Costs should be presented as an itemised breakdown of the exact costs to be charged, a description of the cost (e.g. a description of the member of staff assigned / expenses), a fixed price for each element (day rates etc.) the expected amount of days each cost will be incurred, along with a final 'Total Cost'. Bidders should also propose a payment schedule which is stepped in percentages.

Any bids over the maximum budget of £50,000 will be excluded from further consideration.

A score out of 40 will be calculated based on the total cost, on a scale where the lowest total cost will score the maximum 40 marks, and other total costs scored on a sliding scale where higher total costs score progressively lower marks. This scale uses the calculation:

$$(lowest\ fee \div tendered\ fee) \times 40$$

Final Scoring and Award

Following completion of both the Quality and Price evaluations, scores for Quality and Price will be added together to give a total score, from which an award will be made to the highest scoring bidder. Upon conclusion of the evaluation process, the supplier whom it is agreed shall be awarded the Contract will be advised accordingly in writing by letter. Those bidders whom it is proposed should not be awarded the contract will also be advised in writing by a letter which will contain feedback on their submission.

Section 3 - Your Response

Selection Criteria

Insurances	<p>For insurance cover, the requirement is £1m for public liability, £5m employers' liability (compulsory insurance) and £1m professional indemnity insurance. Tenderers that do not currently hold these levels of insurance will need to do so prior to award, at no extra cost to Tate.</p> <p>Please confirm within your response that you hold this insurance cover, or commit to taking it out before the start of the contract.</p>
Financial Stability	<p>Liquidity Test (Acid Test)</p> <p>(Current Assets – Stock) / Current Liabilities</p> <p>From the latest 2 years accounts, the average result of the Test should be 0.8 or greater e.g. Y1 – 1.3, Y2 – 1.6 equals an average of 1.45.</p> <p>Please provide your last 2 years accounts so that Tate can independently verify that you meet this threshold.</p> <p>Please also provide evidence of your VAT status i.e. a VAT number.</p>
Case study examples (within last 5 years)	<p>Tenderers should ideally possess relevant experience, demonstrated by on-going and historical contract information. However, it is recognised that this may not be possible for Tenderers new to the field, or for small providers whose customer base is limited, in which case the information given should relate as closely as possible to this ideal. Tenderers who are unable to demonstrate this will fail.</p> <p>Please provide 2 case study examples, undertaken in the last 5 years, of providing similar work.</p>

Quality

Guidance

Bidders are required to submit responses to the questions below to describe how they intend to deliver the services. These responses are referred to as Method Statements. Bidders must ensure they provide a response to every element. The evaluation of the responses to these questions is detailed in Section 2 of this document.

There is a word count of approximately 750 words for each question.

Creative brief

Present a creative response and vision to the specification, taking into consideration the intended audience.

We would like to receive a PDF or digital presentation of your concept and idea and your response should be limited to 8 slides/sides of A4.

Weighting: 3

Process

Please provide details of;

- How you have project managed similar projects to deadlines and budget
- Working with children to test ideas and ensure the game idea is relevant and fun
- Your understanding of safeguarding procedures when working with children in person, and in creating digital products for the audience.
- Your ability to collaborate with Tate team members
- Your plan for user testing prototypes with the intended audience
- Your experience making online games for children?

Weighting: 3

Dealing with challenges

What challenges do you foresee in this kind of project, and how would you mitigate and overcome these?

Weighting: 2

Schedule

Provide an accurate estimated schedule of works, mapped to our timetable.

Weighting: 2

Equality and Diversity

Do you monitor the diversity of your workforce, including age, disability, race, religion or belief, sex and sexual orientation?

How will you ensure that your product is accessible to all our diverse users online?

Weighting: 1

Sustainability

How do you reduce your impact on the environment through your business practices?

Weighting: 1

Price

Please provide your itemised breakdown of costs as a separate, appropriately referenced appendix, and provide this as an attachment to your quote sent via email. Provide a detailed breakdown of costs across different phases of the project, which tallies with your response to Q4.

Declaration

Please read and sign the section below.

In response to this invitation to Quote for the provision of a governance review, I/We, the undersigned, confirm that in submitting an application form that I/We:

1. undertake that this offer shall remain valid and open for acceptance for a period of 90 days from the date of submission unless specifically withdrawn in writing.
2. certify that the information supplied is accurate to the best of my/our knowledge
3. understand that my/our responses to the questions posed in this quote including any explicit or reasonably implied undertakings, will form part of any contract subsequently entered into between myself / ourselves and Tate.
4. agree that unless and until a Contract is prepared and executed, this quote, together with your written acceptance thereof, shall constitute a binding contract between us.
5. accept the provisions of the [Tate Supplier Code of Conduct](#).

This Declaration should be signed by an appointed director, partner or other senior authorised representative in their own name and on behalf of the organisation.

Signed:

Date:

Name of Signatory:

Role of Signatory in organisation:

Name of Organisation: