



## INVITATION TO TENDER - OVERVIEW

### Contract for the Delivery of Services FILMG18, FILMG19 & FILMG20 - 3 Year Award

11 July 2025

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](mailto:tender@mgalba.com)
3. Tenders must arrive no later than **2pm** on **11 August 2025**. Tenders submitted after this may not be considered.
4. MG ALBA is not bound to accept any Tender offer received.
5. Enquiries should be addressed to [tender@mgalba.com](mailto:tender@mgalba.com)
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. Background

FilmG is a Gaelic short film competition promoting and encouraging all aspects of filmmaking from young people to industry professionals. Since its launch in 2008, it has been an important and transformational brand for MG ALBA. Many of its participants have gone on to enjoy media careers, become successful content creators and receive further industry recognition and awards.

The brand has a [website](#), YouTube [channel](#) and accounts on [Facebook](#), [X](#), [Instagram](#) and [TikTok](#).

Since launch, the competition has received more than 1200 short films.

This contract offers an opportunity not just to maintain that historic success, but to build and improve on it. We seek to strengthen FilmG's role as an important, inclusive, talent development vehicle, increase the quality of the content created and increase its profile as a celebration of digital content being created by new generations of confident Gaelic speakers.

As part of this tender, we welcome suggestions as to how the existing model of FilmG delivery could be adapted to ensure the competition aims are achieved, whilst focusing on activity with young adults and those under the age of 30.

Tenderers are invited to visit MG ALBA's website for information about the company and its activities. See [www.mgalba.com](http://www.mgalba.com)

### 2. Services sought

This open tender is for the contract for the delivery of the FilmG18, FilmG19 and FilmG20 competitions (including workshops, years 2026/27 and 2027/28 are subject to Scottish Government funding, such funding to be confirmed or otherwise by MG ALBA by 30 April 2026 and 30 April 2027).

The contract will begin on 11 September 2025 and expire 30 May 2028.

### 3. Deliverables / Outcomes

Successful delivery of the FilmG18, FilmG19 and FilmG20 competitions in 2025/26, 2026/27 and 2027/28 including:

- the Competition across 2025/26, 2026/27 and 2027/28;
- the Workshops in 2025/26, 2026/27 and 2027/28.

In order to ensure successful delivery, the successful applicant will be expected to provide the following, which will form part of the contract:

1. A **Competition & Workshops Project Plan** setting out the deliverables which will typically include the following:
  - Budget (inclusive of service fee)
  - Milestones
  - Task list, including:
    - General project management;
    - Branding & Marketing– with MG ALBA to have final sign off;
    - Launch – marketing, key demographics messaging, competition categories and press;

- Ongoing marketing at key milestones in the Project Plan life cycle; website updates;
  - Prizes - including potential donors and sponsors, which the service provider is expected to source, document and acknowledge with MG ALBA as brand owner to have final approval of donors and sponsors and any funding conditions;
  - Graphics - the service provider is expected to brief, commission and manage the creation of FilmG graphics and yearly competition graphics;
  - Schools/Development workshops, including close liaison with schools and teachers;
  - Creation of a group of workshop tutors experienced in digital first content to increase awareness and revitalize the brand;
  - Inclusion of visualized podcasts as entries
  - Creation and management of FilmG brand ambassador/s role;
  - Advice and marketing of FilmG competition to 16-30 age range specifically and +18 age range generally;
  - Logged evidence of appropriate disclosure forms for all groups
  - Logged verification that submitted films have observed rules, including PG guidance and inclusion of broadcast cleared music;
  - Logged verification of licences/consents required (including for subsequent broadcast on BBC ALBA and entry to appropriate festivals and awards);
  - Judging;
  - Closing date and Films Live date;
  - Delivery of winning films in a technical format suitable for publication on BBC ALBA iPlayer or such other platform as MG ALBA shall determine;
  - Press.
- Project Risk Analysis
  - Review of Competition Rules (a copy of the current rules are available [here](#)).
  - In the event MG ALBA funds an annual awards event (including the provision of any broadcast or stream of such award events) the successful applicant will be required to liaise and co-operate with MG ALBA and any third party/parties hired by MG ALBA to host such award events or to broadcast or stream such award events. Collaboration will include, by way of example and without limitation, the sharing of graphics, information, copies of the competition shortlisted and winning films in each category and other films as required in a suitable format to enable exhibition, and other assets to enable a smooth working relationship and successful award events.

The aim of the competition is:

- To encourage and develop skills in grass roots filmmaking and on-screen storytelling within Gaelic communities, schools, and post-school education
- To stimulate and support the creation of significant amounts of new and engaging Gaelic digital content
- To encourage Gaelic-speakers, learners of the language and non-Gaelic speakers to create, enjoy, engage with and create Gaelic content
- To develop and grow an online community of people actively interested in the opportunities presented by digital media technologies for Gaelic
- To discover and encourage Gaelic-speaking talent for BBC ALBA, social media content and YouTube

The outcomes sought are:

- Grass-roots digital content experimentation, self-expression and storytelling in Gaelic, supporting education, communities and language revitalisation in new ways
- An increasingly connected community of Gaelic speakers, learners and supporters who actively participate in the development and creation of Gaelic digital content and who are confident in their own identity, creativity and self-expression
- The emergence of new faces, voices, ideas and other talent (Gaelic speakers and learners) and the progression of these into the Gaelic media landscape
- An active community of Gaelic speakers, learners and non-Gaelic speakers who view, critique and enjoy Gaelic media
- Recognition at a national level of the project and its outcomes as making a significant contribution to the culture of Scotland.

The annual success criteria to date have been as follows and these principles are expected to continue:

	Criteria	Targets
1	Receive an agreed number of film submissions from target groups annually	100 films in total
2	Annual growth of film viewings	10%
3	Increase and maintain the FilmG online community through social media shares, retweets, likes and comments.	30% increase across all social media platforms
4	National recognition – public expression of approval by Government, Industry or winning of a national award.	5
5	Receive an agreed amount of positive media exposure items annually	50
6	Use of new technology and introducing different technologies to schools and to liaise and support, where possible, the Film & Screen Curriculum for Scotland soon for introduction in Scottish schools.	Significant emphasis on digital facilitation/ participation

#### 4. Experience and Skills

Tenderers must possess the relevant skills and experience to fulfil the aims of the competition. These include but are not limited to:

- Project management and delivery, including budget management
- Network of contacts across media industry, schools, post-school, educational, community groups and potential sponsors
- Proven track record of project funding success
- Social media experience – ensuring ongoing brand visibility and engagement on relevant platforms
- A strong understanding of Gaelic language and culture
- Strong Gaelic language skills
- Reporting – financial and for milestone reporting across the life of the contract

## 5. Contract duration

This contract will begin on 11 September 2025 and expire 30 May 2028.

## 6. Contract delivery timeline

Start of engagement	<b>11 September 2025</b>
Milestones as appropriate	<b>Agreed within the Project Plan</b>

## 7. Pricing

The FilmG budget is in total £110,000 - £115,000 per annum, which is broken down as follows:

Competition: £75,000  
Workshops: £35,000 (subject to The Scottish Government funding for this element in financial years 26/27 and 27/28)  
Brand Ambassador/s: up to £5,000 on agreement with proposed role structure

Applications may include proposals to attract third party funding for consideration by MG ALBA.

## 8. Contract Management

The contract will be managed by MG ALBA's Director of Content Margaret Cameron or such other named MG ALBA representative.

## 9. Timescale for Award

The timescale for the Award is set out below.

ITT Issued	<b>11 July 2025</b>
Q & A period	<b>11 July to 6 August 2025</b>
Tender Closing date	<b>2pm, 11 August 2025</b>
Possible Interviews	<b>By 19 August 2025</b>
Evaluation	<b>By 22 August 2025</b>
Clarifications (if required)	<b>By 25 August 2025</b>
Contract Award	<b>5pm, 28 August 2025</b>
Cooling Off Period	<b>Two weeks from date of Award</b>
Assignment Start	<b>11 September 2025</b>

## 10. 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
Quality, creativity and distinctiveness of submission	20%
Track record in successful project delivery	25%
Demonstrable network of contacts across media industry, and target schools, post-school, educational, community groups and potential sponsor contacts to enable delivery and additional funding, or demonstrable ability to create such network	10%
Demonstrable track record in innovative, creative approach ensuring ongoing brand visibility and engagement on social media platforms	30%
Evidenced commitment to Gaelic language within company and in company outputs, including staff training	10%
Price / Value for Money	5%
<b>TOTAL</b>	<b>100%</b>

## 11. 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 submission should include:

1. A summary of the delivery approach, including proposals on how the competition aims will be realised.
2. A summary of key talent and plan for how resources will be applied over the course of the competition and workshops.
3. A proposed budget breakdown.
4. If not covered elsewhere in the application, a statement as to how each of the criteria will be fulfilled.

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](mailto: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 9 **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: SERVICE 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, main suppliers and/or staff.
- MG ALBA expects the terms to require the successful Tenderer to have the necessary insurances in place.

- MG ALBA will be granted a royalty free, perpetual, unencumbered licence of copyright and other rights in any and all deliverables created in the provision of the services, unless specifically agreed to the contrary.
- 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 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):
  - o Health and Safety Legislation
  - o GDPR and Data Protection Act 2018
  - o Living Wage Accredited employer
- TUPE legislation may or may not apply. MG ALBA has requested relevant information which will be made available on request to prospective bidders on a strictly confidential basis.



### 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>	<i>a x (100%/b)</i>
Criteria	0-4	XX%	
Criteria	0-4	XX%	
Criteria	0-4	XX%	
Criteria	0-4	XX%	
Criteria	0-4	XX%	
<b>Sub total</b>		<b>XX%</b>	
Price / VFM		XX%	
<b>TOTAL</b>		<b>100%</b>	

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 e q u a l i t y , diversity & inclusion, sustainability, living wage, staff training and well-being 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