Invitation to Tender (ITT)

For: Developing situation analysis (mapping) of Cultural and Creative Industries in Jamaica and Review and Update of existing Strategies and Action Plans for the development of Creative and Cultural Industries in Jamaica

Date:

1. Overview of the British Council

The British Council is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

1.2 We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

1.3 The British Council employs over 10,500 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be viewed at www.britishcouncil.org.

2. Introduction and background to the work

2.1 The British Council is an integral and important part of the UK’s bilateral relationship with Jamaica.

As one of the British Council’s main strategic business units, the Arts team, works with the best of British creative talent to develop innovative, high-quality events and collaborations with artists and cultural institutions in Jamaica. We find new ways of connecting and seeing each other through the arts. Our programme offers artists, creative industry professionals and audiences enriching experiences inspired by the UK’s cultural and artistic strength and diversity.

We bring new work or new interpretations of work from the UK to audiences across the whole of Jamaica. Through strong partnerships we discover new talent and new innovations, challenging ideas and pushing boundaries. Our team in Jamaica works with our arts specialists in the UK to design the most effective projects, working with arts professionals and policymakers in the UK and Jamaica.

In the scope of this tender, we intend to work with a successful candidate to develop situation analysis (mapping) of Cultural and Creative Industries in Jamaica and review and update of existing Strategies and Action Plans for the development of Creative and Cultural Industries in Jamaica, so that they correlate with the findings of the mapping.
2.2 The purpose and scope of this ITT and supporting documents are to explain in further detail the requirements of the British Council and the procurement process for submitting a tender proposal.

3. Tender Conditions and Contractual Requirements

This section of the ITT sets out the British Council’s contracting requirements, general policy requirements, and the general tender conditions relating to this procurement process (“Procurement Process”).

3.1 Contracting requirements

3.1.1 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 (see: [http://www.britishcouncil.org/organisation/structure/status](http://www.britishcouncil.org/organisation/structure/status)).

3.1.2 The appointed consultant will be expected to deliver the goods and/or provide services remotely from their own office.

3.1.3 The British Council’s contracting and commercial approach in respect of the required goods and/or services is set out at Annex [1] (Terms and Conditions of contract) (“Contract”). By submitting a tender response, you are agreeing to be bound by the terms of this ITT and the Contract without further negotiation or amendment.

3.1.4 The contract will be awarded by the end of October 2019, with consultancy ongoing through October 2019-January 2020.

3.1.5 In the event that you have any concerns or queries in relation to the Contract, you should submit a clarification request in accordance with the provisions of this ITT by the Clarification Deadline (as defined below in the Timescales section of this ITT). Following such clarification requests, the British Council may issue a clarification change to the Contract that will apply to all potential suppliers submitting a tender response.

3.1.6 The British Council is under no obligations to consider any clarifications/amendments to the Contract proposed following the Clarification Deadline, but before the Response Deadline (as defined below in the Timescales section of this ITT). Any proposed amendments received from a potential supplier as part its tender response shall entitle the British Council to reject that tender response and to disqualify that potential supplier from this Procurement Process.

3.2 General Policy Requirements

3.2.1 By submitting a tender response in connection with this Procurement Process, potential suppliers confirm that they will and that they shall ensure that any consortium members and/or subcontractors will, comply with all applicable laws, codes of practice, statutory guidance and applicable British Council policies relevant to the goods and/or services being supplied. All relevant British Council policies that suppliers are expected to comply with can be found on the British Council website ([https://www.britishcouncil.org/organisation/transparency/policies](https://www.britishcouncil.org/organisation/transparency/policies)). The list of relevant policies includes (but it is not limited to): Anti-Fraud and Corruption, Child Protection Policy, Equality, Diversity and Inclusion Policy, Fair Trading, Health and Safety Policy, Environmental Policy, Records Management, and Privacy.

3.2. General tender conditions (“Tender Conditions”)

3.2.1 Application of these Tender Conditions – In participating in this Procurement Process and/or by submitting a tender response it will be implied that you accept and will be bound by all the provisions of this ITT and its Annexes. Accordingly, tender responses should be on the basis of and strictly in accordance with the requirements of this ITT.
3.3.2 Third-party verifications – Your tender response is submitted on the basis that you consent to the British Council carrying out all necessary actions to verify the information that you have provided; and the analysis of your tender response being undertaken by one or more third parties commissioned by the British Council for such purposes.

3.3.3 Information provided to potential suppliers – Information that is supplied to potential suppliers as part of this Procurement Process is supplied in good faith. The information contained in the ITT and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue but the British Council will not accept any liability for its accuracy, adequacy or completeness and no warranty is given as such. This exclusion does not extend to any fraudulent misrepresentation made by or on behalf of the British Council.

3.3.4 Potential suppliers to make their own enquiries – You are responsible for analysing and reviewing all information provided to you as part of this Procurement Process and for forming your own opinions and seeking advice as you consider appropriate. You should notify the British Council promptly of any perceived ambiguity, inconsistency or omission in this ITT and/or any in of its associated documents and/or in any information provided to you as part of this Procurement Process.

3.3.5 Amendments to the ITT – At any time prior to the Response Deadline, the British Council may amend the ITT. Any such amendment shall be issued to all potential suppliers, and if appropriate to ensure potential suppliers have a reasonable time in which to take such amendment into account, the Response Deadline shall, at the discretion of the British Council, be extended.

3.3.6 Compliance of tender response submission – Any goods and/or services offered should be on the basis of and strictly in accordance with the ITT (including, without limitation, any specification of the British Council’s requirements, these Tender Conditions and the Contract) and all other documents and any clarifications or updates issued by the British Council as part of this Procurement Process.

3.3.7 Format of tender response submission – Tender responses must comprise the relevant documents specified by the British Council completed in all areas and in the format as detailed by the British Council in Annex [2] (Supplier Response). Any documents requested by the British Council must be completed in full. It is, therefore, important that you read the ITT carefully before completing and submitting your tender response.

3.3.8 Modifications to tender response documents once submitted – You may modify your tender response prior to the Response Deadline by giving written notice to the British Council. Any modification should be clear and submitted as a completely new tender response in accordance with Annex [2] (Supplier Response) and these Tender Conditions.

3.3.9 Rejection of tender responses or other documents – A tender response or any other document requested by the British Council may be rejected which:

- contains gaps, omissions, misrepresentations, errors, uncompleted sections, or changes to the format of the tender documentation provided;
- contains handwritten amendments which have not been initialled by the authorised signatory;
- does not reflect and confirm full and unconditional compliance with all of the documents issued by the British Council forming part of the ITT;
- contains any caveats or any other statements or assumptions qualifying the tender response that are not capable of evaluation in accordance with the evaluation model or requiring changes to any documents issued by the British Council in any way;
- is not submitted in a manner consistent with the provisions set out in this ITT;
- is received after the Response Deadline.
3.3.10 **Disqualification** – If you breach these Tender Conditions, if there are any errors, omissions or material adverse changes relating to any information supplied by you at any stage in this Procurement Process, if any other circumstances set out in this ITT, and/or in any supporting documents, entitling the British Council to reject a tender response apply and/or if you or your appointed advisers attempt:

- to inappropriately influence this Procurement Process;
- to fix or set the price for goods or services;
- to enter into an arrangement with any other party that such party shall refrain from submitting a tender response;
- to enter into any arrangement with any other party (other than another party that forms part of your consortium bid or is your proposed sub-contractor) as to the prices submitted; or
- to collude in any other way
- to engage in direct or indirect bribery or canvassing by you or your appointed advisers in relation to this Procurement Process; or
- to obtain information from any of the employees, agents or advisors of the British Council concerning this Procurement Process (other than as set out in these Tender Conditions) or from another potential supplier or another tender response,

the British Council shall be entitled to reject your tender response in full and to disqualify you from this Procurement Process. Subject to the “Liability” Tender Condition below, by participating in this Procurement Process you accept that the British Council shall have no liability to a disqualified potential supplier in these circumstances.

3.3.11 **Tender costs** – You are responsible for obtaining all information necessary for the preparation of your tender response and for all costs and expenses incurred in preparation of the tender response. Subject to the “Liability” Tender Condition below, you accept by your participation in this procurement, including without limitation the submission of a tender response, that you will not be entitled to claim from the British Council any costs, expenses or liabilities that you may incur in tendering for this procurement irrespective of whether or not your tender response is successful.

3.3.12 **Rights to cancel or vary this Procurement Process** - By issuing this ITT, entering into clarification communications with potential suppliers or by having any other form of communication with potential suppliers, the British Council is not bound in any way to enter into any contractual or other arrangements with you or any other potential supplier. It is intended that the remainder of this Procurement Process will take place in accordance with the provisions of this ITT but the British Council reserves the right to terminate, amend or vary (to include, without limitation, in relation to any timescales or deadlines) this Procurement Process by notice to all potential supplier in writing. Subject to the “Liability” Tender Condition below, the British Council will have no liability for any losses, costs or expenses caused to you as a result of such termination, amendment or variation.

3.3.13 **Consortium Members and sub-contractors** – It is your responsibility to ensure that any staff, consortium members, sub-contractors and advisers abide by these Tender Conditions and the requirement of this ITT.

3.3.14 **Liability** – Nothing in these Tender Conditions is intended to exclude or limit the liability of the British Council in relation to fraud or in other circumstances where the British Council’s liability may not be limited under any applicable law.

4. **Confidentiality and Information Governance**

4.1 All information supplied to you by the British Council, including this ITT and all other documents relating to this Procurement Process, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers, consortium members and/or sub-contractors strictly for the purposes only of helping you to participate in this
Procurement Process and/or prepare your tender response) unless the information is already in the public domain or is required to be disclosed under any applicable laws.

4.2 You shall not disclose, copy or reproduce any of the information supplied to you as part of this Procurement Process other than for the purposes of preparing and submitting a tender response. There must be no publicity by you regarding the Procurement Process or the future award of any contract unless the British Council has given express written consent to the relevant communication.

4.3 This ITT and its accompanying documents shall remain the property of the British Council and must be returned on demand.

4.4 The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your tender response, to any employee, third party agent, adviser or other third party involved in the procurement in support of, and/or in collaboration with, the British Council. The British Council further reserves the right to publish the Contract once awarded and/or disclose information in connection with supplier performance under the Contract in accordance with any public sector transparency policies (as referred to below). By participating in this Procurement Process, you agree to such disclosure and/or publication by the British Council in accordance with such rights reserved by it under this paragraph.

4.5 The Freedom of Information Act 2000 (“FOIA”), the Environmental Information Regulations 2004 ("EIR”), and public sector transparency policies apply to the British Council (together with the “Disclosure Obligations”).

4.6 You should be aware of the British Council’s obligations and responsibilities under the Disclosure Obligations to disclose information held by the British Council. Information provided by you in connection with this Procurement Process, or with any contract that may be awarded as a result of this exercise, may, therefore, have to be disclosed by the British Council under the Disclosure Obligations, unless the British Council decides that one of the statutory exemptions under the FOIA or the EIR applies.

4.7 If you wish to designate information supplied as part of your tender response or otherwise in connection with this tender exercise as confidential, using any template and/or further guidance provided at Part [2] (Submission Checklist) of Annex [3] (Supplier Response), you must provide clear and specific detail as to:

- the precise elements which are considered confidential and/or commercially sensitive;
- why you consider an exemption under the FOIA or EIR would apply;
- the estimated length of time during which the exemption will apply.

4.8 The use of blanket protective markings of whole documents such as “commercial in confidence” will not be sufficient. By participating in this Procurement Process you agree that the British Council should not and will not be bound by any such markings.

4.9 In addition, marking any material as “confidential” or “commercially sensitive” or equivalent should not be taken to mean that the British Council accepts any duty of confidentiality by virtue of such marking. You accept that the decision as to which information will be disclosed is reserved to the British Council, notwithstanding any consultation with you or any designation of information as confidential or commercially sensitive or equivalent you may have made. You agree, by participating further in this Procurement Process and/or submitting your tender response, that all information is provided to the British Council on the basis that it may be disclosed under the Disclosure Obligations if the British Council considers that it is required to do so and/or may be used by the British Council in accordance with the provision of this ITT.

4.10 Tender responses are also submitted on the condition that the appointed supplier will only process personal data (as may be defined under any relevant data protection laws) that it gains access to in the performance of this Contract in accordance with the British Council’s instructions and will not use such personal 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 any relevant data protection laws and to ensure all consents required under such laws are obtained.
5. **Tender Validity**

Your response should remain open for acceptance for a period of 60 days from the Response Deadline. Response valid for a shorter period may be rejected.

6. **Payment and Invoicing**

The Council will pay correctly addressed and undisputed invoices within 30 days in accordance with the requirements of the Contract

The essential information on an invoice for the Council is:

- A description of the services is included.
- The Council Purchase Order number is included.
- The costs including VAT (if applicable) and any other charges
- It is sent electronically via email in PDF format to herane.patmore@britishcouncil.org or by post to British Council office in Jamaica

7. **Scope of Work, Specification and Outputs**

The appointed supplier will be expected to provide a situation analysis (mapping) of Cultural and Creative Industries in Jamaica and review and update of existing Strategies and Action Plans for the development of Creative and Cultural Industries in Jamaica so that they correlate with the findings of the mapping. With the given budget and timeline and ensure the targets are achieved for the project.

The total budget of the project is up to 15,000 GBP

The services expected from the consultant for the project will be as follows:

1. **Situation Analysis (mapping)** for the development of cultural and creative industries in Jamaica. This will comprise the main findings and recommendations of this research. To include:

   - A definition of the creative economy in terms of its substantive element, ecosystem, number of individuals employed, number of enterprises, the value of goods and services, revenue potential and dispersion
   - A guide for how the needs of MSMEs within the industries, investments readiness of MSMEs and available investment opportunities can be further researched
   - A guide for how the policy imperatives and direction concerning the creative economy can be further researched
   - A calculation of the percentage contribution of creative industries to the wider economy Statistics on businesses in the CCIs to include; data on the number of business per CCI, how long these businesses have been trading for, and if they are currently working internationally
   - The main challenges and opportunities for businesses in the CCIs
   - Recommendations of the next steps for the Jamaica Business Development Corporation in how to support the development of the cultural and creative industries in Jamaica

Note: The British Council will advise on the selected consultant on the content structure of Strategy and Action Plan, as this will need to be agreed with the Jamaica Business Development Cooperation in advance.

A mixed-methods approach will be used to address the above questions, including:

- Desk research and data collection, including any online polls to creative industries sector representatives
Field-based questionnaire surveys/interviews by consultant during the visit, or by any local team members in Jamaica
- In case of lack of data, sending official letters of inquiry to the Statistics Committee etc.

The service is to be delivered within the given deadlines.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract start date</td>
<td>22nd October 2019</td>
</tr>
<tr>
<td>Initial research period, including a visit to Jamaica, as required</td>
<td>28th October – 8th November</td>
</tr>
<tr>
<td>Interim findings presented by the selected consultant, for review by the British Council and Jamaica Business Development Cooperation</td>
<td>19th November 2019</td>
</tr>
<tr>
<td>The final draft presented by selected consultant</td>
<td>9th December</td>
</tr>
<tr>
<td>Launch of consultancy findings in Jamaica</td>
<td>Jan 2020 (date TBC)</td>
</tr>
</tbody>
</table>

Interested parties are kindly invited to submit their offers in the attached format in a closed envelope until the submission deadline provided in article 11 of this document.

8. Mandatory Requirements / Constraints

8.1 As part of your tender response, you must confirm that you meet the mandatory requirements/constraints, if any, as set out in the British Council’s specification forming part of this ITT. A failure to comply with one or more mandatory requirements or constraints shall entitle the British Council to reject a tender response in full.

9. Qualification Requirements

9.1 As part of your tender response, you must confirm compliance with any qualification requirements as set out at Annex [3] (Qualification Questionnaire). A failure to comply with one or more such qualification requirements shall entitle the British Council to reject a tender response in full.

<table>
<thead>
<tr>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>At least 10 years’ experience of consultancy in the field of cultural and creative industries, including situational analysis and strategy development</td>
<td>Specific experience in working for government agencies in developing countries and with developing strategies to support the cultural and creative industries within a resource-constrained environment.</td>
</tr>
<tr>
<td>Proven experience in mapping Creative and Cultural Industries.</td>
<td>Proven experience of providing solutions-oriented and results-focused consultancy, geared towards improving the enabling environment and competitiveness of creative and cultural MSME in developing economies.</td>
</tr>
</tbody>
</table>
Deep knowledge of the intersectionality of CCI’s in developing countries with other key industries, including but not limited to tourism, urban planning, environmental sustainability, agriculture, education, gender, trade and foreign affairs, health and wellness, and technology.

Experience working in Latin America and the Caribbean.

Evidence of delivering environmental and social impact through your work, such as poverty reduction, employment, income generation to, youth, women and other vulnerable groups.

Experience of consultancy work for cultural organisations.

Knowledge and understanding of the business and political climates in Jamaica and the Caribbean.

Experience working in an international environment.

10. Key background documents and further information

10.1 Further relevant background documents/information may be provided to potential suppliers as set out below, as an Annex to this ITT and/or by way of the issue of additional documents/links to additional information/documents. Where no such information/documents are provided, this Section of the ITT will not apply.

10.2 The following additional documentation/information is provided as part of this ITT

11 Timescales

11.1 Subject to any changes notified to potential suppliers by the British Council in accordance with the Tender Conditions, the following timescales shall apply to this Procurement Process:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date / time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue of Contract Notice/availability of ITT documents</td>
<td>6th September</td>
</tr>
<tr>
<td>Deadline for clarification questions <strong>(Clarification Deadline)</strong></td>
<td>16th September</td>
</tr>
<tr>
<td>British Council to respond to clarification questions</td>
<td>19th September</td>
</tr>
<tr>
<td>Deadline for submission of ITT responses by potential suppliers <strong>(Response Deadline)</strong></td>
<td>4th October</td>
</tr>
<tr>
<td>Award decision standstill letters issued</td>
<td>11th October</td>
</tr>
<tr>
<td>The contract concluded with winning supplier</td>
<td>18th October</td>
</tr>
<tr>
<td>Contract start date</td>
<td>22nd October</td>
</tr>
</tbody>
</table>

11. Instructions forResponding

11.1 The documents that must be submitted to form your tender response are listed at Part [2] (Submission Checklist) of Annex [2] (Supplier Response) to this ITT. All documents required as part...
of your tender response should be sent to the  [herane.patmore@britishcouncil.org](mailto:herane.patmore@britishcouncil.org) by October 4th 2019, 17.00 Jamaica time;

Please do not forget to add your references, proof of capability document and written commitment to undertake the tasks outlined above.

11.2 The following requirements should be complied with when sumitting your response to this ITT:

- Please ensure that you send your submission in good time to prevent issues with technology – late tender responses will be rejected by the British Council.
- Do not submit any additional supporting documentation with your ITT response except where specifically requested to do so as part of this ITT. PDF, JPG, PPT, Word and Excel formats can be used for any additional supporting documentation (other formats should not be used without the prior written approval of the British Council).
- All attachments/supporting documentation should be provided separately to your main tender response and clearly labelled to make it clear as to which part of your tender response it relates.
- If you submit a generic policy/document you must indicate the page and paragraph reference that is relevant to a particular part of your tender response.
- Unless otherwise stated as part of this ITT or its Annexes, all tender responses should be in the format of the relevant British Council requirement with your response to that requirement inserted underneath.
- Where supporting evidence is requested as ‘or equivalent’ you must demonstrate such equivalence as part of your tender response.
- Any deliberate alteration of a British Council requirement as part of your tender response will invalidate your tender response to that requirement and for evaluation purposes, you shall be deemed not to have responded to that particular requirement.
- Responses should concise, unambiguous, and should directly address the requirement stated.
- Your tender responses to the tender requirements and pricing will be incorporated into the Contract, as appropriate.

12. Clarification Questions

12.1 All clarification requests should be submitted via email to [herane.patmore@britishcouncil.org](mailto:herane.patmore@britishcouncil.org) no later than 16th October 2019. The British Council is under no obligation to respond to clarification requests received after the Clarification Deadline.

12.2 Any clarification requests should clearly reference the appropriate paragraph in the ITT documentation and, to the extent possible, should be aggregated rather than sent individually.

12.3 The British Council reserves the right to issue any clarification request made by you, and the response, to all potential suppliers unless you expressly require it to be kept confidential at the time the request is made. If the British Council considers the contents of the request not to be confidential, it will inform you and you will have the opportunity to withdraw the clarification query prior to the British Council responding to all potential suppliers.
12.4 The British Council may at any time request further information from potential suppliers to verify or clarify any aspects of their tender response or other information they may have provided. Should you not provide supplementary information or clarifications to the British Council by any deadline notified to you, your tender response may be rejected in full and you may be disqualified from this Procurement Process.

13. Evaluation Criteria

13.1 You will have your tender response evaluated as set out below:

Stage 1: Tender responses will be checked to ensure that they have been completed correctly and all necessary information has been provided. Tenders responses correctly completed with all relevant information being provided will proceed to Stage 2. Any tender responses not correctly completed in accordance with the requirements of this ITT and/or containing omissions may be rejected at this point. Where a tender response is rejected at this point it will automatically be disqualified and will not be further evaluated.

Stage 2: The completed Qualification Questionnaire will then be reviewed to confirm that the potential supplier meets all of the qualification criteria set out in the questionnaire. Potential suppliers that meet the qualification criteria will proceed to Stage 3. Potential suppliers that do not meet the qualification criteria set out in the Qualification Questionnaire may be excluded from the Procurement Process at this point. Where a potential supplier is excluded at this point, its tender response will be rejected in full and not evaluated further and the supplier will automatically be disqualified from this Procurement Process.

Stage 3: If a bidder succeeds in passing Stages 1 and 2 of the evaluation, then it will have its detailed tender response to the British Council’s requirements evaluated in accordance with the evaluation methodology set out below. Information provided as part of Qualification Questionnaire responses may also be verified as part of this stage.

14.2 Award Criteria – The first five companies which meet the essential criteria and complete tender file submissions will be invited to the presentation stage.

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.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capability to perform the task based on evidence/references</td>
<td>40%</td>
</tr>
<tr>
<td>Scope of expertise and skills of additional staff</td>
<td>40%</td>
</tr>
<tr>
<td>Budget</td>
<td>20%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Points</th>
<th>Interpretation</th>
</tr>
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</table>

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<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>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.</td>
</tr>
<tr>
<td>7</td>
<td>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 a few relevant examples provided.</td>
</tr>
<tr>
<td>5</td>
<td>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.</td>
</tr>
<tr>
<td>3</td>
<td>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.</td>
</tr>
<tr>
<td>0</td>
<td>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.</td>
</tr>
</tbody>
</table>

The panel appointed to evaluate the bids will individually score all responses received. Each score will then have the relevant weighting applied. The mean average of the weighted scores awarded by each member of the evaluation panel will then be calculated.

The mean average scores after the weighting has been applied will be added together to produce an overall total score.

The pricing evaluation will be based on the response with the lowest overall cost being assigned a score of 10 and all other responses will be calculated pro-rata.

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

The successful tender will be the tender with the highest score awarded at the end of the evaluation process outlined in this ITT.
Annexe 1 Contract Sample (separate document to download on the page)

Annexe 2 Supplier Response Format

Please fill in Annex 2 for submitting your offer
Please check the contract which will be signed with the winner

Annexe 3: Brief for project

Brief for project
Annexe 2

Response to Invitation To Tender

For providing a situation analysis of Cultural and Creative Industries in Jamaica and Review and Update of existing Strategies and Action Plans for the development of Creative and Cultural Industries in Jamaica

Company Name: __________________________________________________________
Contact Name: ____________________________________________________________
Contact Email Address: _____________________________________________________
Contact Telephone Number: ________________________________________________

Guidance

1. Provide Company Name and Contact details above.
2. Complete 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. Provide references, proof of capability document and a written commitment to undertake the tasks outlined.
4. Provide up to date CV of the supplier and any additional consultants.
### Section 1: Capability to perform the task based on evidence/reference
Selection Criteria Weighting: 40%

Please provide evidence/references of relevant work in providing situation analysis and development of strategic action plans for the development of the cultural and creative industries

**Supplier Response to Section 1:**

### Section 2: Scope of expertise and skills of additional staff
Selection Criteria Weighting: 40%

Please provide an outline of the expertise that can be provided by you/your company and provide a list and key skills of any additional consultants who would support this work.

**Supplier Response to Section 2:**
Section 3: Budget
Selection Criteria Weighting: 20%

Please specify the Overall Price for this service, indicating your daily rate and number of days you plan to designate to fulfil the required outputs/outcomes.

Supplier Response to Section 3:

Annex 3 - Brief for the Project
The Government of Jamaica (GOJ) has taken actions that demonstrate its recognition of the Creative Industry and its potential in creating jobs and growing the economy. Examples of these actions are the development of a ‘Creative Industry Strategic Plan’ and the inclusion of the Creative Industry as one of the strategic goals in the revised MSME & Entrepreneurship Policy. There are also plans for further development of the creative industry as revealed in the Medium Term Socio-Economic Policy Framework 2015 - 2018 to include but not limited to: (i) the development of a master plan for the Creative Economy; and (ii) the completion of the cultural and Creative Industries (CCI) Business Plan” (p207).

Despite the aforementioned, there is a dearth of data on the Creative Economy which stymie proper planning and policy formation. Information on the number of individuals employed in the Creative Economy, its contribution to the wider economy and the specific resource needs are not readily available. Where the data is available, the quality of the information is in question. For example, a conservative estimate shows that the CI contributed approximately 2% in Gross Value Added to the country’s GDP in 2017. However, a study commissioned by WIPO in 2007 found that the copyright-related activities contributed 4.8% of GDP (JIPO, 2019). Countries such as Greece, the United Kingdom and Mexico have implemented mapping exercise as a strategy in addressing the data deficit related to the Creative Economy in order to improve interventions. A scan of the existing data sources and consultation with the National Statistical Office of Jamaica (STATIN) revealed that Jamaica has never conducted a mapping of its Creative Economy.

The mapping exercise will require broad-based participation and collaboration involving public and private sector interest. The work will require the consultant to engage the following entities to obtain datasets, reports and other documents in order to conduct the necessary analysis in order to satisfy the research objectives:

- EXIM Bank
- Jamaica Film Commission
- JAMPRO
- JBDC
- JIPO
- Ministry of Culture, Gender Affairs, Entertainment and Sports
- STATIN
- WIPO

## RISKS AND OPPORTUNITIES

**Risks:**
- Tight schedule
- Extra time may need to be allocated for gathering substantial data from different creative businesses and cultural organisations

**Opportunities:**
- Opportunity to shape national government with their strategy at an early stage in the development
- British Council and Jamaica Business Development Corporation relationships

## USEFUL LINKS AND OTHER INFORMATION
The British Council is the United Kingdom’s international organisation for cultural relations.

The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide. We call this cultural relations.

We build trust and understanding for the UK to create a safer and more prosperous world. In terms of our reach and impact, we are the world’s leading cultural relations organisation. Cultural relations is a component of international relations which focuses on developing people-to-people links and complements government-to-people and government-to-government contact.

We use English, Arts, and Education and Society – the best of the UK’s great cultural assets – to bring people together and to attract partners to working with the UK. The British Council has over 7,000 staff working in 191 offices in 110 countries and territories.