



INVITATION TO TENDER - OVERVIEW

TwoYear Fixed Period Contract GFX Services

24 July 2024

1. MG ALBA invites you to tender for the provision of the above services.
2. Your Tender must be submitted via email to tender@mgalba.com
3. Tenders must arrive no later than **3pm** on **Friday 23 August 2024**. Tenders submitted after this may not be considered.
4. MG ALBA is not bound to accept any Tender offer received.
5. Enquiries should be sent to tender@mgalba.com. An automated receipt will be generated.
6. Your Tender may not be considered if it does not meet the requirements of the following documents:
 - A. Services Sought
 - B. Information and Instructions for Tenderers
 - C. Award Criteria and Scoring Matrix
 - D. Questionnaire: Essential Information and Declaration

A. SERVICES SOUGHT

1. About MG ALBA

MG ALBA employs over 40 staff. Its main business is the commissioning of audiovisual media content from media production companies and the operation of the Gaelic audiovisual service BBC ALBA in collaboration with the BBC.

Tenderers are invited to visit www.mgalba.com for information about the company, and for details about our partnership with the BBC please visit www.mgalba.com/about-us/bbc-alba/.

2. Services sought

Applications are invited from experienced and innovative post-production & creative edit houses in order to fulfil graphics and creative services for BBC ALBA's linear schedule and digital platforms. We seek a partner capable of delivering high-quality, accurate, engaging, and cohesive materials that align with our brand vision and marketing objectives. The contract will begin on 1st October 2024.

The services sought are:

Interstitials Delivery Services

- Assembly and delivery of interstitials in weekly packages, offline and online (approximately 60 hours per annum, with all assets pre-existing);
- The overlaying of BBC ALBA graphics and livery, audio and music onto BBC ALBA promos and trailers of varying lengths;
- The creation of menus, other programme pointers and other presentational elements;
- Timely, accurate and efficient delivery of all interstitial packages + deliverables consistently throughout the year;
- Review and develop efficiency of systems within 6 months of contract start date, including automation where possible;
- Provide robust backup/resilience; and
- Versatile and responsive to delivery deadlines.

Creative Services:

- Concept, Ideation and Editing of engaging promos & trailers of varying lengths for linear & digital platforms;
- End to end creation of multi-platform promotional assets for use on linear & digital platforms, including:
 - Leading on concept & ideation in response to briefs from marketing / digital team;
 - Working with MG ALBA colleagues to develop ideas, adapt and optimize for specific platforms; and
 - Deliver approximately 2x multi-platform video campaigns per month, including platform-specific versioning & graphics.
- Monthly creative meeting with MG ALBA team for ideation / forward planning; and
- Up to 5 showreels of approximately 5 mins per year.

3. Deliverables / Outcomes

The outcomes/key results sought are:

- Timely and accurate delivery of interstitial materials to Payout;
- Increase in engaging, innovative and effective video campaigns across all BBC ALBA platforms;
- Delivery of up to 2x bespoke multiplatform campaigns per month, of varying durations, in line with BBC ALBA Marketing strategy;
- Delivery of up to 5x showreels per year (approximately 5 minutes); and
- Efficient & Streamlined process with MG ALBA staff & external suppliers

Measurable **KPIs** will be agreed upon appointment of successful tenderer to ensure outcomes are being met.

4. Contract duration

The contract will begin on 1st October 2024 for a period of 2 years, ending on 30 September 2026.

5. Pricing

MG ALBA has set aside a budget of up to £90,000 (exc. VAT) per annum.

6. Contract Management

The contract will be overseen by MG ALBA's Head of Digital Transformation and Head of Publishing and managed by the Content Strategist.

7. Timescale for Award

The timescale for the Award is set out below.

Timetable of Events	
ITT Issued	Wednesday 24 July 2024
Q & A period	Wednesday 24 July – Thursday 15 August 2024
Tender Closing date	3pm, Friday 23 August 2024
Possible Interviews (subject to change)	Thursday 29 August 2024
Clarifications (if required)	By Tuesday 3 September 2024
Notification of Decision	By 3pm, Friday 6 September 2024
Standstill Period	Until Tuesday 17 September 2024
Contract Award	Friday 20 September 2024
Assignment Start	<u>Tuesday 1 October 2024</u>

8. Evaluation of Tenders

The decision criteria are set out below. These will be assessed by an evaluation panel. Feedback to unsuccessful Tenderers will be provided on request.

Criteria	Weighting
Demonstrable understanding of requirements and innovative, creative approach.	30%
Expertise and credentials of team across relevant competencies.	25%
Knowledge and understanding of the Gaelic language	10%
Track record in flexible, timely and reactive delivery to deadlines.	20%
Value for money	15%
TOTAL	100%

9. Enquiries and Submission

Unless advised to the contrary in the Invitation to Tender you may submit your proposals in the format that best suits you (e.g., Microsoft Word, PowerPoint etc).

The opportunity to discuss and develop these submissions may be given through interviews with applicants once the tender has closed.

Enquires associated with the Invitation to Tender can be made by email to tender@mgalba.com. Responses to questions raised during the tendering period and which disclose previously unpublished information not in the public domain will be published on MG ALBA's website and/or circulated to all known potential Tenderers in the form of a Frequently Asked Questions note (FAQ). The relevant dates are set out above at **7 Timescale for Award**.

B. INFORMATION AND INSTRUCTIONS FOR TENDERERS

It is your responsibility to obtain any additional information necessary for the preparation of a Tender.

Please treat as confidential all information supplied by MG ALBA unless you need to disclose it to obtain guarantees or quotations for your Tender.

You must submit completed Tenders as set out in A: SERVICES SOUGHT.

- MG ALBA may need to disclose information provided, for example, to comply with the Freedom of Information Act 2000, any other law, or, as a consequence of judicial order, or order by any court or tribunal or other body with the authority to order disclosure.
- Accordingly, if you consider that any of the information included in your Tender is commercially confidential, please identify it and explain (in broad terms) what harm might result from disclosure and/or publication.

MG ALBA reserves the right to reject any Tender which, in their opinion, does not comply with the requirements.

MG ALBA may not consider Tenders received after the closing date and time.

MG ALBA reserves the right to withdraw or amend the requirement at any stage prior to the award of the contract. Where amendments are significant, MG ALBA may, at its discretion, extend the deadline for receipt of Tenders.

The Tenderer will bear all costs associated with this Tendering exercise.

Please note that MG ALBA may ask the successful Tenderer to provide guarantees from a parent company or other relevant person or body.

MG ALBA asked Tenderers to note the following.

- Nothing in the communication between the Tenderer and MG ALBA regarding the tendering process or the tender response shall constitute a contract for the provision of any service covered by this tender process nor a warranty or a representation that any contract will or may be awarded.
- MG ALBA reserves the right to withdraw from and/or abandon and/or defer this tender process at any time, not to award any contract as a result of this tender process, to supplement, revise and/or clarify the terms and conditions of this ITT and/or to require the Tenderer to clarify its tender responses and/or to provide additional information in relation thereto.
- You are required to provide details if it is envisaged that there may be a conflict of interest between individuals involved in the application and members of MG ALBA's Board and/or staff.
- MG ALBA expects the terms to require the successful Tenderer to have the necessary insurances in place.

- All intellectual Property Rights in the Services, products of the Services, Deliverables and Materials shall vest in MG ALBA.
- The successful Tenderer will be expected to act in MG ALBA's best interests at all times.
- The successful Tenderer will be expected to warrant that it shall provide the services in accordance with all applicable laws.
- The successful Tenderer shall use MG ALBA's confidential information solely for the purposes of performing its obligations under the agreement and it shall not disclose any confidential information to any person other than to its staff or to comply with any legal obligations;
- The successful Tenderer will be expected to provide all reasonable assistance to MG ALBA to enable MG ALBA to deal with any requests made in accordance with the Freedom of Information Act 2000;
- It is expected that MG ALBA may terminate the agreement on giving 1 (one) month's notice. MG ALBA may also terminate the agreement immediately where the successful Tenderer is in material breach of any of its obligations, where any of the key personnel are unavailable to provide the services, where the Tenderer is wound up, where a receiver is appointed over any of the Tenderer's assets, where the Tenderer is unable to pay its debts, where the Tenderer ceases to carry on its business, or where there is any change of control of the Tenderer.
- Following such termination of the agreement, it is expected that there shall be no obligation on MG ALBA to make any payments to the Tenderer other than for the work actually completed; the Tenderer shall return to MG ALBA all property belonging to MG ALBA; the Tenderer shall provide all reasonable assistance to MG ALBA to enable MG ALBA to complete the work of providing the services; and the main terms noted above shall remain in force.
- The successful Tenderer will be required to comply with the following codes of practice, legislation and guidelines (amongst others):
 - Health and Safety Legislation
 - GDPR and Data Protection Act 2018

C. AWARD CRITERIA AND SCORING MATRIX

An evaluation panel will score the Tenderer's responses.

Qualitative criteria are evaluated as follows:

0	Does not demonstrate an ability to meet the criteria
1	Partially addresses the criteria but contains insufficient detail
2	Broadly addresses the criteria but lacks details in certain areas
3	Addresses the criteria and provides sufficient details
4	Comprehensively addresses the criteria and provides details of how the requirement will be met in full

A successful submission must obtain a score of at least **2** in each area.

The evaluation is then weighted to produce a score, as set out in the matrix.

Scoring matrix	Evaluation	Weighting	Score
	<i>a</i>	<i>b</i>	$a \times (100\%/4 \times b)$
Criteria	0-4	XX%	
Criteria	0-4	XX%	
Criteria	0-4	XX%	
Criteria	0-4	XX%	
Sub total		XX%	
Price / VFM		XX%	
TOTAL		100%	

The Tender with the lowest price and/or best value for money will be awarded the maximum score for Price/VFM. Other Tenders will be scored by reference to that.

D. QUESTIONNAIRE: ESSENTIAL INFORMATION & DECLARATION

Please complete and return the following information.

All personal information supplied will be treated as confidential and will be subject to data protection laws.

Please access [MG ALBA's Privacy Notice](#) for details of how we will handle and use your personal information.

Name of Organisation
Type of Organisation (e.g., Company limited by shares, Company limited by guarantee, partnership, etc.)
Address
Lead contact name
Contact details
Telephone Number
E-mail address
Website address (if applicable)
VAT Registration Number
If your Tender is on behalf of a joint venture or consortium, please provide (a) lead name; (b) name and address of each proposed member of the consortium; (c) the percentage interests of each member; and (d) the role which each member will perform and their estimated percentage involvement.
If you intend to use sub-contractors, please provide details of each sub-contractor (if known) and their intended role.

Do you hold or intend to obtain the insurances indicated below, and if so, to what financial level:

- Employer's (Compulsory) Liability Insurance
- Public Liability Insurance
- Professional Indemnity Insurance

Prior to Award, MG ALBA will wish to undertake financial and business probity scrutiny in each of the following areas:

- Grounds for Mandatory Exclusion
- Grounds for Discretionary Exclusion
- Economic and financial standing
- Insurances
- Equality
- Environmental Management
- Health and safety
- Employment policies and practices (e.g., commitment to diversity and inclusion, living wage etc)

You may comment as appropriate below.

*I/We agree to abide by this Tender from the date fixed for receiving Tenders, until the Award of Contract.

*I/We understand that MG ALBA is not bound to accept the lowest or any Tender and shall not be bound to use the Contractor as a sole supplier.

Signature

Name:

(BLOCK CAPITALS)

Designation

Duly authorised to sign Tenders for and on behalf of:

Name of Tenderer

Date