



INVITATION TO QUOTE - OVERVIEW

MG ALBA Lèirsinn Strategy: Facilitation, Drafting, Consultation and Publication

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 **2pm on Tuesday 13 January 2026**. 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.
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

Tenderers are invited to visit www.mgalba.com for information about the company. Specifically, please see [Leirsinn-A-Route-Map-for-Gaelic-Media-2022-2027.pdf](#) for context.

MG ALBA employs over 40 staff and supports over 340 jobs. Further information on MG ALBA's social and economic impact can be found in a report prepared by EY in November 2023: [MG Alba Investment Report](#). Its main business is the commissioning and publishing of audiovisual media content from media production companies under the brands BBC ALBA, LearnGaelic and Speakgaelic, in partnership with the BBC.

MG ALBA wishes to renew its 4 year Lèirsinn (Vision) and seeks the services of a highly experienced and visionary contractor to support a small MG ALBA staff team shape, draft, consult and publish this important forward plan.

2. Services sought

Specifically, MG ALBA seeks experienced consultancy input to work closely with a small group of managers and the Director of Partnership and Development to draft the organisation's Lèirsinn (Vision) covering the period 2026-2030. Working to a tight timeline (see table below), the successful contractor will work with the team to provide vision, motivation, facilitation and focus across a range of themes for inclusion in the strategy.

	Phase	Key Milestones
Jan	Initiation	Terms of Reference, project plan, initial analysis, Board Strategy session
Feb	Research	Stakeholder mapping and consultation, discovery report
March	Strategic Planning	Board Strategic Framing
April	Drafting	Draft V1 – V2
May	Refinement	Internal and external review and refinement
June	Publication	Board approval and launch event

3. Deliverables / Outcomes

The successful candidate will be expected to support MG ALBA with the production and articulation of a route map into the next decade and beyond.

To provide external vision, challenge, focus and motivation to the team and ensure it has been thorough, critical and brave in delivering MG ALBA's remit within the fast moving pace of modern media

To ensure relevance and audience are core to and underpin MG ALBA's forward planning

Ensure partners, stakeholders and communities are consulted and represented

Support MG ALBA to translate the agreed vision/strategy into an operationally deliverable and measurable plan

Production of an approximate 10-15 page high level inspirational document covering themes such as:

- Transformation
- Digital/Technology
- Innovation
- Audience
- Organisational succession
- Investment
- Economic value
- Community engagement
- Language learning

Collation of (unpublished) accompanying research/consultation data

Preparation and publication of a visually clear, stimulating and inspirational document using a mix of text and graphics.

4. Experience and Skills

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

- Strong organisational and project management skills
- Confidence to probe, challenge, examine and direct the process
- Excellence in communication and facilitation
- Vision and understanding of the forward media landscape /environment/eco-system

In order to achieve the timescale for delivery, the successful contractor will be required to drive the project, anticipating bottlenecks and setting strict deadlines.

Ideally weekly and a minimum of fortnightly meetings with the staff team is envisaged in order to maintain momentum and deliver the project milestones on time.

5. Contract duration

This contract will begin on Monday 19th January 2026 and is expected to be completed by 1 June 2026.

6. Pricing

MG ALBA has allocated a budget of £20,000 excluding VAT for this project.

There can be agreed associated costs of up to £1,500.00 excluding VAT for any travel and focus group activity required.

7. Contract Management

The contract will be managed by MG ALBA's Director of Partnerships & Development. An internal MG ALBA project co-ordinator/administrator will be identified to provide support the successful contractor and staff team.

8. Timescale for Award

The timescale for the Award is set out below. FAQs will be published Thursday 8 January 2026.

ITT Issued	Monday 22 Dec 2025
Tender Closing date	2pm, Tuesday 13 January 2026
Possible Interviews (subject to change)	Thursday 15 - Friday 16 January 2026
Assignment Start	Wednesday 21 January 2026

9. 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
Relevant Experience and Capability <ul style="list-style-type: none">• Comparable work facilitating organisation-wide vision development• Track record working with media, creative, or mission-driven organisations• Senior-level facilitation and stakeholder engagement• Examples	35%
Proposed Methodology and Approach <ul style="list-style-type: none">• Clarity and structure of bidder's proposed approach• Ability to reconcile/filter/challenge diverse inputs into a coherent and meaningful 10-15-page Vision (and not a consensus-based dilution)• Sequencing of activities across the 6-month period	30%
Understanding of the Organisation and Sector Context <ul style="list-style-type: none">• Understanding of the media sector and its strategic pressures• Awareness of cultural, audience, partner, language, economic dynamics<ul style="list-style-type: none">• Understanding of the media sector and its strategic pressures• Awareness of cultural, audience, partner, language, economic dynamics	20%

Value for Money <ul style="list-style-type: none"> • Transparency of pricing • Avoidance of duplication with internal resource - ie facilitator brings expertise not available inhouse • Facilitator interventions targeted at key milestones and decision points 	15%
TOTAL	100%

10. 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 8 **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 asks Tenderers to note the following:

- Nothing in the communication between the Tenderer and MG ALA 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;

- 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; and
- 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>	$a \times (100\%/4 \times b)$
Relevant Experience and Capability <ul style="list-style-type: none">• Comparable work facilitating organisation-wide vision development• Track record working with media, creative, or mission-driven organisations• Senior-level facilitation and stakeholder engagement• Examples	0-4	35%	
Proposed Methodology and Approach <ul style="list-style-type: none">• Clarity and structure of bidder's proposed approach• Ability to reconcile/filter/challenge diverse inputs into a coherent and meaningful 10-15-page Vision (and not a consensus-based dilution)• Sequencing of activities across the 6-month period	0-4	30%	

Understanding of the Organisation and Sector Context <ul style="list-style-type: none"> • Understanding of the media sector and its strategic pressures • Awareness of cultural, audience, partner, language, economic dynamics <ul style="list-style-type: none"> • Understanding of the media sector and its strategic pressures • Awareness of cultural, audience, partner, 	0-4	20%	
Sub total		85%	
Value for Money <ul style="list-style-type: none"> • Transparency of pricing • Avoidance of duplication with internal resource - ie facilitator brings expertise not available inhouse • Facilitator interventions targeted at key milestones and decision points 		15%	
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 (eg, 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