

Instructions for Tenderers

**TENDER REFERENCE
AR_INTERP_001**

**TENDER
FOR PROVISION OF**

AR Interpretation and Experience Project

INDEX

1.	THE TENDER PROCESS	3
1.1.	General.....	3
1.2.	Tender Programme	3
2.	SUBMISSION OF TENDERS	4
2.1.	General.....	4
2.2.	Freedom of Information	4
2.3.	Tender Costs	4
3.	TENDER ASSESSMENT	5
3.1.	General.....	5
3.2.	Evaluation Method.....	6
3.3.	Site Visits	7
4.	TENDER AWARD.....	7
4.1.	General.....	7
APPENDIX A	TENDER DOCUMENTS	8
APPENDIX B	PRICE SCHEDULE.....	9
APPENDIX C	DAILY RATES.....	10

1. THE TENDER PROCESS

1.1. General

These Instructions for Tenderers ("Instructions") apply to the submission of Tender for the provision of AR Interpretation and Experience (AR_INTERP_001).

- 1.1.1. Tenders must be submitted in accordance with these Instructions. Tenders not complying with these Instructions may be rejected by the Royal Air Force Museum whose decision in the matter will be final. These Instructions will not form part of any contract for the Service.
- 1.1.2. The contact person for this competition and their contact details are:

Karen Worden
karen.worden@rafmuseum.org
- 1.1.3. Contact must be made by email only. Except where otherwise directed in these Instructions, Tenderers must not contact any person in relation to this competition other than the contact person above or, if nominated, their designated deputy. The name of any designated deputy will be confirmed in writing.
- 1.1.4. The Tender must be treated as private and confidential. Tenderers should not disclose the fact that they have been invited to tender or release details of the tender documents, other than on an "in confidence" basis to those who have a legitimate need to know or whom they need to consult for the purpose of preparing the Tender. Tenderers should not release information concerning the invitation to tender and/or the tender documents for publication in the press or on radio, television, screen or any other medium.
- 1.1.5. The Royal Air Force Museum does not undertake to accept the lowest or any tender and reserves the right to accept the whole or part of any tender.
- 1.1.6. In any tender submitted, your organisation must warrant that it has not either directly or indirectly entered into any agreement or participated in any collusion or otherwise taken any action that might result in, or reasonably be expected to result in, the operation (in whole or part) of a cartel or price-fixing or market sharing agreement.
- 1.1.7. Offering an inducement of any kind in relation to obtaining this or any other contract will disqualify you from being considered and may constitute a criminal offence.

1.2. Tender Programme

Please note that we are primarily working from home and cannot allow site inspections prior to the submission of the tenders. We will endeavour to provide as much information as we can and will share responses to tenderer's questions with all the participants.

Activity	Date
Tender Invitation	25/05/21
Last Date for Tender Queries	14/06/21
Last Date for Expression of Interest	14/06/21
Distribution of Q&A document	16/06/21
Tender Return Date	12/07/21
Tender Interviews/Presentation	22/07/21
Tender Award and decision by	26/07/21

1.3 COVID-19

- 1.3.1 Due to the current situation, there may be a need to change working practises to comply with public health guidance. This may include factors such as site access. The tenderer must take these factors into consideration and make allowances to accommodate the current climate.

2. SUBMISSION OF TENDERS

2.1. General

- 2.1.1. Tenderers must express their interest in tendering by sending a confirmation email to karen.worden@rafmuseum.org by 5pm on 14 June 2021. Failing this, tenderers will not receive the Q&A document shared with all confirmed participants.
- 2.1.2. Tenders and supporting documents must be written in English.
- 2.1.3. Tenders must be submitted in accordance with the tender documents including any tender amendments. Tenders must not be qualified or accompanied by statements or a covering letter that might be construed as rendering the tender equivocal. The Royal Air Force Museum decision as to whether or not a tender complies with these instructions will be final.
- 2.1.4. Tenders must be accompanied by the Form of Tender that must be signed by the Tenderer and returned together with the documents identified in the Form of Tender and listed in Appendix A in these Instructions. Unauthorised alterations or additions must not be made to any component of the tender documents.
- 2.1.5. All tenders must be submitted by email. Emails should be titled **TENDER REFERENCE AR_INTERP_001** and sent to tender.returns@rafmuseum.org. The email should contain a link to an accessible online storage service, from which a zipped file containing all tender documents and supporting materials can be downloaded.
- 2.1.6. The Tender must be submitted to the above email address by 5pm on 12 July 2021. Any late tenders may be rejected. It is the tenderer's responsibility to ensure that the tender is received on time. The Royal Air Force Museum decision as to whether to accept a late tender or not will be final.

2.2. Freedom of Information

- 2.2.1. As part of the Government's commitment to a culture of openness, we have to comply with the Freedom of Information Act 2000 and the Environmental Information Regulations 2004 (together "FOIA"). That means we may be obliged, upon request, to provide details of our spending contracts to anyone who asks for the information. Those details may include, amongst other things, the disclosure of a winning proposal price, the nature of the goods or service provided, standards of service or performance and our proposal evaluation criteria.
- 2.2.2. Please note that the intention of FOIA is not to allow your competitors to gain information on your organisation. The intention is rather to give people and organisations the right to see information on many aspects of Government funded organisations' operations, unless the information requested is covered by an exemption or exception under FOIA.
- 2.2.3. By responding to this tender, you acknowledge that, in order to comply with FOIA, we may be obliged to disclose information provided by or relating to you or which is likely to affect your interests. The decision as to whether an exemption or exception applies under FOIA will need to be decided by us (as the public authority to which FOIA applies) on a case-by-case basis.

2.3. Tender Costs

- 2.3.1. The Royal Air Force Museum will not be liable for any costs incurred in tendering. While the information supplied by the Royal Air Force Museum in these documents is provided in good faith, it is the responsibility of the tenderers to obtain all information necessary for the preparation of the tender.

3. TENDER ASSESSMENT

3.1. General

- 3.1.1. Costs will be an important factor in the assessment of bids. However, the RAF Museum is not bound to accept the lowest bid. The Museum is seeking the best technical solution that provides overall best value for money within the Authority's budget.
- 3.1.2. The award criteria for Tenders will be the Most Economically Advantageous Tender, taking into account compliance with the list of criteria. Tenders that fail to meet the mandatory requirements or have areas of significant weakness will be deemed non-compliant and will be rejected.
- 3.1.3. The Royal Air Force Museum will not be responsible for any inaccuracies within this tender or misinterpretation by the tenderer of its contents that the tenderer fails to clarify as part of their submission.
- 3.1.4. The Royal Air Force Museum reserves the right not to issue the contract to any of the companies tendering.
- 3.1.5. Tenderers are required to submit the tender in three parts:

Folder A: Standard Selection Questionnaire

The Royal Air Force Museum asks potential suppliers to self-certify that they meet certain criteria as part of the Standard Selection Questionnaire and, that they are able to provide documentation to support this. Only the successful tenderer will be asked to provide this supporting documentation.

The Standard Selection Questionnaire must be contained in a Folder called **Folder A: Standard Selection Questionnaire** (one copy required).

We will assess the content of folders 'B' and 'C' only for the companies that pass the Standard Selection Questionnaire assessment.

Folder B: Quality Submission

We are asking for a submission that details delivery of the Augmented Reality interpretation project as set out in the Tender Specification.

For the Quality Submission tell us:

- Your approach and project management methods and tools
- Planned and anticipated outcomes for users
- Proposed delivery technologies and process, with a focus on how you determined your choice of AR platform
- The type and number of content development workshops you may run with RAFM (incl. locations, number of attendees, etc.)
- Project team (incl. CVs)
- Additional delivery methods (soft launching, launching in beta)
- Indicative delivery timeline
- List of deliverables based on your understanding of the tender
- Three examples of relevant projects
- Your view and mitigation of the three main project risks.

The quality submission should be a PDF file. The PDF can be up to 6 pages (12 sides) of A4, landscape or portrait orientation, colour or black and white. Please keep in mind accessibility guidelines when compiling your proposal (black text on white paper preferred). You can also provide links to online projects you would like to highlight as part of your approach and past experience.

The Quality Submission must be contained in a Folder called **Folder B: Quality** (one copy required). Folder 'B' Quality must **not** contain any pricing information relating directly to the tendered price.

Folder C: Fee

Submitted on the tender pro-forma attached (Appendix B and C) and contained in a folder called **Folder C Fee** (one copy required).

All 'A', 'B' and 'C' folders should include the tenderer's name as a suffix to the folder's name. These three folders should then be zipped together and called: AR_INTERP_001 and then delivered as instructed in 2.1 above.

3.1.6. Interviews: Response

We will shortlist and invite teams to interview to present a creative and technological response, as detailed in the Tender Specification. The presentations will be followed by a Q+A session. The interviews will take place virtually on Microsoft Teams.

We are interested in how you will work with the Museum as well as the quality of creative and technological thinking included in your proposal.

3.2. Evaluation Method

3.2.1. The Royal Air Force Museum assessment panel will judge the tender submissions, based wholly on the contents of the tender submission that must therefore contain all the information that tenderers wish to be considered. During the financial assessment, consideration will be given to the viability of rates and prices against any historical precedence and the indicative budget. Following the financial assessment, consideration will be given to the sustainability and affordability of the whole bid.

3.2.2. This tender will be subject to a two-stage process in which the Royal Air Force Museum will initially shortlist the three bidders that have achieved the highest combined score (Quality and Financial).

Then, these three shortlisted bidders will be invited to present to the Royal Force Museum.

3.2.3. Marks will be based on all the information supplied and will be awarded on the following assessment criteria, which reflect the project objectives:

The **written submission** represents **60%** of the overall tender marks composed of:

- Approach and methodology – 40% weighting
- Experience of similar projects – 30% weighting
- Fee – 30% weighting

Interviews with presentation of creative/technological response represents **40%** of the tender.

Each will be weighted as shown and assessed against the following basic scoring:

Zero (unacceptable) - Not relevant or no effort

One (acceptable with reservations) - Basic understanding, poor communication

Two (acceptable) - Good understanding, clear thinking, well communicated

Three (exceeds expectations) - as 2, with additional value, outstanding

SCORE	Written submission (60%)		Interview (40%)
	Quality (70%)	Fee (30%)	
Approach	0,1, 2 or 3	The lowest tender will secure the highest mark.	The interview will consist of the presentation of the creative response and will be scored 0,1, 2 or 3
Methodology	0,1, 2 or 3		
Experience of similar projects	0,1, 2 or 3		

- 3.2.4. The Royal Air Force Museum reserves the right to undertake credit checks on companies tendering and may request copies of audited financial statements or other indicators of financial performance.

3.3. Site Visits

- 3.3.1. The Royal Air Force Museum may carry out visits to reference sites identified by the tenderer, in order to validate the proposals set out in the Quality Submission.

4. TENDER AWARD

4.1. General

- 4.1.1. The Royal Air Force Museum reserves the right not to proceed with any proposal made in response to this invitation.
- 4.1.2. All Tenderers will be given the opportunity to obtain feedback (written or verbal) from an appropriate representative of the Royal Air Force Museum following the award of the contract.

APPENDIX A TENDER DOCUMENTS

1. List of Documents included with Invitation to Tender:

- a) Instructions for Tenderers
- b) Model Terms and Conditions of Contract
- c) Form of Tender
- d) Specification
- e) Standard Selection Questionnaire

2. List of Documents to be returned to the Royal Air Force Museum as part of tender submissions:

Folder A

The completed Standard Selection Questionnaire.

Folder B

The Quality Submission should describe all of the elements detailed in paragraph 3.1.5. The quality submission should be a PDF file. The PDF can be up to 6 pages (12 sides) of A4, landscape or portrait orientation, colour or black and white. Please keep in mind accessibility guidelines when compiling your proposal (black text on white paper preferred). You can also provide links to online projects you would like to highlight as part of your approach and past experience.

Folder C

- a) The completed Form of Tender
- b) The Price Schedule, Appendix B
- c) Daily Rates, Appendix C

APPENDIX B PRICE SCHEDULE

You should provide full details of costs to enable us to assess your financial submission.
The price schedule will form the basis of your tender offer.

Activity	Cost
List all activities that have costs associated in order to deliver the AR Interpretation and Experience Project (AR_INTERP_001). The Price Schedule will form the basis of your tender offer.	
Fee	
The AR Platform	
Procurement, delivery and installation of the in-gallery hardware	
Bespoke content elements (3D models / animations)	
Product Delivery (incl. training and documentation)	
TOTAL CONTRACT PRICE	£

Activity	Cost
Provide a breakdown of all the running costs that need to be considered for this project. This should include maintenance, usage, SLA and any other expected costs.	
These costs are not part of the project budget, but they will be a consideration when the tender is being assessed.	
TOTAL PRICE	£

Tenderer:

Date:

Signed:

APPENDIX C – DAILY RATES

Please provide a table of your daily rates for the project team. This will used to cost any additional work required to deliver the AR Interpretation and Experience Project (AR_INTERP_001).

Role	Daily rate

Tenderer:

Date:

Signed: