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## TENDER SPECIFICATION

**TENDER TITLE: GamesLab Leeds – Workshop Facilitator**

**ERDF PROJECT: Creative England GamesLab Leeds**

TENDER REF:GLL/2016/02

SUBJECT TO CONTRACT

December 2016

Please read the instructions carefully and answer all questions. If you have any queries regarding completing of the response please email [ella.waving@creativeengland.co.uk](mailto:ella.waving@creativeengland.co.uk). We reserve the right to distribute the response provided to your question to other interested applicants via a public Questions and Answers Log.

## BACKGROUND

Creative England operates with the core purpose of supporting the sustainable growth of independent creative businesses, and the talent that feeds them, in every part of England outside of London.

Creative England's GamesLab is a programme of investment and support, designed to aid and sustain the growth of the region's burgeoning games industry, through the development of innovative games and IP. Working with emerging and established companies, the GamesLab Programme aims to create the conditions necessary for the region's most innovative and commercially astute games companies to flourish.

GamesLab Leeds is intended to stimulate the development and growth of the games industry in the Leeds City Region by supporting companies that demonstrate high-growth potential. By coupling investments with business support in the form of one-to-one mentoring and group workshops, we endeavour to offer our grant recipients the best possible chance of success.

The focus of the GamesLab programme is to foster Research, Development and Innovation in the sector

The support offered through the GamesLab programme will take two forms

### **Financial**

Grants will be awarded between £10,000 - £30,000 for the development of a) beta prototyping and principle R&D and b) sophisticated prototypes, leading to new IP generation

GamesLab will appoint a small panel of business / games industry experts to mentor the funded companies on a one-to-one basis

### **Non-financial**

Of course not all problems need to be solved with money, often it's advice and guidance that would be most beneficial. So businesses not receiving funding can still access the support of the GamesLab programme through a series of group workshops

## REQUIREMENTS OF THE BRIEF

The requirements are as follows:

Creative England now wishes to engage an experienced industry professional to set up, deliver and manage a series of business support workshops over the course of the GamesLab programme.

### Dates

We expect x 6 workshops to be run over the course of the GamesLab programme. Each workshop will run over 2 days and must total 12 hours of content (which can including networking drinks)

Proposed dates to run the workshop

- February 2017
- May 2017
- August 2017
- November 2017
- January 2018
- April 2018

### Role of the successful bidder

- Devise the content and schedule for the workshop, for approval by Creative England
- Secure high quality speakers to deliver the workshop content
- Promote the workshop in collaboration with Creative England's internal marketing team
- Handle all communication with both the workshop venue and workshop speakers ( including invoicing speakers )
- Be responsible for ensuring a minimum of 20 delegates attend each event. Please note;
  - Delegates should be games developers from the Leeds City Region
  - Each workshop should have a minimum of 50% new delegates at each workshop, as opposed to each workshops attracting the same delegates

### Content of workshops

The role of the successful bidder is to use their existing industry networks to curate content that best supports the needs of independent games developers in the Leeds City Region. However as a guide, broad themes for the workshops may include

- Pivoting your business from a service-based to a product-based model
- Identifying and exploiting your assets and IP
- Understanding and converting opportunities in emerging tech sectors
- Development planning
- Marketing, building consumer interest and generating sales
- Access to finance, investors, publishers and distributors

## Please note

- Dates listed above are provisional and may be subject to some change
- We have already secured a venue in central Leeds to host all programme activity. So the workshop facilitator won't be responsible for sourcing venues or catering

## BUDGET

In your application to tender, you should include a quote for facilitating *one* workshop, spread across 2 days ( a minimum of 6 hours per day which can include networking drinks). This quote should be broken down into the following lines

- Facilitator costs (day rate x number of days required)
- Facilitator travel and accommodation if required
- Speaker fees ( total for all speakers contributing to the workshop)
- Speakers travel and accommodation if required ( total for all speakers )
- Quote should be inclusive of VAT

We are looking for a fully costed solution and Creative England will expect the successful bidder to submit one invoice that covers *all* costs associated with delivering the workshop. Once a total budget for facilitating the workshop has been agreed with the successful bidder Creative England will not be liable for any costs incurred above and beyond that amount

## TIMESCALES

The table below outlines the timescales for this tender and delivery of the project. This is an indicative timetable and, whilst Creative England does not intend to depart from the timetable, it reserves the right to do so at any stage.

Issue of Specification	w/c 12th December 2016
Deadline for Submission of Questions	5 <sup>th</sup> January 2017
Deadline for Submission of Tenders	9 <sup>th</sup> January 2017
Tender Evaluation/Scoring & Shortlist Completion	w/c 9 <sup>th</sup> January 2017
Interviews (if required for clarification)	w/c 16 <sup>th</sup> January 2017
Preferred Bidder Identified & Notified	w/c 16 <sup>th</sup> January 2017
Feedback to All Bidders	w/c 16 <sup>th</sup> January 2017

## ELIGIBILITY CRITERIA

Please note that Creative England is only able to accept tenders from organisations or individuals who can meet the following eligibility criteria:

- able to commit to delivering all six workshops across the course of the GamesLab programme
- excellent high level games industry contacts to deliver workshop content
- contacts with a wide range of games developers in the Leeds City Region
- previous experience of event delivery with the games sector
- tendering organisations must be able to offer solutions for everything detailed in the brief – at a minimum. Please clearly outline in your application any additional services you are able to offer as ‘added value’

## HOW TO APPLY

Proposals should include

- detail of how you meet the eligibility criteria listed above
- an overall quote and an accompanying budget identifying costs for each strand of activity
- an overview of how you would approach the brief ie
  - the sort of themes your workshop would cover
  - the typical format of the workshop
  - an example of speakers you would approach to contribute to the workshop

Please submit a full proposal to Ella Waving via post to the address below, clearly noting ‘TENDER REF: GLL/2016/02 on the tender envelope.

Creative England Ltd

1<sup>st</sup> Floor, College House

32-36 College Green

Bristol

BS1 5SP

Successful applicants will demonstrate:

- A track record of successfully curating and delivering events and workshops of a similar scale;
- Proven track record of building effective event solutions;
- Good understanding of the business context and business services environment;
- Ability to work flexibly as part of a team.

## AWARD CRITERIA

An evaluation team will consider all tenders correctly submitted by the tender deadline. The team will score bids with a view to shortlisting a maximum of 3 potential providers interview stage, if required. The evaluation team will take into consideration the following scoring criteria:

- Proposals fully meet the 'Eligibility Criteria' listed above (Pass/Fail)
- Proposals include the requested information as stated under 'How to Apply' (20% of Score – Max 20 Points)
- Realistic budget that demonstrates value for money, and extent to which proposals offer a “whole fully costed solution” (20% of Score – Max 20 Points)
- Suitability of bidder in terms of a) existing industry networks / contacts and b) experience of delivering similar events previously (20% of Score – Max 20 Points)
- Extent to which bidder offers an event solution against the brief requirements (20% of Score – Max 20 Points)
- Extent to which bidder offers additionality over and above the brief requirements (further value add to promote the creative industries) (20% of Score – Max 20 Points)

Creative England will evaluate all proposals on the basis of the “most economically advantageous proposal”. Creative England does not bind itself to accept the lowest tender or indeed any tender submitted and reserves the right to accept any tender in whole or in part. The overall evaluation process will be conducted in a fair and equitable manner, so that Creative England is able to consider the value for money of each proposal. This means that different clarification/information may be sought from different applicants.

## TECHNICAL NOTES

### NO CONTRACT

No information contained in this specification or in any communication made between Creative England, and the project partners and any supplier in connection with this specification shall be relied upon as constituting a contract, agreement or representation that any contract shall be offered in accordance with this specification. Creative England reserves the right, subject to the appropriate procurement regulations, to change without notice the basis of, or the procedures for, the competitive tendering process or to terminate the process at any

time. Under no circumstances shall Creative England incur any liability in respect of this specification or any supporting documentation.

You accept Creative England's Terms and Conditions of Business and Requirements of ERDF Funding.

#### QUERIES ABOUT THE PROCUREMENT

Creative England will not enter into detailed discussion of the requirements at this stage. Any questions about the procurement should be submitted by e-mail to the contact stated at the top of page 2. If Creative England considers any question or request for clarification to be of such significance that all potential suppliers who have responded should be made aware of it, both the query and the response will be communicated to them, in a suitably anonymous form. All responses received and any communication from service providers will be treated in confidence.