

**Terms of Reference (ToR)**

**For:** Country Associates for Supporting the Creative Economy: an online learning programme

**Date:** 9 January 2023

1. **Overview of the British Council**

The British Council is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body

The British Council employs over 10,500 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be viewed at [www.britishcouncil.org](http://www.britishcouncil.org).

1. **Introduction and Background to the Project**

Over the last ten years we have gained a unique track record of designing and implementing creative economy programmes which respond to opportunities and needs in Wider Europe by drawing on the knowledge and experience of the UK. Going forward, we are particularly keen to promote policy development for the Creative Economy, strengthen capacity and accelerate growth in Research and Development (R&D).

We conducted a Training Needs Assessment to identify the training needs of civil servants working in the cultural and creative industries (CCI) and the creative economy in Wider Europe in 2021. The study targeted government institutions at local, central, and regional levels. The assessment confirmed the appetite and needs of civil servants for a learning programme about the CCI and the creative economy, as well as acknowledged increased strategic importance of CCI within the national development agenda.

As a result, we partnered with Cultural Associates Oxford to design and develop an online learning programme for policy makers, which builds on demand for UK experience within the region, providing skills and knowledge about the economic, technological, and social importance of the creative economy, and creates peer networks with the UK and within Wider Europe.

The overall objective of the programme is to support international public sector within their own institutional setting, while creating opportunities for people and organisations in the UK to work internationally and develop their own practice and economic sustainability.

The specific objective of the programme is to increase awareness, ability and commitment of policy makers across Wider Europe to support the creative economy in their countries.

The training programme started in March 2022 and to date has welcomed 450 policymakers and sector professionals working in the cultural and creative industries across Wider Europe.

Feedback and observations confirm that the programme has been very well received by participants and confirm continued demand for further reach and interest. Following on the success of the two editions, we would like to further develop the programme through translation and localisation in Central Asia, Turkey and Ukraine in 2023.

**Expected Outcomes**

* Policy makers and sector professionals in Wider Europe improve their knowledge, skills and understanding of the economic and social importance of the creative economy enabling them to better manage, support and promote the creative economy in their countries / cities / regions
* Policy makers and sector professionals in Wider Europe are better connected with their peers in the UK and Wider Europe region, and able to exchange experience and models of good practice
* Increased awareness and improved perceptions of the UK and its experience in policy making for the creative economy for policy makers and sector professionals in Wider Europe
* Increased potential and opportunities for collaboration and partnership between the UK and the Wider Europe region in the area of creative economy policy

1. **Responsibilities and Deliverables**

We are looking for individuals and/or MSMEs to become ‘Associates’ to help develop and deliver the above-mentioned programme through a localised and translated version in Central Asia, Turkey, Ukraine throughout 2023.

Local associates will be engaged to perform the following tasks:

* Complete the ‘Supporting the Creative Economy; an online learning programme’ to get acquainted with the programme and user experience.
* Work in collaboration with other associates and Cultural Associates Oxford to develop a light version of the online learning programme, which will be translated into Turkish, Ukrainian and Russian.
* Review the translated content for the online programme and provide inputs to adjust cultural references and differences between the UK and delivery country.
* Prepare, arrange and deliver three live sessions for their respective country participants (Turkey, Ukraine, Central Asia) with a view to support actionable insight from the online learning programme and provide networking opportunities.
* Monitor the progress of the training programme and prepare a final report including evaluation data, observations and recommendations
* Support the promotion of the programme to target groups in countries, act as an advocate when and as required.
* Work effectively and in collaboration with other associates, Cultural Associates Oxford and the British Council project team.

1. **Timeline**

The following timeline is for the first phase of the project. Subject to successful delivery, continued demand form target groups and available funding, delivery of localised version will be carried throughout 2023.

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| --- | --- | --- |
| **Deliverable/Output** | **Number of person/days** | **Dates** |
| Complete the ‘Supporting the Creative Economy; an online learning programme’ (six modules) and provide feedback for the light version (two modules) of the online learning programme | 6 days | 1 – 10 February 2023 |
| Prepare and arrange three live sessions | 7 days | 10 – 20 February 2023 |
| Review the translated content for the online programme | 6 days | 6 – 15 March 2023 |
| Support the open call for participants | 2 days | 02 – 27 February 2023 |
| Deliver three live sessions | 5 days | 29 March – 26 April 2023 |
| Prepare a final report | 2 days | 27 April – 9 May 2023 |
| Contingency at the discretion of the British Council | 2 days |  |

1. **Duration**

The contract will be awarded from 20 January 2023 – 10 January 2024 with an option for an extension for up to an additional two years dependent on the British Council’s evaluation of the localised training delivery and available funding for any future editions.

1. **Delivery location**

The place of work will be Istanbul, Turkey. However, the work may require several travels to other cities in Turkey based on project needs. Applicants are expected to take this into consideration whilst developing their proposals and determining their pricing offer.

1. **Required Qualifications, Experience and Competencies**

* Bachelor’s Degree in the creative industries, educational sciences and/or any other relevant field. Master’s or PhD degree would be an asset,
* Minimum 10 (ten) years of professional experience,
* Minimum 5 (five) years of experience designing, planning and delivering capacity building programmes,
* Experience of delivering capacity building to policy makers and/or sector professionals in the creative economy,
* Experience of facilitating and/or moderating workshop and networking events,
* Ability to collaborate with a number of international stakeholders,
* Ability to identify, seize and transfer learning into action.

1. **Conditions and Contractual Requirements**

The contracting authority is the British Council which includes any subsidiary companies and other organisations that control or are controlled by the British Council from time to time (see: <http://www.britishcouncil.org/organisation/structure/status>).

The British Council’s contracting approach in respect of the required goods and/or services is set out at Annex 1 (Terms and Conditions of contract) (“**Contract**”). By submitting a response, you are agreeing to be bound by the terms of this RFP and the Contract without further negotiation or amendment.

Your proposal must remain open for acceptance by the British Council for a period of sixty days from the Response Deadline. A response not valid for this period may be rejected by the British Council.

**Payment and Invoicing**

The British Council will pay correctly addressed and undisputed invoices within 30 days in accordance with the requirements of the Contract. Suppliers to the British Council must ensure comparable payment provisions apply to the payment of their sub-contractors and the sub-contractors of their sub-contractors.

The supplier is solely responsible for all taxation or other assessments on any income derived from the British Council. The British Council will not make any withholding from payments for the purposes of income tax. British Council is exempt from any liabilities regarding taxation and will not reimburse any such taxation to the supplier.

General requirements for an invoice for the British Council include:

* A description of the good/services supplied is included.
* The British Council Purchase Order number is included.
* It is sent electronically via email in PDF format to the respective British Council contact person.

**Instructions for Responding**

The documents that must be submitted to form your proposal are listed at Part 2 (Submission Checklist) of Annex 2 (Response Form) to this RFP. All documents required as part of your response should be submitted to Cansu Ataman, Regional Arts Programme Manager at [cansu.ataman@britishcouncil.org.tr](mailto:cansu.ataman@britishcouncil.org.tr)by the Response Deadline, as set out in the Timescales section of this RFP.

All clarification requests should be submitted to Cansu Ataman, Regional Arts Programme Manager at [cansu.ataman@britishcouncil.org.tr](mailto:cansu.ataman@britishcouncil.org.tr)by the Clarification Deadline, as set out in the Timescales section of this RFP. The British Council is under no obligation to respond to clarification requests received after the Clarification Deadline.

The following timescales shall apply to this selection process:

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| --- | --- |
| **Activity** | **Date / time** |
| TOR Issued to bidding suppliers | 09 January 2023 |
| Deadline for clarification questions (**Clarification Deadline**) | 16 January 2023 |
| British Council to respond to clarification questions | 18 January 2023 |
| Deadline for submission of responses by potential suppliers (**Response Deadline**) | 30 January 2023 |
| Final Decision | 1 February 2023 |
| Contract concluded with winning supplier | 3 February 2023 |
| Contract start date | 6 February 2023 |

**Evaluation Criteria**

Award Criteria – Responses from potential suppliers will be assessed to determine the most suitable offer using the following criteria and weightings and will be assessed entirely on your response submitted:

|  |  |
| --- | --- |
| **Criteria** | **Weighting** |
| Qualifications, Experience and Competencies | 30% |
| Methodology and Approach | 40% |
| Commercial | 30% |

Scoring Model – Responses will be subject to an initial review at the start of the evaluation process. Any responses not meeting mandatory requirements or constraints (if any) will be rejected in full at this point and will not be assessed or scored further. Responses not so rejected will be scored by an evaluation panel appointed by the British Council for all criteria other than Commercial using the following scoring model:

|  |  |
| --- | --- |
| **Points** | **Interpretation** |
| **10** | **Excellent** –Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas evidence requested in the level of detail requested. This, therefore, is a detailed excellent response that meets all aspects of the requirement leaving no ambiguity as to whether the bidder can meet the requirement. |
| **7** | **Good** –Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas of evidence requested, but contains some trivial omissions in relation to the level of detail requested in terms of either the response or the evidence. This, therefore, is a good response that meets all aspects of the requirement with only a trivial level ambiguity due the bidders failure to provide all information at the level of detail requested. |
| **5** | **Adequate** –Overall the response demonstrates that the bidder meets all areas of the requirement, but not all of the areas of evidence requested have been provided. This, therefore, is an adequate response, but with some limited ambiguity as to whether the bidder can meet the requirement due to the bidder’s failure to provide all of the evidence requested. |
| **3** | **Poor** –The response does not demonstrate that the bidder meets the requirement in one or more areas. This, therefore, is a poor response with significant ambiguity as to whether the bidder can meet the requirement due to the failure by the bidder to show that it meets one or more areas of the requirement. |
| **0** | **Unacceptable** –The response is non-compliant with the requirements of the RFP and/or no response has been provided. |

Commercial Evaluation – Your “Overall Price” for the goods and/or services will be evaluated by the evaluation panel for the purposes of the commercial evaluationA maximum offer score of 10 will be awarded to the response offering the lowest “Overall Price”. Other responses will be awarded a mark by application of the following formula: (Lowest Overall Price/Overall Price being evaluated) x 10 (rounded to two decimal places) = commercial score.

Moderation and application of weightings – The evaluation panel appointed for this contract will meet to agree and moderate scores for each award criteria. Final scores in terms of a percentage of the overall score will be obtained by applying the relevant weighting factors set out as part of the award criteria table above. The percentage scores for each award criteria will be amalgamated to give a percentage score out of 100.

The winning response – The winning response shall be the response scoring the highest percentage score out of 100 when applying the above evaluation methodology.

**List of Annexes forming part of this TOR (issued as separate documents):**

**Annex 1 – Terms and Conditions of Contract**

**Annex 2 – Response Form**