

Request for Proposal (RFP)

For: The Tangshan In Class Language Effectiveness (TILE) project

Date: November 27, 2023

1 Overview of the British Council

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people and influencers and our creative sparkle.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

We work with governments and our partners in the education, English language and cultural sectors, in the UK and globally. Working together we make a bigger difference, creating benefit for millions of people all over the world.

We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2021–22 we reached 650 million people.

English Programmes China

This proposal is issued by the British Council English Programmes China team. The British Council's work in English Programmes aims for transformational change in English language policy and practice. We believe that better teaching and learning of English increases academic and career opportunities and enables people to participate actively in a global society. Our research and innovation with UK and overseas partners provide evidence of 'what works' in English language teaching and learning and contribute to the development of English language teaching and learning worldwide. We support language teaching and learning in a multilingual world, helping to ensure inclusive and equitable quality language education in line with UN Sustainable Development Goal 4. As of 2023, our English Programmes programmatic framework is thematically organised into three key impact areas:

- English in Education,
- English and Empowerment
- English Connects (digital)

Underpinning these priorities is our approach harnessing UK expertise in teacher education, education technologies and inclusive pedagogies and research, insight, and innovation. We seek to document and share learning gained from practical experience. Our role in global English means that advancing thought and positioning the UK as leaders in English language education are at the heart of our mission.

2 Introduction and Background to the Project / Programme

2.1

Overview

The British Council China English Programmes team are seeking costed proposals from a single UK supplier/organisation that can support digital training delivery and detailed monitoring of the **Tangshan In Class Language Effectiveness (TILE) project** focusing on supporting more effective English teacher English classroom language use. This project is aligned with identified English teacher needs in China (Borg et al, 2022) and has been identified as a required need by local partners. The TILE project is a partnership between the British Council China and the Teaching Research Institute of Tangshan Education Bureau, with the selected UK provider acting as the designated delivery partner. The project will last for approximately 18 weeks from 19 Feb 2024 – 21 June 2024.

Project content focus

The TILE project will primarily focus on improving teacher confidence and effectiveness in using English to support learning in their English language classrooms. The main source of participant teacher input will be the asynchronous British Council [In Class](#) online platform, with additional methodological support provided by UK - trained Team Leaders.

UK delivery main requirements

Working around the In Class platform, the successful UK partner will be primarily responsible for: *conducting needs analysis and finalising mandatory course (In Class) content selection; offering targeted, wraparound training and support for Team Leaders and teachers, and conducting MEL (Monitoring, Evaluation and Learning) activities and subsequent project reporting.* More specific details on role, activities and outputs can be found below in section 7.

China partner role

The local partner will be responsible for supporting the planning, organising and administering of the project in China. This will include monitoring the Team Leader roles, supporting the implementation of learned content in classroom teaching, and facilitating the collection of MEL data (i.e., recordings, surveys etc) to show progress against the outcomes of learning.

Project scope

The project reach will cover 18 geographical areas including counties, townships and other rural areas, in line with ODA (Overseas Development Assistance) requirements, surrounding Tangshan city, and will include a full cohort of approximately 1000 English teachers at Junior High level (students ages are from 14-16 years old; Grade 7-9). As part of the delivery model, 66 teacher Team Leaders identified by the local partner will offer ongoing 'on-the-ground' logistical and academic teacher support through specified digital platforms (i.e., Xiao e Tong¹) and local online messaging platforms (i.e., WeChat, Tencent meeting), and will seek to identify excellent examples of teacher practice. The full cohort will be divided into 47 managed groups of 20 – 25 course participants.

The project is intended to develop a sustainable model for supporting English teacher language effectiveness in basic education contexts and therefore all tools and processes must be reusable. Importantly, this programme does not mandate English to be used as a medium of instruction, nor does it realistically seek to measurably improve teacher's overall language proficiency, but instead aims to improve on English classroom language used in managing different aspects of classes and classroom activities, ensuring English can be used more effectively and inclusively to support the teaching, learning and assessment of English.

¹ Note: The project intends to use China-based platforms only i.e., Xiao e tong, Tencent Meeting, Wechat to ensure ease of engagement from the local teachers. Therefore UK partners should be proficient in or able to use these platforms, most of which have English language support.

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 project is managed through British Council offices in Beijing, China and local partner locations in and around Tangshan City, although the majority of UK supplier work is expected to be conducted online through designated local platforms.

3.1.3 Duration: The duration of delivery is expected to be from 19 Feb 2024 to 21 June 2024 approximately. The number of hours within this period should be based on tasks outlined below in the outlined scope of work.

3.1.4 Contractual terms: As set out at Annex [1] (“**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 qianyi.shi@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 Annex [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 qianyi.shi@britishcouncil.org.cn or by post to:

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

7 Specification

The TILE project will involve a collaboration between a UK supplier and the local China partner (Teaching Research Institute of Tangshan Education Bureau) to support the improvement of local Junior High School English teachers' confidence and effective use of English in their classroom to support learning. To achieve this the UK team will provide expertise in training facilitation and delivery, practical support and oversight of the project supporting a cohort of 66 Team Leaders to manage and facilitate the development of approximately 1000 English teachers learning through the British Council In Class global product. A combination of local platforms and methods of evaluation will be used to guide and assess the project in order to consolidate its impact through the completion of insightful reports and clear, reusable tools and processes for future use with new groups. In addition to insight on teacher language development and implementation of the model, through needs analysis the project related insight is also expected to offer a valuable snapshot of current teacher language ability and use in classrooms in China across basic education contexts.

Over the duration of the project participating teachers will complete selected modules of In Class content and integrate these into their classroom use. They will also receive methodological support through Team Leader support and UK-led webinars.

Video recordings of participants' classroom activities (submitted through Xiao e tong), survey data and sample groups for interviews and focus groups will help record teacher progress and offer examples of good practice that will be used, 1.) as part of ongoing support mechanisms to support participating teachers (i.e., Team Leader interventions, mid-way/end of project webinars highlighting good practice recorded and to inform the development of 'homework tasks' as appropriate) and 2. as part of a teacher portfolio for evaluation i.e., video evidence collected for each teacher by the Team Leaders, and 3) offer valuable MEL data for the project.

Each teacher will be awarded a certificate upon completion of all required project tasks and submissions and Team Leaders, with support from the UK supplier, will identify excellent examples for further dissemination and recognition as part of the project completion.

7.1 Project Objectives (i.e., planned MEL activity will contribute to these)

7.1.1 Key objective:

To improve participating local English teachers' confidence and effectiveness in using English to support student participation and learning in the classroom.

7.1.2 Secondary objective

To better understand the current language context of English teachers in Junior High contexts within basic education in China, particularly in terms of confidence, challenges and areas of need.

7.2 Key outputs for UK supplier:

7.2.1 Output overview

Below are expected outputs of the project

Pre-project output (Project design & MEL)

1. Upon selection a detailed technical proposal clearly outlining how the UK supplier will carry out the identified elements of the project, what KPIs it may seek to measure for MEL purposes in order to meet the stated objectives, and an indication of achievable scope in relation to sampling and activity should be included. This must include how the China Team Leaders will integrate and contribute as part of the project. The proposal should also identify a question or objective related to gender and equality that the project will seek to address through the planned data collection. *Nb. This should go beyond basic disaggregation of data and gender balance within the project team and should be identified in advance of project commencement.* This proposal will be provided after successful selection of the successful UK application, prior to the contract start date, and will be based on an initial application and negotiation stage.

In-project outputs (within project delivery)

1. Needs analysis data collected and course design documented
2. Initial training for Team Leaders (i.e., professionally presented PPTs and simple reusable training plans) is created and delivered – Approximately 6 - 8 hours, delivered online.
3. Applicable evaluation framework and classroom assessment tools (e.g., observation tools) are created and ready to use by both Team Leaders and UK team.
4. Regular support sessions for Team Leaders are delivered as planned
5. Submissible homework tasks for teachers to reinforce learning and support areas of need are created and shared with Team Leaders as planned
6. Brief midway MEL summary report presented to British Council and local partner to highlight project progress and identify needed actions
7. Up to 2 mid-term webinars and 1 closing webinar that highlight examples of good practice are delivered.

Post-project final outputs to be submitted or completed (Main – repeated in 7.4 Final outputs)

1. **An overall project report and MEL summary** covering the challenges and achievements of the project, the MEL insight, and recommendations for improvement (For an internal audience)
2. **An external facing publishable project report** including a PPT deck of key results for external dissemination (For an external audience)
3. A **Needs Analysis report** including a **detachable summary of the general English teacher classroom language context** amongst English teachers. (For an external/public audience)
4. A **toolkit** compiling all tools designed and used for the project in a clear and linear fashion. I.e., the process and methodology, the Team Leader training content, the survey templates, the framework and any observation or interview tools used as part of the MEL process.
5. An **updated version of the original technical proposal** outlining final project design for future delivery, adapted based on lessons learned from this delivery
6. **Post-project presentations** to at least three public facing dissemination events highlighting project impact and findings, either through online means or face to face

7.3 UK Partner scope of work

Below is a detailed list of the expected UK partner scope of work – detailed chronologically

Pre implementation

1. **Initial technical proposal** providing project outline based on initial negotiation & discussion.
2. Conduct large scale **Needs Analysis** to establish: 1. the number of In Class modules that are realistically achievable for teachers in the context over the agreed period, 2.) the mandatory

module content most suited to the group that will be built into the course, and 3) an overview of the current, general teacher language context (i.e., self-reported rather than through formal assessment).

3. **Design the course** through selection of applicable In Class module content and the agreed² number of mandatory modules to be covered.
4. **Establish a simple, clear and referenceable MEL framework** to define and measure improvements in “confidence” and “effectiveness” in using English to support participation and language learning in the classroom. This will relate primarily to video observation but may incorporate other elements. This will be used by both the Team Leaders and UK team for overall evaluation and to allow Team Leaders to identify excellent examples in their groups.
5. **Conduct training for Team Leaders.** possible focus may include: classroom management methods that can support more effective English language use (i.e., getting/giving feedback/setting up activities/ giving instructions etc, mentoring, observation and feedback of recorded lessons (using the framework), support on data collection, , etc. TBC. In total this may account for approximately 6 - 8 hours and will be delivered online. Content is to be confirmed with input from UK supplier. Ideally, Team Leaders will be able to cascade much of content directly to their teacher groups for classroom experimentation (See implementation below)
6. **Conduct a baseline of participants** in relation to selected course content and agreed framework. Input will primarily include sampling of short classroom videos for observation, conducting of interviews/focus group responses from a sample group³, and online surveying of the whole group. **Note:** a baseline of Team Leaders needs should also be established here based on agreed content of steps 4/5 in order to record positive impact on their own development as part of the project.

Implementation

Note: During the project **Implementation** it is expected that the local Team Leaders will have regular, scheduled, meetings with the teachers in their group. Through these facilitated meetings, or Teacher Activity Groups (TAGs), Team Leaders will provide academic/methodological input, advice and mentoring informed primarily by the UK training content and their own experience. This is expected to be in L1 - and English where appropriate - and will run in parallel with expected UK partner-led activities listed here.

7. **Provide support to Team Leaders through regular TAG/CoP sharing groups** that cover areas of, for example, mentoring and problem solving, data collection, homework feedback, and offer opportunities to share experiences. Final content will be led by step 4 above and ongoing need. These groups will continue until conclusion of the project at agreed intervals. E.g., monthly. **(Ongoing throughout project – frequency to be confirmed)**
8. **Design and provide some additional ‘homework’ tasks for Team Leaders to share with teachers at agreed intervals** to help re-enforce keys ideas from the online content, and support areas identified where teachers are having difficulty. These tasks will be issued at agreed intervals and returned to the Team Leaders for progress assessment purposes. These tasks will continue until conclusion of the project at agreed intervals. E.g., monthly. **(Ongoing throughout project – frequency to be confirmed)**
9. **Collect mid-way evidence of classroom practice from teachers and Team Leaders as part of the MEL framework evaluation.** This may include short classroom videos, surveys and interviews of sampled group, and any other Team Leader submissions and/or input.
10. **A brief midway MEL Summary report** is shared with the China partner and British Council to understand how well the project is progressing and what actions may need to be taken to improve the project.

² Some local partner input may also be applicable in relation to number

³ Number to be confirmed based on negotiation and availability

11. **Create and deliver mid-way support webinars:** use positive examples, including video examples and comments, as content for 1 - 2 midway support webinars provided to the whole group by the UK. (Participant audience)

Project conclusion/post-implementation

12. **Conclude the project and collect closing/endline evidence** including classroom video, interviews/focus groups and survey. Some support may also be required to help the local partner Team Leaders identify participants who have excelled or provided notable submissions for award purposes.
13. **Deliver a closing webinar event** highlighting good examples of classroom English use that supports learning in the classroom and positive insights (Participant audience + external audience). **Note:** MEL data should also be gathered from this event for the MEL report output.

7.4 Final outputs from UK partner

Provide **6** required final post-project outputs to be submitted or scheduled/completed:

1. **An overall project report and MEL summary** on the challenges and achievements of the project, the MEL insight, and recommendations for improvement.
2. **An external facing publishable project report** including PPT of key results for external dissemination. (For an external audience)
3. A **Needs Analysis report** including a **detachable summary of the general English teacher classroom language context** amongst English teachers. (For an external/public audience)
4. A **toolkit** compiling all tools designed and used for the project in a clear and linear fashion. I.e., the process and methodology, the Team Leader training content, the survey templates, the framework and any observation or interview tools used as part of the MEL process.
5. An **updated version of the original technical proposal** outlining final project design for future delivery, adapted based on lessons learned from this delivery.
6. **Post-project presentations** to at least three public facing dissemination events highlighting project impact and findings, either through online means or face to face.

7.5 China Team Leader roles

Approximately 66 Team Leaders have been selected by the key local partner to fulfil a valuable logistical and supporting role. They will be important points of contact and sources of data for the UK supplier and will offer methodological input to participants in their groups. Subsequently, they will need to be trained and supported by the UK supplier to ensure they can effectively contribute to the project.

The Team Leaders act as a bridge between the participating teachers and UK supplier in providing required input, relaying communications, tasks, sharing of surveys and providing key MEL data such as video recordings. They are managed by and report to the local project partner in addition to communicating with the UK partner. Identified training content for Team Leaders should be finalised between the local partner and the UK supplier.

The Team Leaders' role is primarily as a direct contact and mentor for participating teachers, providing logistical and academic support. Each Team Leader will be responsible for a group of between 20 and 25 teachers. Team Leaders and Teachers will be in regular contact through selected China messaging platforms and will meet at agreed intervals to offer academic input, share and provide mutual support for teachers in L1. Team Leaders are also responsible for collecting and feeding back on classroom video recordings at agreed intervals (TBC) on the Xiao e tong platform and providing other regular, direct feedback and support.

Team Leaders will ensure teachers receive feedback on all submissions and that their portfolio is complete based on the final project requirements. They may also be tasked with identifying excellent examples of teacher performance through evidence provided.

A full list of Team Leader roles and responsibilities should be confirmed during the negotiation stage.

8 Mandatory Requirements / Constraints

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.

8.1 Gender and equality focus

Proposals should have a clear objective in relation to increasing understanding of, or addressing, areas of gender equality within the local context. This should include, but also extend beyond, the disaggregation of data collected for gender and/or team balance. It is preferred that an intended focus in this area for the Proposal is formulated into a clear question or objective that can be investigated and answered through the planned activities. Related insights found should be noted in final reporting.

The proposed gender balance within the named team will also be considered at the application stage.

8.2 Named⁴ team experience

All proposed team members should be identified in the proposal. Only those named in the proposal can be considered in relation to the capacity of the team to fulfil the key objectives.

8.2.1 UK Team lead

Required

1. 10 years or more in ELT related positions such as an English teacher, lecturer or trainer
2. At least 5 years' experience within research or assessment fields (may be concurrent with #1)
3. Evidence of involvement in academic research publications on ELT subjects
4. Some experience of working with teachers in China or East Asia contexts
5. Experience of professional project report writing

Desired

1. Experience of working within the China basic education sector
2. Experience of similar classroom language proficiency enhancement projects
3. Previous experience of developing frameworks for classroom evaluation
4. Direct materials development experience i.e., task creation
5. Knowledge of Mandarin

8.2.2 Other UK supplier team members

Required

1. At least one named team member with strong Mandarin language ability.

Desired

1. 5 years or more in ELT related positions such as an English teacher, lecturer or trainer
2. Evidence of involvement in academic research publications on ELT subjects
3. Experience of local online messaging and collaborative platforms identified for the project (e.g., Xiao e tong; WeChat)

9 Key background documents

⁴ We can only consider those application team members who are named in the application, with resume provided, as being part of the team and contributing to its capacity.

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:

| Activity | Date / time |
|--|-------------------------------------|
| RFP Issued to bidding suppliers | Nov 27, 2023 |
| Deadline for clarification questions (Clarification Deadline) | Dec 11, 2023 |
| British Council to respond to clarification questions | Dec 13, 2023 |
| Deadline for submission of Proposals by potential suppliers (Response Deadline) | Dec 22, 2023 |
| Final Decision | Jan 5, 2024 |
| Contract concluded with winning supplier | Jan 19, 2024 |
| Contract start date | Jan 19, 2024 |
| Agree on needs analysis | Jan 8-19, 2024 |
| 18 weeks training delivery | Feb 19 – June 21, 2024 ⁵ |

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, including resumes of proposed team, should be submitted to Shi, Qianyi at Qianyi.Shi@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.

⁵ There may be some flexibility in this date to extend by 2-3 weeks.

- 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 liang.junhong@britishcouncil.org.cn and fraser.bewick@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 only 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 | 25% |
| Methodology and Approach | 45% |
| 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 bidder’s 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 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 and Conditions of Contract

Annex 2 – Supplier Proposal

Annex 3 – Pricing Approach

Annex 4 – In Class Syllabus

References

Borg, S., Anderson, J., Beaumont, B., Xie, K., Guo, Y., Thorburn, R., Choi, T., Kim, H. J., Aizawa, I., & Fujinaga, K. (2022). The continuing professional development experiences and needs of English language teachers (Countries: China, Japan and Korea). London, UK: British Council.