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Invitation to Tender:

**GamesLab End of Programme Evaluation Reports For
Creative England**

May 2015

Tender Ref: GL/2015/004

SUBJECT TO CONTRACT

Summary

Deadline for application: 9am 29th May 2015

Proposal Budget: Not to exceed £7,000 per report (inclusive of VAT)

Buying Organisation: Creative England

Foreword

Potential providers should read these instructions carefully. Failure to comply with the 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 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 by providing SME games companies with grant funding and business support, such as mentoring and masterclasses.

Creative England GamesLab exists to help both emerging and established companies create the conditions necessary for the most innovative and commercially astute games companies to flourish

Creative England GamesLab operates two core programmes, the first offering grant funding and business support to SME games companies in the South West and the second offering the same support to companies in the West Midlands. Both the GamesLab South West and West Midlands programmes are coming to an end this year, in June 2015 and September 2015 respectively

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

The brief

Now that both GamesLab programmes are reaching the end of their activities, Creative England are looking for an external agency to create two detailed evaluation reports – one for the South West region and one for the West Midlands region

These reports will assess the effectiveness of the GamesLab programmes by considering the following factors:

- how the businesses supported through the programmes might have grown in terms of size, turnover and staff,
- how involvement with the GamesLab programmes has helped strengthen the businesses by introducing them to industry experts and peers (ie: through mentoring, masterclasses or networking events)

Purpose of the commission

The applicant selected to deliver the reports will be required to:

- Undertake end of project qualitative data collection from companies assisted by both GamesLab programmes
- To use quantitative data already collected by the GamesLab team, in order to estimate the achieved and also the expected economic impact of the GamesLab programmes
- To deliver two separate reports – one evaluating the impact of the GamesLab programme in the South West and the other the impact of the GamesLab programme in the West Midlands

Both reports must be delivered to Creative England by 7th September 2015 at latest

Each evaluation document must report on:

- Gross and net Outputs, Results and Impacts to include:
 - Gross and Net increase in GVA
 - Gross and Net Safeguarded GVA
 - Net additional GVA
 - Net additional employment
- ERDF cross-cutting themes (environment and equalities)
- Additionally and non quantifiable benefits
- An assessment of the Strategic Added Value (SAV) of the intervention

The GamesLab team has already collected data as part of their ongoing monitoring process, and this data should provide key reference for the final evaluation report. The data that has already been collected includes:

- Number of businesses assisted to improve their performance on the GamesLab programme
- Number of new jobs created as a result of the GamesLab programme
- Number of existing jobs safeguarded as a result of the GamesLab programme

- Number of businesses involved in collaborative R & D projects through the GamesLab programme
- Number of additional businesses involved in business and cluster networks as a result of the GamesLab programme
- Number of new or improved products launched as a result of the GamesLab programme
- Number of new patents or IPR devices registered as a result of the GamesLab programme
- For every company supported by the GamesLab programme; turnover figures for financial years 2012-2013, 2013-2014, 2014-2015 and 2015-2016 (estimated)

Timescale

Deadline for submission of tenders	9am Friday 29 th May 2015
Completion of internal shortlist	Friday 29 th May 2015
Presentations/Interviews (if required)	Week commencing 1 st June 2015
Preferred Bidder to be notified and receive a contract for signature	Week commencing 1 st June 2015
Creative England to receive invoices for all costs associated with delivering the GamesLab South West Report	By 19 th June 2015 at latest
Creative England to receive invoices for all costs associated with delivering the GamesLab West Midlands report	By 14 ^h September 2015 at latest
Both evaluation reports to be delivered to Creative England	By 7 th September 2015 at latest

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

How to apply

To apply, please submit a response to this tender to ella.waving@creativeengland.co.uk. **By 9am Friday 29th May 2015 at latest.** The document should be no longer than 6 sides of A4 and should clearly set out:

Responses to the following questions:

- What is the proposed format of the impact reports you will produce, in accordance with the range of data supplied, and what is the structural importance you will give to the various sections?
- How will you undertake a qualitative evaluation of a sample selection of beneficiaries engaged with over the course of both the GamesLab programmes?
- What is your experience undertaking similar surveys and what were the response rates?
- What additional analyses will you provide in both of the impact reports?

Resources:

It should be made clear who would be involved in the work, and their relevant skills and experience.

Costs:

Two separate budgets should be supplied:

- outlining costs associated with evaluating the impact of the GamesLab programme in the South West
- outlining costs associated with evaluating the impact of the GamesLab programme in the West Midlands

Quotations must not exceed £7,000 per regional report. They should include all expenses and include VAT

- **References:** Brief details of evaluation work undertaken in the last two years, and details of recent evaluations or relevant M4E plans should be provided.

Invoicing and payment

- Creative England should be invoiced for each report separately. Ie: all costs associated with the GamesLab West Midlands report must be invoiced separately from costs associated with the GamesLab South West report
- On delivery of the each final evaluation report Creative England should be provided with a final cost report to show how/ where budget was spent
- Please note that although the evaluation report for both regions won't be delivered until September 2015:
 - all invoices associated with the GamesLab South West report must be provided to Creative England **by 19th June 2015 at latest**
 - all invoices associated with the GamesLab West Midlands programme must be provided to Creative England **by 14th September 2015 at latest**

Evaluation Process

An assessment panel (to include representatives from both Creative England and an external assessor) will consider all tenders correctly submitted. Potential suppliers will be shortlisted for interview / presentation stage if necessary

Evaluation Criteria	Weighting
Cost	30%
Responses to the questions listed in the section 'how to apply'	40%
Consultant team skills and experience in undertaking M4E exercises (or other relevant experience)	20%
Understanding of GamesLab project context and rationale	15%
Quality and clarity of tender documentation	5%

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