



INVITATION TO TENDER - OVERVIEW

Contract for the Delivery of Às Ùr - Brief for Training & Mentoring Delivery Partner

27 March 2026

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 Monday 27 April 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 addressed 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

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.

Às Ùr is a three-year initiative led by MG ALBA to identify, train, and support a new generation of Gaelic-language digital creators across Scotland. The programme builds a sustainable talent pipeline through commissioning, skills development, mentorship, and networking, empowering young Gaelic speakers to become confident, self-sufficient digital storytellers.

Tenderers are invited to visit MG ALBA's website for information about the company and its activities. See www.mgalba.com

2. Services sought

MG ALBA is seeking an experienced agency or delivery partner to manage and deliver a structured programme of training, mentoring, community-building, and events to support the development and growth of the Às Ùr brand and its network of emerging Gaelic digital creators. The initial contract is for Year 1, with potential to extend into Years 2 and 3.

The appointed agency will act as the lead delivery partner, responsible for administration, logistics, marketing, brand-building, contracting, budget management, and reporting across all activity.

3. Scope of Work

The successful tenderer will be expected to provide the following:

Às Ùr Brand

- Develop and grow the Às Ùr brand
- **Foster a thriving community of young Gaelic creators**, positioning Às Ùr as an aspirational and supportive network
- **Increase the skills, confidence, and industry readiness** of both commissioned Às Ùr creators and the wider Gaelic creator community

Training

- Facilitate up to 7 workshops (Central Belt, Highlands & Islands and/or online). Locations and format to be agreed with MG ALBA
- Manage attendance, including 5 Às Ùr commissioned creators + up to 15 additional Gaelic creators
- Source, brief, contract and manage facilitators and speakers (*in consultation with MG ALBA*)
- Manage logistics, promotion, participant administration and attendance

Mentoring

- Recruit, contract and manage mentors for 5 commissioned creators
- 1× creative mentor and 1× production mentor per creator (*agreed in consultation with MG ALBA*)
- Oversee delivery, track engagement and evaluate outcomes

Events & Networking

- Plan and deliver one annual Às Ùr networking and inspiration event
- Support connections between creators, production companies and commissioners
- Showcase talent and success stories
- Identify and pursue additional funding or sponsorship opportunities

Management & Reporting

- End-to-end project management
- Budget management and contracting
- Marketing of training opportunities
- Monitoring, evaluation and reporting to MG ALBA

4. Deliverables

- Expanded and strengthened Às Ùr brand presence.
- Up to 7 professionally delivered workshops across agreed locations (or online)
- Attendance management for up to 20 participants
- Fully sourced, briefed, and managed facilitators and speakers
- Recruitment and management of creative and production mentors
- One annual Às Ùr networking & inspiration event
- Identification of funding/sponsorship opportunities
- Full project, budget, and contract management
- Final monitoring, evaluation, and reporting to MG ALBA

5. Outcomes

- Stronger, more visible Às Ùr brand and community
- Improved creative, production, and strategic skills among Gaelic creators
- Enhanced pipeline of talent for Gaelic media production
- Increased collaboration between creators, production companies, and commissioners

6. Contract duration

This contract will begin on Wednesday 13 May and will run for 1 year.

There will be an option to extend for a further 2 years, decided on a year-on-year basis.

7. Contract delivery timeline

Training Workshops	May – June
Mentoring	May – Aug
Networking Event	September/October

In relation to the training workshops timetable, an element of flexibility by the contractor would be expected.

8. Pricing

MG ALBA has set aside a budget of £45,000 excl. VAT for this project. This is allocated as follows:

- Up to £20,000 - Agency Fee
- Up to £25,000 - Training, Mentoring & Event (with agreement / cost reporting with MG ALBA)

9. Contract Management

The contract will be managed by MG ALBA's Director of Partnerships and Development.

10. Timescale for Award

The timescale for the Award is set out below.

ITT Issued	Friday 27 March 2026
Q & A period	Friday 27 March – Monday 20 April 2026
Tender Closing date	Monday 27 April 2026
Possible Interviews	Monday 4 – Tuesday 5 May 2026
Contract Award	Friday 8 May 2026
Assignment Start	Wednesday 13 May 2026

11. 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%
Expertise, track record and credentials of team across relevant competencies.	20%
Demonstrable understanding of requirements and innovative, creative approach.	30%
Evidenced commitment to the Gaelic language and ability to deliver the project in that medium	20%
Price	10%
TOTAL	100%

12. Enquiries and Submission

You may submit your proposals in the format that best suits you (e.g. Microsoft Word, PowerPoint etc.) There are no minimum or maximum requirements.

Enquires may be made by email to: tender@mgalba.com.

Responses to questions raised during the tendering period and which disclose previously unpublished information will be published on MG ALBA's website and circulated to all known potential Tenderers in the form of a Frequently Asked Questions note (FAQ). The relevant dates are set out above at 10 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, 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>	$a \times (100\%/b)$
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 equality, 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