

**Request for Proposal (RFP)**

**For:** **Scoping a long term study: building a longitudinal data set.**

**Date:** January 2023

**1 Overview of the British Council**

1.1 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, buildinfg 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. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body. Further information can be viewed at [www.britishcouncil.org](http://www.britishcouncil.org).

**2 Introduction and Background to the Project / Programme**

2.1 British Council operates four global programmes across international tertiary education (covering higher education, science and research collaboration, and TVET (technical and vocational education and training): Going Global Partnerships, International Student Mobility and Marketing, Insights and Engagement, Alumni UK.

2.2 The Alumni UK programme is the new global network for people from around the world who have studied in the UK as an international student. The programme aims to engage with alumni through a portfolio of dedicated services (careers and employability support; networking; showcasing talent and achievements; bespoke training; events).

The main objectives of the programme are to build long-term relationships with students who have studied at UK higher education institutions, to support alumni to advance their own careers and learning, and to build networks and collaborate in addressing global challenges.

In addition to this, **the Alumni UK programme presents an opportunity to capture data on international graduates of a UK education. As the Alumni UK programme is designed to maintain engagement with this group, there is an opportunity to capture this data periodically and systematically over time.**

The programme currently collects a baseline of information when alumni sign up to membership[[1]](#footnote-2). Potentially through continued engagement with alumni, a valuable longitudinal dataset could be built.

2.3 The British Council recognises that a well designed and executed longitudinal study could be a powerful tool for a. monitoring and evaluating the Alumni UK programme; b. understanding the behaviours and networks of international graduates of a UK education, and using this to understand the value to the UK of international education, how/whether it addresses global challenges, and evidence of any difference that the British Council makes in this space; c. developing a powerful set of data to position the British Council as an attractive partner for research into the behaviour and long term outcomes of international students.

2.4 The British Council is therefore seeking independent, external expertise with regard to designing and running a longitudinal data collection exercise. We need a better understanding of the resource and commitment required, and the best practise to employ regarding planning, design, data collection and storage, analysis, and communications.

2.3 The purpose and scope of this RFP and supporting documents is to explain in further detail the requirements of the British Council and the process for submitting a proposal in response to this RFP (“**Proposal**”). **The British Council is inviting proposals up to the value of £30,000 including VAT for the fulfilment of the specifications outlined in section 7.**

**3 Proposal Conditions and Contractual Requirements**

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

**3.1 Contracting requirements**

3.1.1 Contracting authority: the British Council which includes any other companies and organisations that control or are controlled by the British Council from time to time (see: <http://www.britishcouncil.org/organisation/structure/status>).

3.1.2 Delivery location for goods and/or services: the British Council offices in the United Kingdom.

3.1.3 Duration Seven weeks.

3.1.4 Contractual terms: As set out at Annex 1 Terms of Reference (“**Contract**”). By submitting a Proposal, you are agreeing to be bound by the terms of this RFP and the Contract without further negotiation or amendment. Once the Contract is awarded, there will be no changes allowed to the Contract (except in accordance with the provisions of the Contract). Any clarification questions in relation to any aspect of this Procurement Process and the associated documentation should be submitted in accordance with the process set out in paragraph 12 (*Clarification Requests*). Only changes which relate to the correction of ambiguity or manifest error in relation to the terms of the Contract will be considered and, if necessary, the British Council may, when issuing its response to clarification questions, reissue Annex 2 to reflect such changes. Any proposed amendments received from a potential supplier as part of its Proposal shall entitle the British Council to reject that Proposal and to disqualify that potential supplier from this Procurement Process.

**3.2 General Policy Requirements**

3.2.1 By submitting a Proposal, you confirm that you will, and that you will 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>).

**3.3 General Proposal conditions (“Proposal Conditions”)**

3.3.1 Application of these Proposal Conditions – In participating in this Procurement Process and/or by submitting a Proposal it will be implied that you accept and will be bound by all the provisions of this RFP and its Annexes. Accordingly, Proposals should be made on the basis of and strictly in accordance with the requirements of this RFP.

3.3.2 Third party verifications – Your Proposal 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 Proposal 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 as part of this Procurement Process is supplied in good faith. The information contained in the RFP and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue. No liability (save for fraudulent misrepresentation) is accepted for its accuracy, adequacy or completeness and no warranty is given as such.

3.3.4 Potential suppliers to make their own enquires – 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. The clarification process set out in paragraph 12 should be used for any queries in relation to this Procurement Process.

3.3.5 Amendments to the RFP – At any time prior to the Response Deadline, the British Council may amend the RFP and if appropriate, the Response Deadline shall, at the discretion of the British Council, be extended.

3.3.6 Compliance of Proposal – Any goods and/or services offered should be on the basis of and strictly in accordance with the RFP (including, without limitation, any specification of the British Council’s requirements, these Proposal 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 Compliance with the terms of the Contract – The successful supplier must comply with the Contract as set out in Annex 1 without any amendment (save as described in paragraph 3.1.4).

3.3.8 Format of Proposal – Proposals must comprise the relevant documents as detailed by the British Council in Annex 2 (Supplier Proposal) completed in accordance with relevant all instructions. Any documents requested by the British Council must be completed in full. It is important that you read the RFP carefully before completing and submitting your Proposal.

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

3.3.10 Disqualification – If you breach these Proposal 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 RFP, and/or in any supporting documents, entitling the British Council to reject a Proposal apply and/or if you or your appointed advisers attempt:

* to inappropriately influence this Procurement Process or 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 Proposal;
* 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;
* 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 Proposal Conditions) or from another potential supplier or another Proposal,

the British Council shall be entitled to reject your Proposal in full and to disqualify you from this Procurement Process. Subject to paragraph 3.3.1 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 Proposal costs – You are responsible for obtaining all information necessary for preparation of your Proposal and for all costs and expenses incurred in preparation of the Proposal. Subject paragraph 3.3.15, you accept by your participation in this Procurement Process, including without limitation the submission of a Proposal, that you will not be entitled to claim from the British Council any costs, expenses or liabilities that you may incur in submitting a Proposal irrespective of whether or not your Proposal is successful.

3.3.12 Rights to cancel or vary this Procurement Process – Nothing in this Procurement Process will bind the British Council to enter into any contractual or other arrangement 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 RFP, 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 in writing. Subject to paragraph 3.3.15, the British will have no liability for any losses, costs or expenses you incur as a result of such actions.

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 Proposal Conditions and the requirements of this RFP.

3.3.14 Liability – Nothing in these Proposal 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 RFP 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 Proposal) 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 Proposal. 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 The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your Proposal, to any employee, third party agent, adviser or other third party involved in the Procurement Process 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.

4.4 The Freedom of Information Act 2000 (“FOIA”), EU General Data Protection Regulation (GDPR) 2015, the Environmental Information Regulations 2004 (“EIR”), and public sector transparency policies apply to the British Council (together the “**Disclosure Obligations**”).

4.5 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.

**5 Proposal Validity**

5.1 Your Proposal must remain open for acceptance by the British Council for a period of sixty days from the Response Deadline. A Proposal not valid for this period may be rejected by the British Council.

**6 Payment and Invoicing**

6.1 The British Council will pay correctly addressed and undisputed invoices within 30 days in accordance with the requirements of the Contract. Suppliers to the British Council must ensure comparable payment provisions apply to the payment of their sub-contractors and the sub-contractors of their sub-contractors. General requirements for an invoice for the British Council include:

* A description of the good/services supplied is included.
* The British Council Purchase Order number is included.
* It is sent electronically via email in PDF format to [BC.Invoices@britishcouncil.org](mailto:BC.Invoices@britishcouncil.org) or by post to:

The British Council, Corporate Services – UK Hub Team, 1 Redman Place, Stratford, London E20 1JQ

**7 Specification**

7.1 **Context**

The Alumni UK programme is the new global network for people from around the world who have studied in the UK as an international student. The programme aims to engage with alumni through a portfolio of dedicated services (careers and employability support; networking; showcasing talent and achievements; bespoke training; events).

The main objectives of the programme are to build long-term relationships with students who have studied at UK higher education institutions, to support alumni to advance their own careers and learning, and to build networks and collaborate in addressing global challenges.

In addition to this, **the Alumni UK programme presents an opportunity to capture data on international graduates of a UK education. As the Alumni UK programme is designed to maintain engagement with this group, there is an opportunity to capture this data periodically and systematically over time.**

The programme currently collects a baseline of information when alumni sign up to membership[[2]](#footnote-3). Potentially through continued engagement with alumni, a valuable longitudinal dataset could be built.

The British Council recognises that a well designed and executed longitudinal study could be a powerful tool for a. monitoring and evaluating the Alumni UK programme; b. understanding the behaviours and networks of international graduates of a UK education, and using this to understand the value to the UK of international education, how/whether it addresses global challenges, and evidence of any difference that the British Council makes in this space; c. developing a powerful set of data to position the British Council as an attractive partner for research into the behaviour and long term outcomes of international students.

The British Council is therefore seeking independent, external expertise with regard to designing and running a longitudinal data collection exercise. We need a better understanding of the resource and commitment required, and the best practise to employ regarding planning, design, data collection and storage, analysis, and communications.

**7.2 Aims and purposes of a longitudinal data set**

A well designed longitudinal dataset could serve the following purposes:

* Enable monitoring and evaluation of the Alumni UK programme
  + Ie, answer questions along the lines of “how is the Alumni UK network supporting alumni to collaborate in addressing global challenges?;.how well is the Alumni UK programme supporting international graduates to build and maintain international networks?; to what extent is the Alumni UK programme supporting the professional development opportunities of international alumni?; to what extent are international alumni able to address gender inequalities and other areas relating to equality and diversity and how does participation of Alumni UK support/hinder this?”
* Position the British Council as a thought leader (in the international HE space) with regards to knowledge and insight on international alumni
  + Adding value and providing unique insight to UK HE sector
  + Adding value and providing unique insight to UK HMG
* Empower British Council to further analyse and explore the behaviour and perceptions of young people with a UK education experience (their attitudes to UK, to other countries, their perceptions, the degree to which they advocate for UK education etc.)
* Empower British Council to evidence the value of an international (UK) education (this would be of value to British Council, to HE sector, to conversations with decision makers and policy makers)
* Position the British Council as an attractive partner for researchers (social researchers would be attracted by our unique, powerful dataset)

An aim is to design an approach to building a longitudinal dataset which allowed us the flexibility to address a range of questions (as yet undetermined).

A further aim is to build and maintain a dataset which is of value to communities of social researchers (nationally and internationally), and which would attract researchers to work in partnership with the British Council.

We would want to ensure that aspects of equality, diversity and inclusion are considered in development and design of a long term study.

**7.3 Potential research questions to address through a long-term study**

The British Council is a large and complex organisation working in and with multiple sectors, and across multiple geographies. Consequently there would be much demand for the priority areas to focus on in a long term study of young people who have had a UK education.

Ideally we would be able to design an approach to building a dataset which allowed us the flexibility to address a range of questions, and to design a project in such a way that it generates data that will be of direct interest to colleagues in Arts, English and other Education programmes.

Collecting long term data through the Alumni UK programme is an opportunity to gather data to address research questions that may go beyond the remit of one single programme.

Some broad areas for potential questioning are set out below:

Our internal needs would be for monitoring and evaluation of the alumni programme: - ie does the Alumni UK programme add value to an alumni experience?

There would also be an opportunity to take a step further, and to address broader questions such as:

- ‘to what extent do international alumni take steps to address global challenges?’

- ‘does an international study experience relate to long term influence of and benefit for the UK?’

- ‘do UK alumni recommend UK study to their peers, family, friends?’ (and to what extent?)

- ‘how do UK alumni perceive the UK (and other countries) over time?’ // ‘do UK alumni continue to interact with UK, invest in UK, visit UK…?’

- [for benefit of HMG and HE sector] ‘to what extent was x visa policy influential in decision to study in UK?’ / ‘what proportion of international alumni leave the UK after graduation? Return to home country? Move to 3rd country?’

**7.4 The rationale for seeking expert advice**

The British Council has expertise in building connections, trust and understanding between the UK and other countries, and has conducted generally short-term, discrete research studies on various thematic areas. The British Council does not however have a history of expertise and experience in conducting long term longitudinal studies. We are seeking expert guidance to advise on the steps which need to be taken, and the resource implications of designing and managing a long term, longitudinal study and dataset.

In addition to ensuring we develop a dataset which enables us to fulfil our mandated M&E requirements, and which allows us to conduct further analysis to understand the behaviours and experiences of young people from other countries with a UK education, we see the Alumni UK programme as an opportunity to run a 10-year study from 2024 which will culminate at the 100 year anniversary of the British Council (in 2034).

**7.5 The objectives of this consultancy opportunity**

**This consultancy is an exercise to determine and advise on what mechanisms and resources would be required in order for the British Council to build and maintain a longitudinal dataset.**

If these (7.2 above) are our aims, what steps would the British Council need to take to achieve these?

What mechanisms and resources would we need to have in place to achieve these objectives? What challenges might we face and which we should be prepared for?

The consultancy will deliver a clear view of the resource and commitment which would be required to successfully build and manage a long term data-set to bring value to the British Council, to the UK HE sector, to UK HMG and to a global network of experts and practitioners in international higher education.

**7.6 Proposed approach to this consultancy**

To achieve this, consultants may be expected to hold interviews with colleagues in various teams across the British Council including (but not limited to):

* The Alumni UK programme team
* Other programme leads (especially within Higher Education, but potentially other areas of the British Council)
* Research and Insight (a central function which advises, coordinates and draws insight from research embedded within global programmes)
* Data Evidence and Performance, and in particular teams within this function:
  + Evidence Evaluation and Learning
  + Data Management
  + Data Science and Analytics DEP (and potentially other teams too).
* Strategy

The appointed team would be expected to apply their individual expert view and experience of establishing and managing long term data collection exercises to provide advice and guidance to meet the specific needs of the British Council.

## 7.7 Outputs from this consultancy:

A short, accessible report for an internal British Council audience (in the form of a British Council branded Word document or PPT slide deck) which sets out:

* Advice and guidance covering:
  + Survey design and management
    - The pros and cons of different approaches to survey design to address the needs/desires of British Council colleagues (ie pulse surveys over time with different sub sets of the alumni network vs cohort studies tracking a single group over time)
    - Steps to take which allow for flexibility (as we may not know now the questions which we want to address in x-years time)
    - The time and resource implications of different approaches
  + Data management
    - A data management plan given British Council’s existing technological capabilities
    - What needs to be in place if we want to ensure data is stored securely, but remains accessible for colleagues to use and to learn from internally
    - What needs to be in place if we want to make long term datasets available to (external) academic and social researchers for future analysis
    - How does the British Council maximise the attraction of the dataset to potential academic partners
  + Robust analysis of long term datasets
    - What aspects need to be considered at this inception stage to ensure that ultimate data analysis is robust
* Recommendations for the best steps to take to achieve our objectives
* Advice on the pros and cons of partnering with others to achieve our aims vs managing this all in-house
* Set out a clear pathway/outline project plan for how to achieve our aims
  + what steps do we need to take,
  + what resources need to be in place
  + likely budget implications for designing and managing a long term study
* Recommendations on immediate next steps including piloting an approach
* Advice on the budget, scale and timelines that should be considered to achieve a successful outcome

The research suppliers will commit to presenting the research findings to British Council colleagues (note that this presentation to staff could be arranged for April providing that all deliverables are submitted to the British Council in March).

**8. Mandatory Requirements / Constraints**

8.1 As part of your Proposal, 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 RFP. Failure to comply with any mandatory requirements or constraints shall entitle the British Council to reject a Proposal.

**9. Key background documents**

Alumni UK: <https://www.britishcouncil.org/study-work-abroad/alumni-uk>

Anti-racism statement: “The British Council takes an active stance against racism and our vision states that we will strive to give colleagues and everyone we engage with the opportunity to achieve their potential, regardless of race, ethnicity or background. We also aim to dismantle barriers across our organisation and build a more inclusive and representative workplace and leadership that embraces diversity, calls out discrimination and puts equality at its heart. One of the priorities of our Anti-racism Action Plan is to create programmes, products and services that are deliberately anti-racist and inclusive in their development and delivery, consistent with our commitment to decolonise our work. This joint project is no exception. For more information about our Anti-racism Action plan see our website <https://www.britishcouncil.org/about-us/our-values/anti-racism-action-plan>” ​

​Please see also:​

The British Council’s values statement: <https://www.britishcouncil.org/about-us/our-values> ​

Our policy and strategy for equality, diversity and inclusion: <https://www.britishcouncil.org/about-us/our-values/equality-diversity-inclusion>

Anti-racism guide: <https://www.britishcouncil.org/sites/default/files/race_equality_through_anti-racism_guide.pdf> ​

Social Value statement: <https://www.britishcouncil.org/about-us/our-values/social-value>

**10. Timescales**

10.1 Subject to any changes notified to potential suppliers by the British Council in accordance with the Proposal Conditions, the intended timescales applicable to this Procurement Process are:

|  |  |
| --- | --- |
| **Activity** | **Date / time** |
| RFP issued to bidding suppliers | 20 January 2023 |
| Deadline for clarification questions (**Clarification Deadline**) | 29 January 2023 |
| British Council to respond to clarification questions | 01 February 2023 |
| Deadline for submission of Proposals by potential suppliers (**Response Deadline**) | 06 February 2023 (1700 GMT) |
| Final Decision | 10 February 2023 |
| Proposed contract start date | 15 February 2023 |
| Delivery of final outputs | 24 March 2023 |

**11. Instructions for Responding**

11.1 The documents that must be submitted to form your Proposal are listed at Part 2 (Submission Checklist) of Annex 2 (Supplier Proposal) to this RFP. All documents required as part of your Proposal should be submitted to the [researchglobal@britishcouncil.org](mailto:researchglobal@britishcouncil.org) (with ‘Longitudinal Study’ mentioned in the subject line) by the Response Deadline, as set out in the Timescales section of this RFP.

11.2 The following requirements should be complied with when submitting your Proposal in response to this RFP:

* Please ensure that you send your submission in good time to prevent issues with technology – late Proposals may be rejected by the British Council.
* Do not submit any additional supporting documentation with your Proposal except where specifically requested to do so. 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 Proposal document, clearly labelled and cross-referenced to the Proposal as relevant.
* If you submit a generic policy / document, you must indicate the page and paragraph reference that is relevant to a particular part of your Proposal.
* Unless otherwise stated as part of this RFP or its Annexes, all Proposals 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 Proposal.
* Any deliberate alteration of a British Council requirement as part of your Proposal will invalidate your Proposal to that requirement and for evaluation purposes you shall be deemed not to have responded to that particular requirement.
* Responses should be concise, unambiguous, and should directly address the requirement stated.
* Your Proposal to the RFP requirements and pricing will be incorporated into the Contract, as appropriate.

**12 Clarification Requests**

12.1 All clarification requests should be submitted to [researchglobal@britishcouncil.org](mailto:researchglobal@britishcouncil.org) (with ‘Longitudinal Study’ mentioned in the subject line) by the Clarification Deadline, as set out in the Timescales section of this RFP. The British Council is under no obligation to respond to clarification requests and will response if the question is appropriate and received before the Clarification Deadline.

12.2 Any clarification requests should clearly reference the appropriate paragraph in the RFP 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 Proposal 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 Proposal may be rejected in full and you may be disqualified from this Procurement Process.

**13. Evaluation Criteria**

13.1 You will have your Proposal evaluated as set out below:

**Stage 1:** Proposals will be checked to ensure that they have been completed correctly and all necessary information has been provided. responses correctly completed with all relevant information being provided and all mandatory requirements as outlined in Section 8 met will proceed to Stage 2. Any Proposal not correctly completed in accordance with the requirements of this RFP and/or containing omissions may be rejected at this point. Where a Proposal is rejected at this point it will automatically be disqualified and will not be further evaluated.

**Stage 2:** If a bidder succeeds in passing Stages 1 of the evaluation, then it will have its Proposal evaluated in accordance with the evaluation methodology set out below.

13.2 Award Criteria – Responses from potential suppliers will be assessed to determine the most economically advantages proposal using the following criteria and weightings and will be assessed entirely on your response submitted:

|  |  |
| --- | --- |
| **Criteria** | **Weighting** |
| Social Value | 10% |
| Quality, Knowledge and Experience   * Academic expertise * Experience of designing and working with large scale longitudinal data | 50% |
| Methodology and Approach | 20% |
| Commercial | 20% |

13.3 Scoring Model – Proposals will be subject to an initial review at the start of Stage 2 of the evaluation process. Any Proposals not meeting mandatory requirements or constraints (if any) will be rejected in full at this point and will not be assessed or scored further. Proposals not so rejected will be scored by an evaluation panel appointed by the British Council for all criteria other than Commercial using the following scoring model:

|  |  |
| --- | --- |
| **Points** | **Interpretation** |
| **10** | **Excellent** –Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas evidence requested in the level of detail requested. This, therefore, is a detailed excellent response that meets all aspects of the requirement leaving no ambiguity as to whether the bidder can meet the requirement. |
| **7** | **Good** –Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas of evidence requested, but contains some trivial omissions in relation to the level of detail requested in terms of either the response or the evidence. This, therefore, is a good response that meets all aspects of the requirement with only a trivial level ambiguity due the bidders failure to provide all information at the level of detail requested. |
| **5** | **Adequate** –Overall the response demonstrates that the bidder meets all areas of the requirement, but not all of the areas of evidence requested have been provided. This, therefore, is an adequate response, but with some limited ambiguity as to whether the bidder can meet the requirement due to the bidder’s failure to provide all of the evidence requested. |
| **3** | **Poor** –The response does not demonstrate that the bidder meets the requirement in one or more areas. This, therefore, is a poor response with significant ambiguity as to whether the bidder can meet the requirement due to the failure by the bidder to show that it meets one or more areas of the requirement. |
| **0** | **Unacceptable** –The response is non-compliant with the requirements of the RFP and/or no response has been provided. |

13.4 Commercial Evaluation – Your “Overall Price” (as calculated in accordance with requirements of Annex 4 (Pricing Approach) for the goods and/or services will be evaluated by the evaluation panel for the purposes of the commercial evaluation, further information on this approach may be available in Annex 3. In the event that any prices are expressed as being subject to any pricing assumptions, qualifications or indexation not provided for by the British Council as part of the pricing approach, the British Council may reject the full Proposal at this point. The British Council may also reject any Proposal where the Overall Price for the goods and/or services is considered by the British Council to be abnormally low following the relevant processes set out under the EU procurement rules. A maximum offer score of 10 will be awarded to the Proposal offering the lowest “Overall Price”. Other Proposals will be awarded a mark by application of the following formula: (Lowest Overall Price/Overall Price being evaluated) x 10 (rounded to two decimal places) = commercial score.

13.5 Moderation and application of weightings – The evaluation panel appointed for this Procurement Process will meet to agree and moderate scores for each award criteria. Final scores in terms of a percentage of the overall Proposal score will be obtained by applying the relevant weighting factors set out as part of the award criteria table above. The percentage scores for each award criteria will be amalgamated to give a percentage score out of 100.

13.6 The Winning Proposal(s) - The winning Proposal shall be the Proposal scoring the highest percentage score out of 100 when applying the above evaluation methodology, which is also supported by any required verification evidence (to include, without limitation, any updated information)] obtained by the Authority relating to any self-certification or other requirements referred to at any time in this Procurement Process.

**List of Annexes forming part of this RFP (issued as separate documents):**

**Annex 1 Terms of Reference**

**Annex 2 – Supplier Response**

**Annex 3 – Pricing Approach**

1. The Alumni UK portal captures the following baseline info: - Name; - Email address; - Where do you (currently) live?; - Most recent UK university; - Did you obtain a scholarship for this (most recent) study?; - Did you study in the UK [or remotely]?; - Level of study; - Year of graduation; - Have you studied in another UK uni?; - In which industry are you currently employed?; - Career level [current]; - Gender; - disability. [↑](#footnote-ref-2)
2. The Alumni UK portal captures the following baseline info: - Name; - Email address; - Where do you (currently) live?; - Most recent UK university; - Did you obtain a scholarship for this (most recent) study?; - Did you study in the UK [or remotely]?; - Level of study; - Year of graduation; - Have you studied in another UK uni?; - In which industry are you currently employed?; - Career level [current]; - Gender; - disability. [↑](#footnote-ref-3)