

REQUEST FOR PROPOSAL

ON

MAPPING CREATIVE INDUSTRIES

IN

SRI LANKA

BRITISH COUNCIL

January 2019

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Section I Background and General Information

OVERVIEW OF THE BRITISH COUNCIL

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. It seeks to achieve its aims by working in education, science, governance, English and the arts.

The British Council was established in 1934 and incorporated by Royal Charter in 1940. It is registered as a charity in England and Wales (Charity No. 209131) and Scotland (Charity No. SCO37733). It is also an executive non-departmental public body, with the Foreign and Commonwealth Office as its sponsoring department.

Its primary charitable objects are set out in the Charter and are stated to be:-

- Promote cultural relationships and the understanding of different cultures between people and peoples of the United Kingdom and other countries;
- Promote a wider knowledge of the United Kingdom;
- Develop a wider knowledge of the English language;
- Encourage cultural, scientific, technological and other educational co-operation between the United Kingdom and other countries;
- Otherwise promote the advancement of education.

The British Council works in more than 110 countries around the world and employs over 7000 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh.

Further information can be found at <http://www.britishcouncil.org>

Section II Bid proposal overview

The term 'creative industries' began to be used about twenty years ago to describe a range of activities, some of which are amongst the oldest in history and some of which only came into existence with the advent of digital technology. These creative industries are of growing importance to the economy of many countries including Sri Lanka and give employment to a large number of people. Government has not yet attempted to measure their overall economic contribution or think strategically about their importance. The creative industries depend on the creative talent of individuals and on the generation of intellectual property. In addition, to think of them as a 'sector', draws attention to the fact that they collectively add significant economic, social and cultural value to the country.

The creative industries are part of a £2,250 billion global market and one of the world's fastest growing sectors. They are recognised as a source of innovation, economic growth, personal wellbeing and community cohesion, but mapping and harnessing their potential can be a challenge. The sector globally is largely made up of MSME or sole traders with a very few large businesses. This and the rapid rise of digital technology means this sector is developing quickly, opening up new possibilities for creative experiences while disrupting old models. Shifts in the global economy, technology and urbanisation are causing rising inequality alongside these new opportunities.

This bid document outlines the range of services that the service provider will need to undertake and specifies what information needs to be submitted for the bidding purposes.

Section III 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.

The contract awarded will be for a duration of **four months**.

The appointed supplier will only process personal data accessed in performance of the services in accordance with the British Council 's instructions and will not use such data for any other purpose. The contracted supplier will undertake to process any personal data on the British Council's behalf in accordance with the relevant provisions of the Data Protection Act 1998 and ensure appropriate and legislative consent is acquired where necessary.

The British Council is committed to equality and to positive action to promote this. It believes that an Equal Opportunities Policy helps to ensure that there is no unjustified discrimination in the recruitment , retention, training and development of staff on the basis of gender including transgender, marital status, sexual identify, region and belief, political opinion, race, work pattern, age, disability or HIV/AIDS status, socio-economic background, spent convictions, trade union activity or membership, on the basis of having or not having dependents, or any other relevant grounds. The appointed supplier must agree to operate in accordance with these principles while undertaking work at or on behalf of the British Council.

The British Council is committed to open government and to meeting its legal responsibilities under the Freedom of Information Act 2000 (the "Act"). Accordingly, all information submitted to a public authority may need to be disclosed by the public authority in response to a request under the Act. The British Council may also decide to include certain information in the publication scheme, which the British Council maintains under the Act.

If suppliers consider that any of the information included in their completed documentation is commercially sensitive, it should be indentified and explained (in broad terms) what harm may result from disclosure if a request is received, and the time period applicable to that sensitivity.

The suppliers should be aware that, even where they have indicated that information is commercially sensitive, the British Council might be required to disclose it under the Act if a request is received.

The suppliers should also note that the receipt of any material marked 'confidential' or equivalent by the British Council should not be taken to mean that the British Council accepts any duty of confidence by virtue of that marking.

The supplier will comply with all applicable legislation and codes of practice, including, where applicable, all legislation and statutory guidance relevant to the safeguarding and protection of children and vulnerable adults and with the British Council's Child Protection Policy; in addition the supplier will ensure that where it engages any other party to supply any of the services under this agreement that that party will also comply with the same requirements as if they were a party to this agreement.

All relevant policies that suppliers are expected to adhere to can be found on the British Council website – <http://www.britishcouncil.org/about/policies>. The list of policies includes (but it is not limited to):

- Anti-Fraud and Corruption
- Child Protection Policy
- Equal Opportunities Policy
- Fair Trading
- Health and Safety Policy
- Environmental Policy
- Records Management
- Privacy

By submitting a tender, you are agreeing to be bound by the terms of this RFP and the Contract without further negotiation or amendment.

If the terms of the Contract render the proposals in your tender unworkable, you should submit a clarification in accordance with Section [8] of this RFP (Clarification Questions) by **08 February** and the British Council will consider whether any amendment to the Contract is required. Any amendments shall be published on the British Council website by **12 February** and shall apply to all tenderers. Any amendments which are proposed but not approved by the British Council through this process will not be acceptable and may be construed as a rejection of the terms leading to the disqualification of the tender.

This document does not constitute an offer to provide goods and/or services to the British Council.

All costs incurred in the preparation of the proposal are the supplier's responsibility.

The British Council reserves the right to request reference information.

The British Council is not obliged to award a contract for these services and reserves the right to withdraw from the procurement process at any stage.

Section IV Scope of work/specification/outputs

As part of development work on the development of creative economies in Sri Lanka, the British Council wishes to commission a mapping study. The purpose of the study is to expose the significance of the sector, its contribution to the economy and employment, to act as a baseline for future research, and to be the basis for policy development. It is likely that the final report will be launched at a high profile international and regional conference in 2019.

The aim of the study is to:

- Establish a picture of the current size and scale of the creative industries sector in Sri Lanka.
- Provide information to inform the design of interventions to support sector recognition, growth and development.
- Provide information to relevant government, sector and support agencies to enable the development of policies and strategies that can promote sector development.

The agreed definition of the creative industries for this mapping study is as follows: *Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.*

1. *Advertising and marketing*
2. *Architecture*
3. *Crafts and culinary crafts*
4. *Design: product, graphic and fashion design*
5. *Film, TV, video, radio and photography*
6. *IT, software and computer services (gaming and digital creatives)*
7. *Publishing*
8. *Museums, galleries and libraries*
9. *Music, performing and visual arts*

Each of these sub sectors includes more specialised creative enterprises which are to be included in the mapping study.

There are various established methodologies for creative industries mapping studies. Most of these methodologies rely on robust and contemporary standardised classifications and globally comparable labour force statistics via SIC and SOC codes, however we are advised that these data may not be readily accessible or reliable in this context. Therefore it will be necessary for the chosen supplier to develop a clear and robust methodology to conduct this nationwide mapping study.

A small Steering Panel will support the work of the chosen supplier. This panel will be made up of experienced business leaders and educators from sub-sectors named above who will be able to offer sub-sector specific intelligence and access to industry databases (where available) and representatives where required.

The successful supplier will also be expected to work with a UK creative economy expert who is advising on this work. This contact will require virtual/online communications.

The following essential data is required:

- 1) The total value of the creative industries sector, and Gross Value Added (GVA) contribution
- 2) The total number of creative industries
- 3) The average annual turnover for creative industries
- 4) The average number of employees
- 5) Total number of new employees of creative industries in the last year
- 6) The proportion of creative industries' employees who are women

- 7) The number of freelancers in the sector
- 8) The value of creative industries exports
- 9) The profile and longevity of each sub-sector
- 10) The number and nature of sub-sector industry representative bodies
- 11) The proportion of creative industries that have a 'social purpose' and may be considered a social enterprise
- 12) The geographical distribution of the creative industries

The supplier will be expected to deliver the following outputs

- 1) A detailed methodology for carrying out this work.
- 2) Work with a Steering Panel of key representatives of the Creative Economies Forum, a non-profit collective partnership between the British Council and various industry and education sector parties and individuals to refine the methodology and approach.
- 3) Access labour force census statistics, including relevant standardised SIC and SOC codes, where available.
- 4) Conduct at least one workshop in each of the sub-sectors to understand the character of creative industries and the barriers that they face.
- 5) Produce a report which should include detailed analysis, headline statistics, sector profiles and development potential. The supplier should expect a minimum of three re-drafts.
- 6) Produce infographics to highlight key findings and recommendations.
- 7) Submit drafts of the report for review
- 8) Copy edit the report and conclude the project so that the report is ready to be published; the final report needs to meet all British Council style and brand requirements.

Intellectual Property Rights

Any pre-existing materials provided to the Supplier by the British Council and any reports, materials, and documents produced by the Supplier for the contract, **the intellectual property rights will be owned by the British Council.**

Payment and Invoicing

The British Council will pay correctly addressed and undisputed invoices within 30 days.

The essential information on an invoice for the British Council is:

- A description of the services supplied.
- The British Council reference number/Purchase Order number.
- Addressed to Accounts Payable.
- The costs including VAT (if applicable) and any other charges

Timescales

Activity	Date
RFP released	01 February 2019
Clarifications / Questions from suppliers (includes T&Cs queries)	08 February 2019
Clarification responses from the British Council (includes T&Cs responses)	12 February 2019
RFP Return Date	17 February 2019
Screening of applications	18 February 2019
Shortlisting of preferred suppliers	20 February 2019
Presentations for shortlisted suppliers	22 February 2019

Select and inform the successful supplier	28 February 2019
Award of contract	08 March 2019
Payment of first instalment to successful supplier	By 31 March 2019
Conduct survey	To be concluded by 01 July 2019
Submit draft report for expert review	By 15 July 2019
Review report/ comments from the expert	By 20 July 2019
Final report submission	31 July 2019
Payment of final instalment to supplier	15 August 2019

Note: Timescales are estimated and may be subject to change.

Instructions for Responding

- 1. Detailed Response:** Please complete Annex 1 (Supplier Response) and submit it along with supporting documents to Savithri.Demel@britishcouncil.org no later than **17:00, 17 February**.

In addition, the following key points must be considered when responding to this RFP:

- Please ensure that you send your submission in good time to prevent issues with technology - late submissions may not be considered.
- Do not submit any additional documentation with your RFP response except where specifically requested.
- Supporting evidence (PDF, JPG, PPT, Word and Excel formats only - other formats should not be used) can be provided to substantiate your response – please ensure that all attachments/supporting evidence is clearly labelled with the appropriate question number.
- It is not acceptable to submit a generic policy in answer to a question. If you submit a generic policy you must indicate the page and paragraph reference to the appropriate content.
- Where supporting evidence is requested as 'or equivalent' - it is the Tenderers responsibility to prove the relevant equivalence.
- Completion and submission of your response does not guarantee award of any contract from the British Council.
- Please ensure that your responses are concise, unambiguous, and directly address the requirement stated or question posed.

2. Clarification Questions

Any questions should be submitted via email to Chameera.Wickramasinghe@britishcouncil.org no later than **1700, 08 February**.

3. Evaluation Criteria

Supplier responses will be assessed using the following criteria and weightings. A score will be given for each part of the information submitted that is to be assessed. The qualitative aspects of your response will be evaluated entirely on your response submitted.

Criteria	Weighting
Knowledge, experience, track record and staff credentials	30%
Methodology and Approach	40%
Evidence of resourcing for this project	10%
Costing – Quote provided best value for money consideration	20%

The responses under each sub category will be scored based on the following matrix:

Points	Interpretation
10	Excellent - A comprehensive and strong answer indicating the provider is fully capable and experienced to deliver the required outcomes. A detailed response that directly responds to all requirements with no ambiguity and relevant examples provided.
7	Good - There are slight concerns that the organisation will not be able to achieve all the outcomes required and response lacked details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and few relevant examples provided.
5	Adequate - There are concerns that the organisation will not be able to achieve the outcomes required and response significantly lacks details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and no/irrelevant examples provided.
3	Poor Response/Limited Evidence - There are serious indications that the organisation will not be able to achieve the outcomes required and has not provided appropriate evidence of experience to successfully deliver the outcomes required. A response that is not entirely relevant to the requirement, with ambiguity and lacking specific detail.
0	Unacceptable - The answer is non-compliant and/or no relevant information has been received to demonstrate the organisation can achieve the required outcomes. No response or a response that is entirely irrelevant.

Please note that all your responses to the tender requirements and the pricing schedule will be incorporated into a contractual document.

The successful tender will be the tender with the highest score awarded at the end of the evaluation process outlined in this RFP.

Annex 1 . Supplier Response



Response to Request for Proposal

For the supply of mapping study of creative industries in Sri Lanka to the British Council

Company name: _____

Contact name: _____

Contact email address: _____

Contact Telephone number: _____

Instructions

1. Provide Company Name and Contact details above.
2. Complete Part 1 (Supplier Response) ensuring all answers are inserted in the space below each section of the British Council requirement / question. Note: Any alteration to a question will invalidate your response to that question and a mark of zero will be applied.
3. Complete Part 2 (Checklist) to acknowledge and ensure your submission includes all the mandatory requirements and documentation. Note: Failure to provide your acknowledgement and documentation may result in your submission being rejected.
4. Submit all mandatory documentation to Savithri.Demel@britishcouncil.org no later than **1700, 17 February 2019**.

Part 1 – Supplier Response

Scoring Methodology

The following methodology for evaluating responses will be applied and weighted for all selection criteria below:

10 points (Excellent) - A comprehensive and strong answer indicating the provider is fully capable and experienced to deliver the required outcomes. A detailed response that directly responds to all requirements with no ambiguity and relevant examples provided.

7 points (Good) - There are slight concerns that the organisation will not be able to achieve all the outcomes required and response lacked details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and few relevant examples provided.

5 points (Adequate) - There are concerns that the organisation will not be able to achieve the outcomes required and response significantly lacks details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and no/irrelevant examples provided.

3 points (Poor Response/Limited Evidence) - There are serious indications that the organisation will not be able to achieve the outcomes required and has not provided appropriate evidence of experience to successfully deliver the outcomes required. A response that is not entirely relevant to the requirement, with ambiguity and lacking specific detail.

0 points (Unacceptable) - The answer is non-compliant and/or no relevant information has been received to demonstrate the organisation can achieve the required outcomes. No response or a response that is entirely irrelevant.

Section 1: Knowledge, experience, track record and staff credentials
Selection Criteria Weighting: 40%

Please outline your knowledge, experience of the creative industries sector in Sri Lanka and your track record of carrying out similar studies. Also, highlight your staff credentials.

Supplier Response to Section 1:

Section 2: Methodology and Approach
Selection Criteria Weighting: 30%

Please outline how you would address the assignment, including how you would collect, analyse and present the data.

Supplier Response to Section 2:

Section 3: Evidence of resourcing
Selection Criteria Weighting: 10%

Please describe your timeline for this assignment and how you intend to resource it. Highlight specific expertise and experience of the team that brings value to this assignment (Please share CVs of two key staff members who will be involved in this assignment. Share as an Annexure).

Supplier Response to Section 3:

Section 4: Cost
Selection Criteria Weighting: 20%

The total cost for this assignment should be clearly stated including all expenses and taxes.

Please use the following table to submit your financial quotes. Submissions in any other format or with missing costs may be disqualified.

No other costs would be considered post evaluations.

Supplier Response to Section 4:

No	Particulars/ Details	Unit Cost (in Rs)	Total Cost (in Rs)
	Other charges/costs (please specify)		
	Sub Total		
	Taxes		
	Grand Total in figures		
	Grand Total in words		

Part 2 – Submission Checklist

Select Yes (Y) or No (N) to acknowledge and indicate that your submission includes all of the mandatory requirements for this tender.

Important Note: Failure to provide your acknowledgement and documentation may result in your submission being rejected

1. Annex 1 – Supplier Response (including Financial Quote in the given format)

Y / N

2. Annex 2 – CVs of two key personnel

Y / N