

Arts Council England Invitation to Tender

Title: From live to digital research Part II: Understanding the impact of digital developments across Opera, Music, Dance and Ballet, Museums (Exhibitions), Visual arts, Combined arts and Literature

Reference number: ACE 004 ITT

Deadline for receipt of tender proposals: 12 noon on Wednesday 1st February 2017

Section 1: Contract Particulars

Duration of Contract

Arts Council England will award the contract to the successful supplier for the period of February 2017 – September 2017. Exact dates will be confirmed at appointment and project set-up.

Account Management

In performing the services required under this contract the supplier will report to Jonathon Blackburn, Senior Officer, Policy and Research, Arts Council England. A project team consisting of colleagues across the Arts Council will be formed to steer the project. *Please specify in your proposal the named individual who will be responsible for the account management of this contract on behalf of your organisation.*

You should provide fortnightly project updates via email throughout the length of the project. Additional meetings can be scheduled as and if required in discussion with the project manager at the Arts Council. These will be held at the Arts Council's Manchester, Leeds or London, offices or via video conferencing between these as agreed by the parties.

Logo

The Arts Council England logo should be used alongside the supplier's logo on all reporting outputs. Arts Council England will advise on house style guidelines at project set-up. The Arts Council England shall own all intellectual property created for it as part of the contract.

Contract Value

The approximate value for the contract is **£70,000 including VAT**. Bids in excess of £70,000 shall be excluded as unaffordable and will be excluded from further consideration on the basis it is a non-compliant bid.

You should provide an informed estimate of the cost of the project in the Table of Charges (Attachment 4).

Payment Structure and billing requirements

Payment will be made on the achievement of agreed contract milestones. The payment profile will be agreed with the successful contractor and set out in the contract terms and conditions.

Section 2: About Arts Council England

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. We support a range of activities across the arts, museums and libraries - from theatre to digital art, reading to dance, music to literature, and crafts to collections.

Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, we will invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country.

The Arts Council's policy and research team work to produce knowledge to inform the organisation's future strategy and improve delivery. The team sits within the Arts and Culture department at head office, which is responsible for providing a national overview, policy development, equality and diversity leadership, specialist advice, long-term strategic thinking, research, and managing national strategic partnerships.

Arts Council England's 10-year strategic framework

In October 2013 Arts Council England published its refreshed strategic framework, *Great Art and Culture for Everyone*, which describes how the Arts Council's vision for England will be achieved. This strategy runs until 2020 and brings together previous strategies for the arts and for museums and libraries.

At the heart of this document are five inter-related strategic goals, which guide the Arts Council's activity and investment:

1. Excellence is thriving and celebrated in the arts, museums and libraries

2. Everyone has the opportunity to experience and to be inspired by the arts, museums and libraries
3. The arts, museums and libraries are resilient and environmentally sustainable
4. The leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled
5. Every child and young person has the opportunity to experience the richness of the arts, museums and libraries

Section 3 Evaluation Criteria

You are required to respond to **ALL** of the criteria below. To assist our evaluation of your tender submission, please ensure you clearly cross-refer your responses to the assigned numbers. Any relevant supporting tender documentation must also be clearly identifiable by a criteria number.

(a) Pass/Fail Criteria

In order to proceed to the full evaluation process (b and c evaluation criteria), you must first meet the following required pass/fail criteria.

| Pass Fail Criteria A | PASS/FAIL |
|---|-----------|
| Evidence provided of 2 research reports which demonstrate experience of undertaking similar research projects (<i>Word limit – 500 words</i>) | |
| Pass Fail Criteria B | |
| Please note your total Fixed and Firm Costs must not exceed £70,000 inclusive of VAT and all expenses. Bidders whose costs exceed this amount will be excluded from further consideration in the tender process. | |

If you pass all of the pass/fail criteria set out above, we will evaluate your tender response out of a maximum score of 100% using the quality and price criteria which set out below.

(b) Quality Criteria

80% of the weighting will be allocated to your response to the Quality Questions (table 1 below). Each question will be scored using the methodology in the table 2 below.

Your responses should be supported by evidence/previous successful implementation of proposed solution for meeting our requirements.

Your overall score for each question will be calculated by multiplying the quality score you receive with the weighting for that question, set out below. This score will then be divided by the total maximum available score for the Quality Criteria (400) and multiplied by 80% to get your final score for that question.

Example: assume Bidder A scores 3 for Question 1: the formula is $3 \times 15 = 45$, $45 \div 400 \times 80 = 9.00\%$

Table 1

| Quality Criteria | Weighting |
|--|-----------|
| 1. A demonstrated understanding of the background to the research and the aims and objectives, by reference to relevant similar studies and about the live-to-digital market | 15 |
| 2. Please detail your research methodology for meeting all of the requirements set out above. Please set out how you will approach recruitment/sampling, target sample sizes for qualitative and quantitative research and modes of data collection. Suppliers should include in detail the phasing of the quantitative and qualitative research over the course of the contract. Suppliers should also provide information on how they would ensure quality of data analysis and reporting outputs. Please include a timetable for delivering the services. | 45 |
| 3. Skills and expertise of the key personnel proposed for this contract in: <ul style="list-style-type: none"> • Conducting online surveys • Conducting focus groups • Knowledge and understanding of the arts and culture sector and the live-to-digital market | 20 |

Table 2

| Scoring Methodology | | |
|---------------------|--------------|--|
| 0 | Very Poor | No response or partial response and poor evidence provided in support of it. Does not give ACE confidence in the ability of the Bidder to deliver the Contract and/or our requirements are not met in most respects. |
| 1 | Weak | Response is supported by a weak standard of evidence in some areas giving rise to concern about the ability of the Bidder to deliver the Contract and/or our requirements are not met in some respects. |
| 2 | Satisfactory | Response is satisfactory and supported by a satisfactory standard of evidence. Gives ACE confidence in the ability of the bidder to deliver the contract, meets the requirements in most respects. |
| 3 | Good | Response is comprehensive and supported by good standard of evidence. Gives ACE a high level confidence in the ability of the Bidder |

| | | |
|---|-------------|--|
| | | to deliver the contract and meets ACEs requirements. |
| 4 | Very Good | Response is comprehensive and supported by a very good standard of evidence meeting ACE requirements and may exceed them in some respects. Gives ACE a very good level of confidence in the ability of the Bidder to deliver the contract. |
| 5 | Exceptional | Response is very comprehensive and supported by a high standard of evidence. Gives ACE a very high level of confidence in the ability of the Bidder to deliver the contract. May exceed ACE's requirements in several respects. |

(c) Price criteria (20 marks)

20 marks will be awarded to the lowest priced bid and the remaining bidders will be allocated scores based on their deviation from this figure. Your fixed and firm total costs figure including VAT and expenses in the schedule of charges below will be used to score this question.

For example, if the lowest price is £100 and the second lowest price is £125 then the lowest priced bidder gets 20% (full marks) for price and the second placed bidder gets 16% and so on. ($100/125 \times 20 = 16\%$)

The bidder with the highest score when the quality and price marks are added up will be the preferred bidder.

Section 4: Instructions to tenderers

Please submit your tender offer in accordance with all of the instructions, requirements and specifications set out in this Invitation to Tender.

You must treat these documents and any further information provided by Arts Council England as confidential at all times and only disclose them if necessary to prepare a compliant response to the tender.

Nothing in the enclosed documentation or appendixes, or any other communication made between Arts Council England and any other party, can be considered a contract or agreement at this stage.

Compliance

Arts Council England reserves the right to disqualify any tenderers who do not fully comply with the requirements in the tender documentation, in particular the closing time and date.

If you propose alternative goods or services for consideration, you must clearly mark these as non-compliant. Arts Council England reserves the right to reject any proposals with non-compliant alternatives. Tenders that are received are not automatically accepted.

The Arts Council's standard terms and conditions for services will form part of the contract to be awarded. These can be downloaded and reviewed from our website:

Contract Terms and Conditions

http://www.artscouncil.org.uk/sites/default/files/download-file/Contract_for_Services_over_10K_v2_July_2014.pdf

The Arts Council may also require further terms to be included in the contract that are specific to the successful supplier's application.

The Preferred Supplier will not be permitted to enter into any negotiations on the terms of the Contract. Any attempt to negotiate amendments will breach the terms of this ITT and will result in the Preferred Supplier being excluded from the tender process. In such circumstances Arts Council England reserves the right to invite the next highest scoring Bidder to enter into the Contract.

Please note that Arts Council England are required to publish online the final awarded contract and any associated documentation. If you have any concerns about the future publication of sensitive information you should raise these within your tender proposal, highlighting which areas within your proposal you consider may be subject to exemption, and subsequent redaction, in line with the provisions of the Freedom of Information Act 2000 (FOIA). More information about FOIA can be found at www.ico.gov.uk.

Validity of offer

Please note that by submitting a tender response for consideration you are confirming that, as an officer for the company/organisation that you represent, you have read and understood the tender documents and that your offer to Arts Council England is open for acceptance for 60 days from the tender closing date.

Tendering

Arts Council England reserves the right, in its absolute discretion, to cancel or suspend this tender process at any time and for any reason. If we need to do this we will notify you in writing as soon as reasonably practicably.

Arts Council England is not responsible, and will not pay for any expenses or losses you incur during, but not limited to, the tender preparation, site visits, or clarification meetings.

Information and questions

If you need us to clarify the documentation or if you have further questions regarding the tender process, please email the reference number provided on the ITT We will try to respond to reasonable requests for further information within the timescale of the tender.

Arts Council England reserves the right to advise all other tenderers of material questions and the answers supplied without disclosing the source of the enquiry. These will be issued via the Contracts Finder website (<https://online.contractsfinder.businesslink.gov.uk/>) if the contract value is estimated to be above £10k including VAT. It is the bidder's responsibility to check the website regularly for any clarifications.

Arts Council England reserves the right, in its absolute discretion, to cancel or suspend this tender process at any time and for any reason. If we need to do this we will notify you in writing as soon as reasonably practicably.

Arts Council England is not responsible, and will not pay for any expenses or losses you incur during, but not limited to, the tender preparation, site visits, post-tender negotiations or interviews.

Return of Tender

You must complete and submit your tender response/proposal electronically via Contracts Finder by the tender deadline of **12 noon on Wednesday 1st February 2017**

We will only accept responses submitted via this method. We will not accept any responses submitted by any other method. Any tender delivered after the closing date and time for any reason will be discounted.

The Arts Council is not responsible if all or part of your tender is not received. You should use a traceable dispatch system. In the event of a dispute, you are responsible to prove the tender was delivered.

Post-tender clarifications

Arts Council England reserves the right to ask you to attend a post-tender clarification meeting.

Arts Council England reserves the right to conduct post-tender clarifications with one or more tenderers depending on the closeness of a bidder's score to the highest scoring bidder.

Tender Clarifications

You should raise any queries they have about the requirements by sending a message via the Contracts Finder message board quoting the reference number provided on the ITT by the date detailed in Attachment 3 – Tender Timeframe.

We reserve the right to carry out clarifications if necessary; these may be carried out via the Contracts Finder message board or by inviting bidders to attend a clarification meeting. In order to ensure that both ACE's and bidders' resources are used appropriately, we will only invite up to three (the ultimate number will depend on the closeness of scores) highest scoring bidders to attend a clarification meeting. Scores will be moderated based on any clarifications provided during this meeting. You are responsible for all your expenses when attending such meetings. ACE reserves the right to vary all dates in this Invitation to tender, to terminate this procurement process and/or decide not to award a contract.