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Invitation to Tender:

GamesLab South West Programme Activity Supplier

For

Creative England

Tender Ref: GLSW/2015/003 (Revision 2)

SUBJECT TO CONTRACT

Summary

Deadline for applications: **Friday 13th March 2015**

Name of buying organisation: **Creative England**

Proposal Budget: **Not to Exceed £55,000 (Inclusive of VAT)**

Foreword

Potential Providers should read these instructions carefully before completing the remaining documentation. Failure to comply with these requirements for completion and submission may result in the rejection of the tender response

Background

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

Creative England GamesLab is a programme of investment and support, designed to aid and sustain the growth of the 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 most innovative and commercially astute games companies to flourish

For more information please visit <http://gameslab.creativeengland.co.uk>

Tender Timescale

Invitation to Tender Issued	Friday 13th February 2015
Deadline for submission of questions	Friday 6th March 2015
Deadline for submission of Tenders	Friday 13th March 2015
Completion of Internal Shortlist	Friday 20th March 2015
Presentations/Interviews (if required)	W/C Monday 23rd March 2015
Preferred Bidder identified and notified	Friday 27th March 2015
End of 10 Day Alcatel Stand-Still Period	Friday 10th April 2015
Contract Start	Monday 13th April 2015
Contract End*	Monday 1st June 2015

The above 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

*All programme activity must conclude by June 1st 2015 with all outputs evidenced by June 12th 2015 at the latest, with the exception of Jobs Created which can be evidenced up until 1st December 2016.

The brief

As part of its ongoing commitment to supporting games studios in the South West and to ultimately encourage growth in the sector, Creative England is seeking quotations for an experienced and well-connected industry professional and/or organisation to become an authorised delivery supplier. The appointed supplier would be required to facilitate a programme of activity for the South West region between March 30th 2015 and June 10th 2015.

We invite applicants to propose the schedule of activity that they would be able to deliver within the allotted timeframe and budget. As a general guide, we would expect it to include one or more of the activities below:

- Workshops
- Bootcamp (residential or otherwise)
- 1-2-1 Mentoring
- GameHacks/Jams
- Development Grants*

* If your proposal includes a provision for awarding grants to eligible companies, you should also provide a detailed rationale of the selection criteria that will be used in addition to what outputs you expect to see from awardees.

It will be the supplier's responsibility to provide a comprehensive delivery of all proposal activity, including, but not limited to:

- Securing relevant industry speakers for workshops/mentoring etc
- Hosting all programme activity
- Marketing and promoting the event in order to secure sufficient number of attendees
- Liaising with attendees pre-event
- On-site event management

As part of the proposal, applicants should be aware that their submitted budget must include any associated costs for venue hire, catering, professional fees, travel and any other overheads associated with the delivery of the proposed activity.

Project Budget

Applicants are advised to submit a programme of activity that would achieve the desired outputs, and to tailor their quote around the delivery of that schedule. The overall quote submitted should take into consideration associated operational costs, professional fees and any monetary awards you may wish to make as part of your suggested proposal.

As an indicative guide, the total project budget should not exceed £55,000 (Inclusive of VAT).

Required Outputs

As part of the brief, Creative England require the contracted supplier to achieve a number of programme outputs which are detailed below:

- A minimum of 18 Business Assists (*Definitions provided below*)
- A minimum of 2 Collaborative Research & Development projects (*Definitions provided below*)
- A minimum of 6 Jobs Safeguarded and/or created (*Definitions provided below*)

Above target outputs are a minimum and we welcome applicants to provide estimations on their expected outputs as part of their proposal. It is important to note that outputs can only be counted if companies have not previously been assisted as part of the GamesLab South West Programme. Creative England can advise the contracted supplier on companies who have previously received support through GamesLab South West.

Please see definitions below for company eligibility criteria.

Definitions

Business Assists

- The 3 main types of business are sole proprietorships, partnerships and limited companies
- A Business Assist constitutes as either:
 - Minimum of 2 days consultancy advice or other non-financial assistance (1 day = minimum of 6 days activity)
 - Grant, or equivalent, of at least £1,000
- The assistance can be personal face-to-face, telephone or web-based dialogue at conferences, seminars, workshops or through networks.
- Activities should support the project objectives and be directed to improving the performance of the business

Collaborative Research & Development

- Qualifying collaborative R&D projects involve 2 or more sole proprietorships, partnerships and limited companies working together on a single project.
- The project is purely R&D in nature and does not need to be commercially developed.
- The project must demonstrate a minimum of 2 days collaborative development.

Jobs Safeguarded

- To qualify there must be a permanent, paid, full time equivalent (FTE) job safeguarded which is at risk
- "At risk" is defined as being forecast to be lost normally within 1 year

Jobs Created

- To qualify there must be a new, permanent, paid, full time equivalent (FTE) job created which should not have existed in the region or with the employer before the intervention.

Eligibility Criteria

Eligibility criteria for companies to be counted as a valid Business Assist are as follow:

- Qualify as an SME - For advice on business types, please visit the European Commission Website and an online “SME Checker” paying particular attention to the thresholds for number of employees, turnover, and permissible amount of ownership by a parent company.
http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm
- Are located in the following areas: Devon, Dorset, Gloucestershire, Wiltshire, Somerset, Bristol and Bath (note that Cornwall is not an eligible county)
- Have game development experience, or similar.
- Companies who plan to release a game for commercial release and will retain the rights of any IP created (ie. Not working on a “work for hire” basis)

How to apply

Please submit a full proposal (of no more than 6 pages) to ella.waving@creativeengland.co.uk

This should include:

- A brief overview of your experience in the games industry and/or experience in a related industry
- Your experience of delivering similar work, specifically in the South West region
- An overview of your suggested programme schedule and expected outputs for each strand of activity
- Overall quote to deliver the work and an accompanying budget with expected costs for each strand of activity. (This does not need to include exact quotes, but all costs should be inclusive of VAT)

Award Criteria

An evaluation team will consider all tenders correctly submitted with a view to shortlisting Potential Providers for the presentation/interview stage, if required. The evaluation team will take into consideration the following criteria:

- Proposals include the requested information as stated under “How to Apply”
- Methodology and understanding of the activity outputs
- Clear and concise project plan
- Realistic budget that demonstrates value for money

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

Contact Information

Please submit any questions & queries to ella.waving@creativeengland.co.uk