



The Community Business Fix Podcast Invitation to Tender

Invitation to Tender

Power to Change: The Community Business Fix podcast

Invitation to tender for monthly podcast production (12 per annum) and distribution services.

The contract is for a period of one year, with an option to extend for two further years on a year by year basis, subject to performance.

Contract Value up to £60,000 per year, and up to £180,000 over the three years (excluding VAT)

Tender release	6 September
Deadline for Questions	16 September noon
Deadline for Tender Response	27 September midnight
Presentations	w/c 7 October
Identification of Preferred Bidder	w/c 14 October
Contract Commencement	1 November

1.0 About Power to Change

Power to Change (PTC) is the independent charitable trust that supports community businesses (CB) across England.

At a time when many parts of the UK face cuts, neglect and social problems, we are helping local people come together and make sure their local areas survive and stay vibrant. No one understands a community better than the people who live there. In some areas, people are already coming together to solve problems for themselves, and we support them as they run businesses which help their whole community and recycle money back into the local area.

Power to Change's overall vision is 'better places through community business' where community businesses revive local assets, protect the services people rely on, and address local needs. One of our main aims is to build the infrastructure in the market for community businesses to start, develop and thrive.

Power to Change is focused on supporting community business; follow these links for further information about i) [Power to Change](#) ii) [our values](#) and iii) [the community business criteria](#) that organisations must meet, or show how they are working towards meeting, to receive grant funding under any of Power to Change's programmes.

2.0 The Contract

There are over 8,000 community businesses in England, all transforming places in one way or another. Our monthly podcast, [The Community Business Fix](#), showcases many of those stories to inspire more people to get involved in the community business movement and access Power to Change's, as well as the wider sector's, funding, research and support programmes to help them do so.

Following a 12 month development phase, we are now looking to tweak the format of the podcast and extend distribution and marketing to attract new listeners; information on this is attached at Appendices 4, 5 and 6. We are looking for an enthusiastic podcast production Supplier who will be able to capture community business stories authentically, edit content and work with us to produce inspiring, memorable episodes, and grow our audience.

2.1 Podcast objectives and audiences

The podcast is part of Power to Change's wider communications strategy. It offers more of an emotional connection with the community business movement by allowing the people at the heart of it to tell their stories, in their own words.

2.1.1 Objectives

The main objective of the podcast is to **showcase the transformative effect of community business on people's lives** – how they got involved, how it's transformed their life and the lives of others.

Each episode should also:

- Help the [community business model](#) become better understood
- Showcase the diversity and transformative power of the community business sector through memorable storytelling by featuring an array of voices and experiences
- Inspire communities to act locally with clear calls to action throughout the episodes and surrounding marketing

2.1.2 Audiences

Our primary audience is community activists, whether they are already involved in community business or not. We want to help nudge them to become more involved, try out new ideas, connect with other leaders and access funding and support they need to be successful.

Our secondary audience is the community sector, which includes sector providers, business advisors, Power to Change staff, and other funders. We want them to follow and share the podcast to their networks.

3.0 Details of Contract and Services

3.1 Services to be Provided

Power to Change is seeking a Supplier to deliver monthly podcasts (12 per annum) demonstrating how community businesses change lives. This includes a workshop to agree ways of working and a production plan, recruitment of appropriate host(s) for the podcasts

3.1.1 Kick-off workshop and production plan

The successful supplier will lead a kick-off workshop in November to ensure all stakeholders, including representative community business leaders, and members of Power to Change's communications team are all aligned. We will agree roles and responsibilities, ways of working, the format for series two and develop a podcast production plan from the workshop. This will be led by the supplier with support from Power to Change. Costs for the workshop are included in the contract value.

3.1.2 Community business host

Once we have confirmed the exact job description for the host, the supplier will coordinate their recruitment on behalf of Power to Change. We are keen for this to be someone involved in community business in some capacity. The day rate for the host will be £150/day and is included in the contract value. We will share previous job

description and applicants and help with recruitment via our networks. We would like to appoint someone by beginning of December.

3.1.3 Podcast production

The supplier will produce a monthly trailer and full podcast episode, based on a format and interviews agreed in advance with Power to Change. The supplier will be responsible for writing episode story outlines, working with the host on interview questions, capturing audio content, writing scripts if needed and sharing content for us to review. The supplier will also edit the audio down into a trailer to be released two weeks ahead of the full episode release and work with us to ensure each episode meets our objectives, suggesting improvements where relevant.

3.1.4 Podcast distribution and marketing

One of the key objectives for series 2 is to grow our audience. The supplier will be responsible for distributing the trailer and full episode across podcast apps, including iTunes, Stitcher, Google Play, Soundcloud, Acast, Spotify and any others which will help grow our audience.

The supplier will also be called on for marketing ideas and support for each episode. We have an in-house Digital Marketing Officer who lead on the marketing of the podcast, but will look to the supplier's experience of growing a podcast audience. The exact marketing plan will be co-designed at kick-off stage, but we would like to see your approach to this in your proposal.

3.1.5 Evaluation and reporting

The outputs can be found in 3.2 below, including reporting. We wish to evaluate the impact of the podcast for continuous improvement and would like to see a suggested approach to this in proposals. This could be via focus groups, surveys, online competitions etc.

3.2 Outputs

We will work the supplier to decide on the format and interviews for each episode, but the successful supplier will provide the following monthly outputs:

- A quarterly editorial calendar with production, distribution and marketing milestones
- A monthly detailed production timetable so we are all aligned about who does what and when
- A story outline for us to review, including as much information about interviewees as possible so we can check for conflicts of interest
- A transcript with audio clips for us to review and edit if needed
- A trailer, available two weeks before full episode release
- A final episode recording, with a transcript and show notes document
- A fortnightly planning call with the Power to Change team
- A monthly marketing and distribution report
- A quarterly evaluation of impact including qualitative and quantitative data

Additional content may also be required and should be costed separately in proposals as outside of the contract value:

- Photographs taken on location
- Vox pops taken on location
- A YouTube video of the podcast recording
- Bonus episodes

- Live event recordings

3.3 Required Competencies & Experience

We are looking for an experienced Supplier with the following:

- Experience of producing a variety of podcast formats and genres
- Ability to record audio in any setting – eg conference, football pitch or studio – and produce outstanding audio quality content
- Experience of interviewing people from a range of backgrounds
- Track record of strategic podcast distribution to grow audiences and a proposed approach for this podcast
- Knowledge and enthusiasm for the community sector
- Ability to work flexibly and deal with ambiguity (e.g. when a community business isn't available to interview last minute)
- Aligned with Power to Change's values
- Experience of running quantitative and qualitative evaluation

3.4 Duration, Fees and Payment of Invoices

We are looking to launch our second series in January 2020, with monthly episodes released on the last working day of each month. We will develop a podcast production plan with the winning Supplier in November 2019, with the view to producing the first episode in December 2019.

The contract is for 12 months, at a maximum value of £60,000 (exc. VAT), with the potential to extend the contract for up to two further years on a year by year basis, dependent on performance. This would bring the total contract value to £180,000 (exc. VAT).

Invoices, including production costs and any expenses (e.g. travel/accommodation) incurred should be sent monthly to Power to Change. Expenses are included within the contract value. Providers will submit invoices for payment in arrears.

4.0 Details of the Invitation to Tender Process and Requirements

4.1 Proposals

Bidders' proposals should demonstrate the delivery team's experience and capacity to deliver the services detailed at 3.1 and 3.2 and how they meet the required competencies and experience detailed at 3.3.

Any external information referenced should have hyperlinks or be attached to bids for review.

4.2 Pricing Requirements

This contract has a maximum budget of £60,000 (exc. VAT) for 12 months. To accurately evaluate bids please include pricing information in your proposal. Proposals will be based on the bid value for three years of the contract.

For avoidance of doubt, we expect to see a Schedule of Rates for the required services including:

- Daily rates for podcast planning, recording, editing and distribution
- Uploading costs, if any
- All travel and expenses
- Recruitment costs and salary of podcast host

Invitation to Tender

- Additional content such as:
 - Photographs taken on location and editing
 - Vox pops taken on location and editing
 - A YouTube video of the podcast recording
 - Bonus episodes
 - Live event recordings

4.3 Evaluation of Proposals

Bids will be evaluated as a two stage process:

- 4.3.1 Evaluation against criteria and price
- 4.3.2 Shortlisted bids invited to presentation

Proposals will be evaluated by a panel comprising representatives from Power to Change. Proposals will be checked initially for compliance with the ITT.

Power to Change reserves the right to call for further information from bidders to assist in its consideration of their bids. Note that Power to Change reserves the right to adjust the scoring of a bidder's bid if information is established during clarifications that fundamentally changes a proposal.

Power to Change anticipates that 45 minutes presentations to the Evaluation Panel will be held during the week commencing 7th October in London. On invitation to present, shortlisted bidders will be provided with a question to respond to in a format of their choosing as part of their presentation. A further 25 points will be available for the presentation and the bidder with the highest combined score at the end of the process will be the preferred bidder.

4.4 Quality Criteria

This contract is funded by Power to Change. Tenders will be evaluated by a panel comprising representatives from Power to Change.

We will be assessing proposals on the evaluation criteria below. Proposals will be scored out of 100 according to the below evaluation criteria and scale. The two bids with the highest combined scores will be invited to present to the Evaluation Panel.

Evaluation Criteria	Maximum Score	Weighting
<i>Experience</i> Bidders are expected to evidence prior experience of producing a variety of podcasts across different genres and in varying formats. In addition, bidders will preferably have prior experience of working with voluntary, community or social enterprise organisations.	25	5
<i>Capacity</i> Bidders should evidence their capacity and resources to deliver monthly podcasts including contingency plans to address capacity issues.	20	4
<i>Distribution</i> Bidders should demonstrate an approach to distributing podcasts and proposals for growing the podcast audience.	20	4
<i>Evaluation</i> Bidders should evidence their knowledge and experience with evaluation techniques and include proposals for the ongoing evaluation of podcasts and their impact.	20	4

<i>Alignment with Power to Change's core values</i> Bidders are expected to demonstrate how their proposal reflects and responds to Power to Change's core values and its vision for better places through community business.	15	3
Total	100	

Responses to each question above will be allocated a score based on the methodology contained in the table below. This score will then be multiplied by the weighting in the column on the right.

4.5 Quality Questions Scoring Methodology

0	Poor	No response or partial response and poor evidence provided in support of it. Does not give Power to Change confidence in the ability of the bidder to deliver the Contract.
1	Weak	Response is supported by a weak standard of evidence in several areas giving rise to concern about the ability of the bidder to deliver the Contract.
2	Satisfactory	Response is supported by a satisfactory standard of evidence in most areas but a few areas lacking detail/evidence giving rise to some concerns about the ability of the bidder to deliver the Contract.
3	Good	Response is comprehensive and supported by good standard of evidence. Gives Power to Change confidence in the ability of the bidder to deliver the contract. Meets Power to Change's requirements.
4	Very good	Response is comprehensive and supported by a high standard of evidence. Gives Power to Change a high level of confidence in the ability of the bidder to deliver the contract. Exceeds Power to Change's requirements in some respects.
5	Excellent	Response is very comprehensive and supported by a very high standard of evidence. Demonstrates strengths, no errors, weaknesses or omissions and exceeds expectations in some or all respects giving Power to Change a very high level of confidence in the ability of the bidder to deliver the contract.

4.6 Price Criteria

30% of marks will be awarded to the lowest priced bid and the remaining bidders will be allocated scores based on their deviation from this figure. Your Total Price figures in **Table A(i)** for 3 years will be used to score this question.

For example, if the lowest price is £100 and the second lowest price is £108 then the lowest priced bidder gets 30% (full marks) for price and the second placed bidder gets 27.6% and so on. ($8/100 \times 30 = 2.4$ marks; $30 - 2.4 = 27.6$ marks).

5.0 Details for Submitting Bids

5.1 General Approach

Power to Change has a responsibility to ensure that all its procurement activity is conducted in accordance with the Public Contracts Regulations 2015.

5.2 Enquiries and Communication

Once registered for the ITT bidders will be sent the relevant documents.

Invitation to Tender

During the ITT stage and up to noon on 16 September bidders may submit questions and requests for clarification or further information. Bidders shall address their questions and requests for Clarification or further information via e-mail to:

comms@powertochange.org.uk

Power to Change will upload responses to clarification questions via the web page regularly until close of business on 20 September after which we will not be making any further updates. It is the bidder's responsibility to review for updates regularly.

5.3 Procedure for Submitting

Bidders shall submit one electronic copy ITT by no later than 27 September at midnight to the following email address:

comms@powertochange.org.uk

The ITT return shall state the following:

Power to Change: Community Business Fix podcast

We will aim to acknowledge all email bids.

Please provide your response to this ITT by completing the required documents. Please do not provide separate or different types or formats of documents unless specifically requested to do so.

Unless specifically requested to do so, please do not include or upload any standard marketing or promotional material within your answer as this will be disregarded.

Supporting information (appendices, attachments etc.) should be presented in the same order as, and should be referenced to, the relevant question.

Late submissions may not be accepted.

Bidders are strongly recommended not to leave their ITT submission to the last minute.

Power to Change will not be held liable for failures to submit an ITT on time due to technical issues reported less than 24 hours before the submission deadline.

5.4 Content of Bids

All bids must consist of the following items/documents. Scanned signed documents will be accepted:

- 5.4.1 A completed copy of the General Information and Standard Questions as set out at Appendix 1
- 5.4.2 A comprehensive proposal specifying how the bidder meets the requirements for the Services to be provided.
- 5.4.3 A completed detailed pricing document at Appendix 2.

By submitting a bid, bidders:

- 5.4.3 Agree to the Standard terms and conditions as set out at Appendix 3

- 5.4.4 Confirm that neither they nor any person employed by them or acting on their behalf have fixed or adjusted the bid by, under or in accordance with any agreement or arrangement with any other bidder (other than as a member of their own consortium) (see clause 6.3)
- 5.4.5 Confirm that neither they nor any person employed by them or acting on their behalf have or will canvas or solicit any officer or employee of Power to Change in connection with the award of the Contract (see clause 6.4)

6.0 Important Notices

6.1 Confidentiality

Subject to the exceptions referred to below, the information in this ITT is made available by Power to Change on condition that bidders shall:

- 6.1.1 at all times treat such information as confidential.
- 6.1.2 not disclose, copy, reproduce, distribute or pass the information to any other third person or allow any of these things to happen.
- 6.1.3 not use the information for any purpose other than for the purpose of making (or deciding whether to make) a bid for the Contract.

Notwithstanding the conditions referred to in paragraphs 6.1.1 to 6.1.3 above, bidders may disclose, distribute or pass information to another person if:

- 6.1.4 done for the sole purpose of enabling a bid to be made and the person receiving the information undertakes in writing to keep the information confidential on the same terms as set out in this ITT; or
- 6.1.5 Power to Change gives its prior written consent in relation to such disclosure

Power to Change may disclose any information relating to the bids to its directors, officers, employees, agents or advisers. Power to Change also reserves the right to disseminate information that is materially relevant to the Contract to all bidders, even if the information has only been requested by one bidder. Power to Change will act reasonably as regards the protection of commercially sensitive information relating to the bidder.

6.2 Accuracy of Information and Liability of The Power to Change and their Advisers

The information contained in this ITT has been prepared by Power to Change in good faith but does not purport to be comprehensive or to have been independently verified. Power to Change does not accept any liability or responsibility for the adequacy, accuracy or completeness of, or makes any representation or warranty (express or implied) with respect to the information contained in the ITT or with respect to any written or oral information made or to be made available to any bidder or its professional advisers and any liability therefore is hereby expressly disclaimed.

Bidders considering entering into a contractual relationship with Power to Change should make their own enquiries and investigations of Power to Change's requirements. The subject matter of this ITT shall only have contractual effect when it is contained in the express terms of an executed agreement.

Nothing in this ITT is, or should be, relied upon as a promise or representation as to the future and Power to Change does not undertake to provide bidders with access to any

additional information or to update the information in this ITT or to correct any inaccuracies that may become apparent. The Power to Change reserves the right, without prior notice, to change the procedures outlined in this ITT or to terminate discussions and the delivery of information at any time before entering into the Contract.

6.3 Anti-Collusion

Any bidder who, in connection with the competition for the selection of bidders for the Contract:

- 6.3.1 Fixes or adjusts its bid by or in accordance with any agreement or arrangement with any other bidder;
- 6.3.2 Enters into any agreement or arrangement with any other bidder to refrain from making a bid or to alter, in any way, the content of any bid to be submitted;
- 6.3.3 Causes or induces any person to enter into any such agreement as referred to in paragraph 6.3.1 or 6.3.2 above or to inform any other bidder of the content of any other bid for the Contract;
- 6.3.4 Offers or agrees to pay or give or does pay or give any sum of money, inducement or valuable consideration directly or indirectly to any persons for doing or having done or causing or having caused to be done any act or omission in relation to any other bid or proposed bid for the Contract;
- 6.3.5 Communicates to any person (outside its consortium, its professional and financial advisers other than Power to Change or any person duly appointed by Power to Change) the content of its proposed bid, will be disqualified (without prejudice to any other civil remedies available to Power to Change and without prejudice to any criminal liability that such conduct by a bidder may attract) from further participation in the competition for the Contract.

Bidders agree to the anti-collusion clause by returning a completed ITT Response.

6.4 Non-Canvassing

Any bidder who, in connection with its bid for the Contract:

- 6.4.1 Offers an inducement, fee or award to any representative of Power to Change or any person acting as an adviser to Power to Change in connection with the selection of bidders for the Contract; or
- 6.4.2 Does anything which would constitute a breach of the Bribery Act 2010 or the Prevention of Corruption Acts 1889 to 1916

will be disqualified (without prejudice to any other civil remedies available to Power to Change and without prejudice to any criminal liability that such conduct by a bidder may attract) from further participation in the competition for the Contract.

Bidders agree to the Non-Canvassing clause by returning a completed ITT Response.

6.5 Copyright

The copyright in this ITT is vested in Power to Change and may not be reproduced, copied or stored in any medium without the prior written consent of Power to Change. This ITT and

any document issued to bidders supplemental to it shall remain the property of Power to Change and shall be returned upon demand.

6.6 Confidentiality

Bidders shall not undertake (or permit to be undertaken) at any time, whether at this stage or after conclusion of the Contract, any publicity activity with any section of the media in relation to the Contract other than with the prior written consent of Power to Change (in relation to the form and content of the proposed publicity).

6.7 Power to Change's Right to Reject Bids

Notwithstanding anything else stated in this ITT, the issue of this ITT in no way commits Power to Change to enter into the Contract or any other agreement whatsoever. Power to Change is not bound to accept any bid and reserves the right to accept any bid either in whole or in part.

Power to Change reserves the right to reject any or all of the responses received and discontinue the bidding process and/or reject any incomplete or incorrectly completed responses.

Bids will be checked initially for compliance with the requirements of this ITT and for completeness. Clarification may be sought from bidders in order to determine if a bid is complete and compliant. Bids that are not substantially complete and/or compliant with the requirements of this ITT may be rejected.

6.8 Power to Change's Diversity Approach

Power to Change is committed to the advancement of equality, diversity and inclusion.

Power to Change seeks to be a genuinely fair and inclusive organisation by advancing equality and diversity through its supplier (procurement and contracting) policies and practices.

Power to Change believes diversity drives great outcomes through encouraging the different points of view that come from a diverse workforce. Power to Change believes that people from different backgrounds can bring fresh ideas, thinking and approaches which make the way we work more powerful, more innovative and effective.

Power to Change is therefore committed to working with a rich diversity of suppliers and to ensuring its suppliers and contractors advance equality and diversity in the discharge of their duties.

6.9 Time

The Power to Change reserves the right, in its absolute discretion to amend the timetable or extend any time period in this ITT.

6.10 Bid Costs and Loss of Profits

Bidders shall bear their own costs and in no circumstances whatsoever shall The Power to Change become liable for any bidding costs, nor shall The Power to Change be liable for any loss of profits, loss of Contracts or other costs or losses suffered or incurred by a bidder as a result of that bidder not being awarded one or more Contracts pursuant to this procurement process. The Power to Change shall similarly not be liable in the event that the procurement process is cancelled, whatever the reason.

7.0 Checklist for Tenderers

Failure to provide all of the items in the checklist may cause your quote to be non-compliant and not considered.

	Item	Included in Bid
1	General Information and Standard Questions (appendix 1)	
2	Comprehensive proposal	
3	Detailed pricing document (appendix 2)	
4	Last audited accounts	
5	Evidence of insurance	

8.0 Tender Timetable

The key dates for this procurement are currently anticipated to be as follows:

Event	Date	Time (if applicable)
ITT Published	06/09/19	
Deadline for receipt of clarification questions	16/09/19	Noon
Deadline to publish responses to clarification questions	20/09/19	midnight
Deadline for receipt of tenders	27/09/19	midnight
Presentations	w/c 07/10/19	
Identification of preferred bidder	w/c 14/10/19	
Contract start date	01/11/19	