



Request for Proposal (RFP)

For: Year 1 of the proposed 2022 - 2025 English Connects China Project – Mapping and creating a digital ELT resource for teachers teaching towards the China National Primary and Junior High Curriculum

Date: 29 September 2022

1 Overview of the British Council

1.1 The British Council builds connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language. We work in two ways – directly with individuals to transform their lives, and with governments and partners to make a bigger difference for the longer term, creating benefit for millions of people all over the world. We help young people to gain the skills, confidence and connections they are looking for to realise their potential and to participate in strong and inclusive communities. We support them to learn English, to get a high-quality education and to gain internationally recognised qualifications. Our work in arts and culture stimulates creative expression and exchange and nurtures creative enterprise.

1.2 We connect the best of the UK with the world and the best of the world with the UK. These connections lead to an understanding of each other's strengths and of the challenges and values that we share. This builds trust between people in the UK and other nations which endures even when official relations may be strained.

1.3 We work on the ground in more than 100 countries. In 2019-20 we connected with 80 million people directly and with 791 million overall, including online and through our broadcasts and publications. 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.

2 Introduction and background of the British Council English Programmes area

2.1 Through the British Council's global English Programmes work we aim to support our partners worldwide provide more inclusive, quality teaching, learning and assessment of English, leading to better opportunities for young people so that they can develop their careers, confidence and networks in a multilingual world.

We do this across the globe through several activities, including

- Developing partnerships between national and state/provincial education authorities and UK expertise to design and deliver English language teaching projects, incorporating research and

insight, stakeholder engagement, teacher development, and developing curriculum resources and assessment in basic education.

- Supporting research partnerships and stakeholder engagement between the UK and local Higher Education sectors focused on English Medium Instruction in Higher Education.
- Supporting individual teachers and teacher educators of English with access to quality resources, communities and online professional development through our English Connects global programme, primarily mediated through the global TeachingEnglish platform but with some local and region-specific initiatives where appropriate.
- Supporting learners of English through provision of print and broadcast resources via government partners.
- Programmes that support local organisations, governments and ministries innovate and improve the quality of English language teaching, learning, and assessment in specific contexts, in conjunction with UK expertise.

Across projects and programmes, we aim to adopt an inclusive use of educational technology to extend reach, participation and impact, while opening opportunities for the UK sector.

2.2 The Request for Proposal (RFP) outlined below will focus solely on the British Council's English Connects global programme area and related activities and research will be connected to this.

In the interests of clarification, English Connects is:

*a technology-enabled, **open-access** programme available to **individual** teachers and teacher educators of English worldwide and delivered through our global TeachingEnglish platforms and regional, country and partner platforms.*

It provides **professional development** opportunities, resources, peer support and networking for a global community of English language teaching professionals and practitioners.

The English Connects core offer is primarily delivered through the TeachingEnglish ecosystem (Incl. [website](#) and social media), however delivery modes and offers may differ based on context and a need for localised approaches.

There are essentially five elements to the global English Connects offer

1. **Timebound learning content** – such as [TeachingEnglish Training](#) MOOCs (Massive Open Online Courses)
2. **Online networking events** – such as webinars and special events.
3. **Online resources** – such as downloadable articles, lesson plans, and publications
4. **Collaborative exchange through community membership** – such as the British Council Teacher Educator Community of Practice
5. **News** – such as the [newsletter](#) for teachers

This RFP focuses largely on elements 2 and 3, but there may be scope for future development of 1 and 4 dependent on findings.

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**”).

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 China.

3.1.3 The Contract awarded will be from 1 November 2022 to 31 March 2023 with a potential option for a yearly extension for up to a further two years, subject to satisfactory results from the first stage and funding being available.

3.1.4 Contractual terms: As set out at Annex 1 Agreement for the purchase of professional or consultancy services (long form) (“**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. In the event that the chosen service provider is operating as a Sole Trader or through a Personal Service Company, the British Council retain the right to issue specific contractual terms and conditions, in order to take account of this status. If you plan to submit a bid as a Sole Trader or Personal Service Company please contact Sharon.wang@britishcouncil.org.cn for a copy of the specific terms.

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 relevant and related documents, including Appendix 1, 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 or by post to:
The British Council, Corporate Services – UK Hub Team, 1 Redman Place, Stratford, London E20 1JQ

7 Specification

This section spells out the scope for this assignment including the range of activities that the supplier is expected to deliver, the qualifications and expertise required of the supplier and the expected timeline for the task.

7.1 Assignment background

The British Council China would like to procure the services of a UK organisation or consultant to digitally map activities and resources on the [TeachingEnglish](#) website to relevant English teacher teaching needs pertinent to the 2022 China National English Curriculum (CNEC) for Primary and Junior High School, creating a digital reference framework of teaching resources for teachers to access online.

Through the mapping exercise, related gaps in current TeachingEnglish content will be identified and a materials development plan will be created to fill these gaps. For this purpose, bespoke digital materials including downloadables will be designed/created for Chinese English teachers to use directly in, or to support, their own classroom contexts. It is expected that many of the developed materials will be directly usable in classrooms.

Insight from the mapping and its related outputs will lead to a series of connected digital sharing events aimed at informing both teachers and higher level stakeholders and decision makers of the available resource(s) and how this can be applied.

This request for proposal (RFP) requires UK organisations or consultants to offer proposed details on how the listed outcomes will be achieved, by whom, suggested quantification of outputs i.e., materials, and a related estimated costing for the project. Appropriate forms for this can be found in the Appendices.

The requested services within this RFP are to be procured for Year 1 of a proposed 3-year project only.

Nb. A full translation of the CNEC curriculum has been produced in relation to other projects and is attached as Annex 4 for reference. The project content will be partially informed by the 2021-2022 English Connect East Asia study conducted by Trinity College London, completed in June 2022, which will be provided to the successful supplier.

7.2 Assignment scope and context

The project will begin on **1 November 2022**. The focus area of the project will be China's Primary and Junior High basic education sector, and all content will directly relate to the content of 2022 China National English Curriculum (CNEC) released in April 2022 and attached as Annex 4.

The full project is intended to be managed over a 3-year timeframe. Each year will progressively build on the previous year. However, as stated above, this RFP is requesting for proposals for Y1 only at this time (1 November 2022 to 21 March 2023).

Year 1 (1 November 2022 to 21 March 2023) will focus on analysis and an initial mapping and understanding of teacher teaching needs, resulting in a clear, digital, open access reference framework for teachers, accessible online, being professionally produced. Based on identified gaps in content a materials development plan will be created to supplement the TeachingEnglish free offer, and bespoke materials will

then be designed/created based on remaining Year 1 budget. The British Council will support and manage the finalisation of publications and any branding considerations for designed/created materials and events, so this does not need to be factored into the proposal costing.

Should the project continue into Year 2 and Year 3 it will build upon the mapping framework developed and focus primarily on supplementation of existing materials and/or comprehensive materials development as per teacher needs. Each year scheduled dissemination events will take place for targeted stakeholders.

An example of the full project outline can be seen below.

| Year | Proposed activities/task |
|---------------------|---|
| 1 2022-2023 | Analysis, mapping and development of a digital content framework, a materials development plan with some initial materials* and content development to be created within Q4 (January to March 2023). (*Spanning all 4 levels of the CNEC; will include materials that can be integrated directly into classroom practice.) Reporting and dissemination of initial results. |
| 2 2023-2024 | Continued materials development*, further review and supplementation of mapping where required. (*Spanning all 4 levels of the CNEC; will include materials that can be integrated directly into classroom practice.) Reporting and disseminating insight on created materials |
| 3 2024 -2025 | Continued materials development*; further review and supplementation of mapping where required. (*Spanning all 4 levels of the CNEC; will include materials that can be integrated directly into classroom practice.) Reporting and disseminating insight on created materials. |

The budget for the project will not exceed **30,000GBP (THIRTY THOUSAND POUNDS STERLING) for the first year (1 November 2022 to 21 March 2023).** Budgets for later years will be determined prior to implementation.

7.3 Required services and deliverables

7.3.1 Specific deliverables

Year 1: (The focus of this RFP)

By 21 March 2023, the following key deliverables are expected to have been met, and where appropriate, submitted¹:

1. Analysis (A) and creation (C) deliverables (5)

- (A) Mapping study and report: A detailed analysis of the full CNEC to establish key areas of need, the most appropriate way to map curriculum requirements to available teaching resources in the British Council TeachingEnglish website and to establish gaps in the current offer. ²
- (C) An open access, digital framework of identified TeachingEnglish materials will be mapped to CNEC requirements for English teachers at Primary and Junior High level to access and reference. This mapping will be recorded digitally for dissemination purposes. This may require translation into Chinese to facilitate local engagement and dissemination.
- (C) A materials development plan for materials development highlighting what is required, what is feasible, in what order, and bespoke digitally accessible materials will be developed to meet gaps in the current TeachingEnglish free offer. This plan will include a suggested progression in materials development including area, type, and quantity for Years 1 to 3.
- (C) Creation of an agreed³ number of bespoke, contextually relevant materials/resources that span all 4 levels of the CNEC. These materials will be created to fill identified gaps in the British Council free offer and be directly relevant to teachers' classroom practice. Based on contextual need, formats may include, but are not limited to downloadable lesson plans and classroom materials, video and multi-media resources, bespoke online course content, etc. Appropriate care should be taken not to duplicate existing available materials for teachers.
- (A/C) The UK organisation or consultant will provide editing and proof reading support and liaise with the British Council team(s) who will produce the final branded /digitalized downloadable materials, videos, event presentations or other agreed content.

Please note that although bespoke materials will be mapped to the CNEC, where possible these should also be adaptable in order to contribute to a wider pool of free TeachingEnglish resources that can be disseminated to a global TeachingEnglish teachers' network as part of the English Connects offer.

¹ Editing and proof-reading support may be required beyond March 2023

² Produced to final draft, with the British Council finalising design and branding.

³ The quantity is to be agreed at the negotiation stage and will be highlighted in the "development plan" but achievable targets may be indicated in UK proposals where possible.

2. Dissemination deliverables (2)

A series of ‘*Teacher Takeaway*⁴’ dissemination events will be organised each year to:

- Share findings of the study and introduce the full mapping resource more widely to China stakeholders, in particular key decision makers and thought leaders. (Number: 1 event)
- Provide practical teaching ideas and mapped, or newly created materials, that support the CNEC, which Chinese English teachers can directly apply or adapt. These events will be aimed directly at teachers. Suggest the theme and contents for teacher takeaway series. (Number: 2 - 3 events dependent on available content)

Note: The number of dissemination events will be agreed as part of the negotiation. However, at least three Teacher Takeaway online events will be delivered in the 2022 - 2023 financial year.

Recorded Teacher Takeaway events and the full mapping resource will be stored and shared digitally through a localized website platform (I.e., British Council China SOLAS site), with any relevant mapped links and content channeled through this same portal from the main TeachingEnglish website, or, uploaded directly where there are bespoke materials. This platform and the resources will be fully open and accessible to all stakeholders.

Year 2 and Year 3 (For context only at this stage)

In years 2 and 3, from April 2023 until March 2025, the following is expected:

- The project will continue to review and supplement the mapping resource to enhance its localised focus and relevance of the digital resource. This will include ensuring materials continue to be relevant and that the project is not duplicating existing resources.
- Bespoke digitally presented materials will continue to be created based on identified gaps and the materials development plan, in line with agreed and available budget. It is expected that in later years, as materials design becomes the main focus, the materials will incorporate more multi-media options and innovative resources that can be shared in other contexts. This may include online courses or MOOCs, for example.
- Dissemination events will continue, in particular for English teachers, to digitally showcase materials and activities that can support the CNEC requirements.

Note: Selected organisations will also be expected to support project M&E activities that measure the overall impact, reach and success of the project over its implementation.

⁴ This title may change. It is a running title from previous, similar activities.

Short – medium term outcomes

Expected short to medium-term outcomes of the project based on these outputs are:

- The project will raise awareness of currently available global digital materials and downloadables from the TeachingEnglish website that can directly support English teachers to meet China National English Curriculum objectives for Primary and Junior High.
- The project will have identified gaps in TeachingEnglish digital resource provision related to the China context
- The project will have created and filled identified *key*⁵ gaps with relevant resources, either bespoke or otherwise, to ensure future relevance of the mapping to Chinese teachers.

Longer-term outcomes

Through the project's impact in China, it is hoped that the project will also contribute to the longer-term outcome of:

- We will contribute to education systems that support inclusive, quality teaching, learning and assessment of English.

7.4 Transferred deliverables

All documents and other materials produced as a result of this assignment, including but not limited to reports, tables and graphs, teaching materials are Transferred Deliverables and ownership of Intellectual Property Rights is to be assigned to the British Council without exception.

7.5 Reporting arrangements

The selected organisation or consultant will report to Kathleen.zhong@britishcouncil.org.cn and will be required to provide regular updates, including virtual meetings to keep the British Council informed on progress. A reporting structure should be agreed prior to commencement, and is expected to include:

- Agree key milestones and clear deliverables (in line with timeline provided)
- Interim or quarterly reports
- Year-end reports

7.6. Materials provided

⁵ Areas for any materials creation will be prioritized based on understanding of needs. This will be informed by available research (see research report at Annex 5), or local stakeholder feedback.

The selected organisation or consultant will also have access to internal documents and British Council colleagues within China, and regionally where appropriate, to clarify project details.

7.7 Length of project and timeframe

Dates: The full 3-year project is expected to run from November 2022 to March 2025. The Contract awarded will be from 1 November 2022 to 31 March 2023 with a potential option for a yearly extension for up to a further two years, subject to satisfactory results from the first stage and funding being available.

This RFP and the proposal from the UK organisation or consultant, including budgeting, should focus on Year 1 only.

This stepped approach to each project year will allow for funding and deliverables to be clarified in a staged and informed manner.

Each year all activities including Teacher Takeaway webinars should be completed no later than mid-March to ensure all deliverables can be achieved within the financial year. Time must also be allowed for completion and submission of draft reports in line with British Council year-end reporting requirements.

Final reporting should be submitted no later than 21 March 2023 to allow for processing of any final invoices to be completed by the end of the financial year.

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.

8.2 Criteria and Skills for the selected organisation or consultant

The explicitly identified team or individual should display:

Essential

- Demonstrable experience and track record of designing and delivering digital events and training in ELT.
- Demonstrable experience in English language teaching materials design for basic education environments, preferably in China.
- Experience of working with, or creating, English language teaching curricula.
- Experience of disseminating research projects, conference presentations and/or publications in the field of English language teaching. This will include to different audiences, both at decision-maker and classroom practitioner level.

- Experience of designing digitalised materials and familiar with writing requirement for different format of digital resources.

Desirable

- Familiarity with the British Council TeachingEnglish website.
- Knowledge of current China digital offers and support for English teachers
- Knowledge and experience of monitoring, evaluation and learning processes (including design) for English projects
- Experience of leading on quality assurance of teacher education projects
- Knowledge and experience of the China ELT sector.
- Understanding of the UK’s English language teaching sector and how its expertise and resources could contribute to education projects overseas

8.3 Prospective suppliers are required to submit **RFP Responses** which contain the following 3 documents to Sharon.wang@britishcouncil.org.cn and CCing Kathleen.zhong@britishcouncil.org.cn with subject line ‘2022 -2023 English Connects China Project – Mapping and creating ELT resource for the China National Primary and Junior High Curriculum”

- You must provide all information required in supplier proposal, using Annex 2
- Commercial proposal, detailing daily fee rates and all other associated costs that can be reasonably foreseen, using Annex 3 template
- Full CV(s) in English, including accounts of previous relevant experience of all participating team members or involved parties on the supplier side.

9 Key background documents

9.1 Further relevant background documents / information may be provided to potential suppliers as an Annex to this RFP and/or by way of the issue of additional documents / links to additional information / documents. Please view list of Annexes at the end of this document.

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 as follows. Suggested dates for milestones upon implementation are also provided for reference:

| Activity | Date / time |
|----------|-------------|
|----------|-------------|

| | |
|--|-----------------------|
| RFP Issued to bidding suppliers | 29 September 2022 |
| Deadline for clarification questions, if any (Clarification Deadline) | 13 October 2022 |
| British Council to respond to clarification questions | 17 October 2022 |
| Deadline for submission of Proposals by potential suppliers (Response Deadline) | 19 October 2022 |
| Final Decision | 21 October 2022 |
| Contract concluded with winning supplier | 31 October 2022 |
| Contract start date | 1 November 2022 |
| Implementation meeting with British Council to launch project | 2 – 4 November 2022 |
| Upon implementation | |
| Mid-term reporting / meeting with the British Council (This should include draft examples of outputs or materials created for feedback.) | 16 January 2023 |
| Events | February – March 2023 |
| Final report (draft) | 21 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 Sharon.wang@britishcouncil.org.cn CCing Kathleen.zhong@britishcouncil.org.cn, 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 sharon.wang@britishcouncil.org.cn CCing Kathleen.Zhong@britishcouncil.org.cn 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 respond 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 and experience | 30% |
| Methodology and Approach | 30% |
| Commercial | 30% |

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 3 (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 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 tender response shall be the tender response 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 or references relating to any Qualification Question responses) obtained by the Authority relating to any self-certification or other requirements referred to in the Qualification Questionnaire (*if used*). If any verification evidence requested from a supplier, or a relevant third party as may be referred to by the supplier in the

Qualification Questionnaire (*if used*) as a party prepared to provide such information, is not provided in accordance with any timescales specified by the British Council and/or any evidence reviewed by the British Council (whose decision shall be final) does not demonstrate compliance with any such requirement, the British Council may reject that tender response in full and disqualify the potential winning supplier from the Procurement Process at that point.

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

Annex 1 – Agreement for the purchase of professional or consultancy services (long form)

Annex 2 – Supplier Proposal

Annex 3 – Pricing Approach

Annex 4 – CNEC translated version

Annex 5 - The continuing professional development experiences and needs of English language teachers in China, Japan and Korea