Invitation to tender: Business and enterprise resources training video

Deadline for proposals: 17 February 2025 at 4pm

Please send submissions to: stylli.charalampous@raeng.org.uk

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Invitation to Tender

The purpose of this commission is to have a set of online videos that support practitioners (lecturers/teachers) using the 18 business and enterprise resources already developed and available on our website.

The full scope of the project is in the following sections.

Business and enterprise resources training videos

1. Background

The Royal Academy of Engineering (Academy) harnesses the power of engineering to build a sustainable society and an inclusive economy that works for everyone.

In collaboration with our Fellows and partners, we're growing talent and developing skills for the future, driving innovation and building global partnerships, and influencing policy and engaging the public.

- As a charity, we deliver public benefit from engineering excellence and technology innovation.
- As a national academy, we provide progressive leadership for engineering and technology, and independent expert advice to government in the UK and beyond.
- As a Fellowship, we bring together an unrivalled community of leading business people, entrepreneurs, innovators and academics from every part of engineering and technology.

In everything we do, we are guided by our five values: progressive leadership, diversity and inclusion, excellence everywhere, collaboration first and creativity and innovation. The Academy's strategy can be viewed here.

As an Academy, we proactively seek to procure services from diverse teams and diverse suppliers. We expect the project to be delivered in line with our values of inclusion and diversity and to the highest ethical standards. Diverse perspectives should be considered in the development of proposals and outputs should be inclusive.

The Academy's Education Department has developed teaching resources over the last 12 years to support practitioners who are teaching engineering at technician level in post-16 colleges. Our last set of resources was on business and enterprise, and comprise 18 separate resources, covering nine subject areas, with three overarching themes, as seen in the table below. This is something that practitioners will find new and challenging. As such we would like to commission a set of training videos to provide users with the confidence to use the resources effectively in class, maximising the impact on students.

2. Additional project-specific context information

We are looking for 10 training videos - one to cover each subject area as well as an overarching video that introduces the whole set of resources. The structure of the content can be seen in Table 1 below along with links to the overarching theme and subject area. For clarity, from this point onwards when we refer to resources, we mean both the teacher and student pdf documents as well as any associated interactives. The website pages are split into three themes for navigation purposes that link to the subject area pages where the relevant resources can be found. Some resources will have interactives that will need to be part of the training videos.

Theme	Subject area	Resource name
Personal business and enterprise skills[1]	Skills for entrepreneurs	1. Enterprise mindsets and skills for entrepreneurs
		2. Teamwork and networking for entrepreneurs
	Leadership and negotiation for entrepreneurs	3. Leadership for entrepreneurs
		4. Negotiation skills for entrepreneurs
	Communication and pitching skills for entrepreneurs	5. Communication skills for entrepreneurs
		6. Pitching for entrepreneurs
Business models and finance[1]	Business strategies and models	7. Business models for enterprise
		8. Business strategies for enterprise
	Raising finance	9. Funding for startups and scaleups[2]
		10. Valuing startups and scaleups[2]
	Strategic decisions for entrepreneurs	11. Strategic analysis for entrepreneurs[2]
		12. Product costing and pricing[2]
Operations and business development[1]	Business development in engineering	13. Risk and failure in enterprise
		14. Scaling and growth for enterprise[2]
	Marketing for engineers	15. Branding in engineering
		16. Engaging customers through content marketing
	Managing engineering operations	17. Managing customers in engineering
		18. Managing suppliers in engineering[2]

Table 1

[1] a video introduction to the theme

[2] an online interactive tool

3. Purpose of the Commission / Service Requirements

The purpose of this commission is to develop practitioner training videos to give lecturers the confidence to the use of the business and enterprise resources within classrooms.

- **Training videos**

Create 10 separate training videos, one for each subject area named in Table 1 above, plus one overarching video to introduce the resources and how to use them that needs to make reference to the "Overarching guide" found on the website.

- **Audience**

Primary Audience: Vocational engineering practitioners (lecturers/teachers).

The videos will primarily be used as embedded training resources on the Academy website. They may also be broadcast at training events. It is envisaged that these videos will then be used by practitioners to support and enhance their teaching of each resource and as such be self-explanatory once the initial introductory (overarching) video is watched.

- **Format**

We would expect each video to be as short as possible and not exceed 15 minutes in length. However, where interactive elements are part of the material, videos may extend to 20 minutes to ensure these are covered. They must be 1920px × 1080px widescreen HD quality and delivered as mp4 files.

The Academy requires each video to be delivered in three formats:

a) A fully finished version incorporating graphics and any music, with subtitles as a separate .srt file
b) As (a), but with subtitles hardcoded into the video files
c) As (a) but without graphics and music – a 'clean' video featuring just filmed footage and recorded spoken audio.

4. Objectives

There are three key objectives:

1. Provide a set of videos that allow practitioners to get proficient in understanding the business and enterprise resources.
2. The video series must teach practitioners how to use the resources and associated interactives with their learners.
3. The videos must be user-friendly and not exceed 15-20 minutes each, as stated in the format section above.

5. Methodology

In responding to the tender, suppliers are required to suggest an appropriate methodology to achieve the objectives of the commission.

We expect the following elements to be considered:

- Robust videos that will work on any platform that accesses the internet.
- They are easy to follow and cover all the associated content.
- Be clear and simple to follow.
- As short as possible in length to attract more users.
- Must be tested with appropriate practitioners in Further Education Colleges (FE).

6. Timeline and Milestones

The work will commence the week of 3 March 2025 and must be completed by end of July 2025.

Milestones:

The following set of milestones are suggested, but in the response to the tender we would expect the supplier to include a detailed timeline covering the period from the commencement to completion of works.

- March: inception meeting and commencement of work
- March/July: progress meetings at a frequency to be suggested by supplier.
- April/May: initial set of video(s) to review along with practitioner feedback.
- July: final set of videos and associated documentation to be submitted.

7. Budget and Invoicing

The bid must provide a clear breakdown of the budget that accounts for all costs that will be incurred. Also clearly show the VAT amounts and a total with + VAT. The invoicing schedule will be based on milestones and agreed before the start of the work.

8. Competencies

In responding to the tender, suppliers will be required to demonstrate the following competency standards:

- Recognised expertise in the creation of training videos.
- Have access to, and experience of, working with FE practitioners so that these individuals can be used to test the videos created.
- Evidence of ability to deliver projects of a similar scale, scope, and complexity.

9. **Procurement Schedule**

Activity	Date
Deadline for the submission of proposals	17 February 2025 at 4pm
Deadline for submission of ITT verification questions to the Academy	10 February 2025
Deadline for RAE to respond to all clarification questions	13 February 2025
Invitations for interview	20 February 2025
Interview of shortlisted suppliers	Week 24 February 2025
Appointment of supplier	Week 24 February 2025
Inception meeting	Week 3 March 2025

10. **Content of the Proposals**

Please include the following in your proposal:

- **Organisational Background** (300 words max): Please explain if you are applying as an autonomous organization or as a formal consortium. Please clearly explain the role of each participating team member.
- **Delivery Proposal** (500 words max): Please explain how you intend to approach this commission and all activities that would be carried out.
- **Past Experiences** (300 words max): Please explain your organisation's past experiences by evidencing a maximum of three similar projects.
- **Project Management** (300 words max): Please provide a brief overview of the project costs and project plan, illustrating how you intend to meet the stated deadlines.
- **Organisation/Individual**: please provide a biography that sets out the qualifications and experience of those involved in the research, as well as outlining any commitment to diversity and inclusion within the organisation (if applicable).
- **Contact Details of Two References**: Whom we may contact for input should you be invited to interview.
- **Other**: Latest set of Annual Accounts and an appropriate level of professional risk indemnity insurance.

Responses should demonstrate value for and consideration of diversity and inclusion.

11. **Assessment Criteria**

In selecting for interview, we will take into account the following criteria:

- **Proposed Content**: Quality and appropriateness of the proposed approach and methodology.
- **Track Record**: Track record of the proposed team in delivering similar projects.

In selecting the preferred supplier, we will take into account the following additional criteria:

- **Project Management**: Suggested timescale for the project delivery and process.
- **Cost**: Overall value for money and appropriateness of the budget.
- **Other**: Quality of references received.
- **Presentation**: Shortlisted candidates will be invited to do a presentation and for a Question-and-Answer session, at which you will have the opportunity to build upon the proposal.

12. Scoring

Written proposals will be scored by at least three members of the Royal Academy of Engineering, and the three highest scoring proposals as determined by the selection criteria subset of scores will be invited to present to the Interview panel.

The Interview panel will consider both the selection criteria and award criteria scores to give a weighted mark out of 100. The panel may freely revise their selection criteria scores based on the performance at the interview panel, and the selection criteria scores are not binding. The proposal with the highest total score will be awarded as the preferred supplier.

13. Scoring Frameworks

Scores will be awarded as follows:

0	No answer / unacceptable response
1	Very poor response
2	Poor response
3	Acceptable response
4	Good response
5	Excellent response

Selection Criteria

Criteria	Score	Weighting	Max Points
Proposed content: Appropriateness of approach and methodology	0-5	6	30
Track record: Relevance of the experience of individual team members	0-5	2	10
Track record: Experience of similar service provision	0-5	2	10
Other: Suitable financial standing and level of professional indemnity insurance	0-5	1	5
Total			55

Award Criteria

Criteria	Score	Weighting	Max Points
Project management: Delivery process is clear and realistic	0-5	2	10
Cost: Budget is broken down and pricing clear	0-5	1	5
Cost: Proposal is competitively priced	0-5	2	10
Cost: Value for money is clear and appropriate	0-5	1	5
Other: Suitability of nominated references and quality of references received back	0-5	1	5
Other: Quality of presentation	0-5	2	10
Total			45

14. Annex:

The Royal Academy of Engineering

Engineering matters. It underpins our daily lives, drives economic growth, plays a critical role in addressing major societal challenges, and helps ensure our readiness for the future, from providing a sustainable supply of food, water, and clean energy, to advancing healthcare, and keeping us safe and secure.

As the UK's national academy for engineering and technology, the Royal Academy of Engineering brings together the most talented and successful engineers – our Fellows – to advance and promote excellence in engineering for the benefit of society.

Our vision is engineering in the service of society. Our charitable mission is to deliver public benefit through engineering excellence and technology innovation. We have outstanding convening power nationally and internationally. We understand how to make systems and innovations make a positive difference to society. We are trusted for our independence and professional excellence.

In everything we do, we are guided by our five values:

- **Progressive Leadership**: Embodying the courage, commitment, and ambition to drive positive change for engineering and society.
- **Diversity and Inclusion**: Creating cultures in which everyone can thrive and diverse perspectives enrich our collective performance.
- **Excellence Everywhere**: Bringing evidence, expertise, integrity, and a passion for continuous improvement to everything we do.
- **Collaboration First**: Prioritising collaboration and building partnerships to improve outcomes.
- : Solving problems and generating opportunities through creative thinking and innovation.

Our overarching goal for 2020 to 2025 is **to harness the power of engineering to build a sustainable society and an inclusive economy that works for everyone**.