



**Invitation to Tender for
Breakfast debate series 2019/20**

Project Brief

1. Introduction

The Centre for Ageing Better is looking to deliver a six-part event series in 2019/20 with the aim of building our brand within the ageing sector and amongst our key stakeholders, and our profile as a thought leader on topical issues. This ITT is for event service providers who can deliver this series for us.

In 2018/19 Ageing Better commissioned the delivery of a successful six-part breakfast event series. We want to keep the momentum going for our live, public-facing event series and build on our past successes. The commissioning of this second series will allow us to do just that.

With each event we want the opportunity to discuss and debate the topic of ageing. The series should bring together a wide range of people who are interested in the big issues related to ageing to raise the debate and start talking about ageing in a productive way.

2. Scope of Project

The contract would be until the end of 2020 and the successful bidder will deliver the six events by December 2020. The bidder would also work with us to support the production of additional content alongside the series (see 3. Outcomes and objectives). The event programme themes and topics would be set by Ageing Better.

Format: each breakfast event would be delivered to this format:

- 8.30am - Arrivals and networking 'breakfast'
- 9.00am - welcome and intro from Chair (2-3 mins)
 - Short talks from speakers to outline topic (up to 40 mins)
 - audience Q&A (40 mins)
 - closing remarks from Chair (5 mins)
- 10.30am – discussion to close. Potential for informal post-event networking for event attendees

Budget:

- Event delivery: £36,000 – £40,000 to deliver the series of 6 events

Logistics: we would expect the successful bidder to deliver against these objectives:

- Set and manage clear timelines for event delivery
- Source venues for each event that are accessible, inclusive, cost-effective and with excellent AV provision. Manage relationship with the venues
- Manage logistical arrangements with speakers and audience members for successful event delivery
- Manage audience communications pre and post events
- Work with an external agency to film and live stream each event

3. Outcomes and Objectives

To host a public facing event series, comprising six events, to build our brand within the ageing sector and amongst key stakeholders and to establish the Centre for Ageing Better's profile as a thought leader on topical issues.

With this series, we aim to:

- Have a high calibre, diverse selection of panellists speak at each event
- Attract a broader audience – working with us, the successful bidder will help us expand the reach of our series to a broader audience (people who are not just our immediate stakeholders, who have interests in the overall event topics, not just ageing)
- Film each event and broadcast the live stream feed to reach a wide audience
- Build Ageing Better's brand – continue to establish our profile as a thought leader on topical issues
- Audience size, live event – c.100 attendees at each event, with a further 50-100 people joining digitally via a live stream
- Increase post-event engagement – maximise views of live stream recording after each event (c.300-500 views within 1 month)
- Host at least one event outside of London in one of our partnership areas (currently these are Leeds and Greater Manchester)
- Create clear and concise post-event summary blogs for publication on our website

4. Key Requirements

The successful bidder will manage all of the event delivery logistics:

- Venue: this must be accessible, have excellent AV provision, and a relaxed feel (not too formal). Refreshments available to guests on arrival
- Speaker management: once they are invited and have confirmed attendance, manage the logistical arrangements with speakers
- Event feedback: from all attendees. Collect, collate and analyse after each event, and share with Ageing Better to help shape future events
- Work with Ageing Better to publicise and promote each event to a wide audience

- Filming / live streaming: work with filming / live streaming company at each event (this must be to a high professional standard)

The successful bidder will set clear and defined timelines for each event – mapped out at inception stage with Ageing Better to fit around the existing events programme for the period. They will help to ensure diversity within each panel and event audience, and ensure that each event is delivered to an excellent standard.

We expect the successful bidder to have the following skills, knowledge and experience:

- Be an established events service provider: delivering events for charities and/or organisations that promote and stand for social / policy change
- Have an awareness of Centre for Ageing Better’s work and the wider ageing sector
- The ability to promote event widely to relevant audiences, remaining GDPR compliant at all times

Insurances

The Contractor shall take out and maintain in full force and effect with a reputable insurance company the following minimum insurances for the duration of the Contract:

- Public Liability insurance – £10 million
- Employer’s Liability insurance – £5 million
- Professional Indemnity insurance – £2 million

5. Evaluation Methodology

Bids will be evaluated on a quality/cost ratio of 65/35%. The individual weightings for the 65% quality element are stated against each question in the Bid Proposal document.

The Bidder that submits the lowest Bid Total will receive the maximum score of 35%. All other Bidders’ Bid Totals will be scored based on the following formula:

$$\frac{\text{Lowest Bid Total}}{\text{Bidder's Bid Total}} \times 35$$

6. Timescales

The indicative timetable for the procurement is as follows:

Stage	Date
Issue ITT document	9 May 2019
Deadline for clarifications	24 May 2019
ITT return deadline	7 June 2019
Bid evaluation completion	14 June 2019
Interviews	w/c 17 and 24 June 2019
Notification of result	w/c 1 July 2019
Contract award	w/c 8 July 2019

Ageing Better reserves the right to amend these dates.

Supplier Questionnaire

1	Bidder name	Insert details
2	Registered address	Insert details
3	Name of person completing the Invitation to Tender	Insert details
4	Telephone number	Insert details
5	E-mail address	Insert details
6	Company status (e.g. Ltd, Plc, sole trader, Charity, Community Benefit Society, etc.)	Insert details
7	VAT registration number	Insert details
8	Company registration number and/or charity number	Insert details
9	Date of incorporation	Insert details
10	Please attach a latest copy of the Bidder's latest audited accounts	
	Accounts enclosed – Yes/No	

11	<p>Please provide evidence of the following levels of insurance cover:</p> <ul style="list-style-type: none"> • Employer’s liability • Public liability • Professional indemnity <p>Insurance evidence enclosed – Yes/No</p>
12	<p>Please provide details of any relevant industry accreditations held by the Bidder.</p> <p>Insert accreditation details</p>
13	<p>Please provide the organisation name, contact details and a brief description of 2 contracts of a similar nature which demonstrate the Bidder’s experience in relation to Ageing Better’s requirements. Any contract award will be subject to a satisfactory reference being provided by one or both of the named companies.</p> <p>Insert details</p>

Bid Proposal

Quality (weighting 65%)

Reflecting the requirements set out in the Project Brief, please submit your responses to the following:

1. Experience (weighting 20%)

Please give evidence of your experiences successfully delivering projects of a similar nature, detailing the quality, experience and technical skills of the delivery team who will deliver against this contract (maximum 1,000 words).

2. Delivery of Outcomes and Objectives (weighting 30%)

Please demonstrate how you will deliver against the outcomes and objectives as set out in the Project Brief (maximum 1,500 words).

3. Communications and Performance (weighting 10%)

Please demonstrate how you will ensure timely and effective communications with key stakeholders, and how you will manage and monitor performance throughout the term of the contract (maximum 500 words).

4. Risk Management Analysis (weighting 5%)

Please identify the risks to achieving the stated outcomes and objectives and your proposals for mitigating them (maximum 500 words).

Price (weighting 35%)

Please provide your proposed cost for delivery of the contract, reflecting each key requirement (see 4. Key Requirements). All costs are to be stated exclusive of VAT, and confirmation if VAT is applicable.

Total Price for this Tender

£

in words

Declaration

I/We, having read and understood the Invitation to Tender hereby offer to supply the Services in accordance with the Project Brief at the stated cost, and that this offer remains valid for a period of ninety (90) days.

Duly authorised to submit Tenders for and on behalf of the Company:

Name:

Signature:

Date:

Company:

Telephone:

E-mail: