

mPower Invitation to Tender: Procurement Brief

1. Introduction

About mPower:

mPower is a five-year project supported by the European Union's INTERREG VA Programme, managed by the [Special EU Programmes Body \(SEUPB\)](#). The project is creating a cross-border service for older people (age 65+) living with long-term conditions across the Republic of Ireland, Northern Ireland and Scotland.

The project started in late 2017 and will run until May 2022. mPower works with communities to enable people to take the steps needed to live well, safely and independently in their own homes by self-managing their own health and care in the community.

Community Navigators work with people to develop wellbeing plans connecting them to activities in their community as well as connecting them to technology to enhance support for health and wellbeing.

About this tender:

In this final year of the mPower project, it is critical that we deliver stakeholder communications illustrating the impact of mPower.

This Invitation to Tender (ITT) seeks to appoint a **supplier to deliver visual communications assets illustrating the impact of the mPower project.**

The successful supplier will be appointed by and have a **contract with NHS National Services Scotland (NSS).**

In delivering on the contract, the supplier's **key contact and day to day liaison will be with the Scottish Council for Voluntary Organisations (SCVO)**, lead delivery partner for mPower communications.

Written responses to this tender must be **submitted by 29th October 2021 via Public Contracts Scotland**

Suppliers may be asked to present their tender proposal as part of the evaluation phase.

We aim to notify Suppliers of the outcome by 12th November 2021.

2. Scope of services

We are seeking a supplier to develop and deliver **visual communications assets that illustrate the impact of the mPower project.**

They will be skilled and experienced at producing **compelling and engaging visual content using personal stories and testimonies.**

The key outputs will be:

- one full length video (no longer than 5 mins) – to be hosted on SCVO's YouTube channel
- three short videos (1-2 mins) – to be hosted on SCVO's YouTube channel
- clips for website and social (10 secs)
- stills for website, social and media
- any other additional videos, clips and stills production proposed as relevant by supplier and agreed by SCVO

The content will bring to life the stories of:

- individuals who have engaged with and benefited from mPower
- health and care professionals who have been involved in delivering mPower - Community Navigators and CEOs of health boards
- providers of voluntary/community sector services where people have been signposted as a result of mPower – for example befriending organisations, lunch clubs and Men's Sheds

NB - SCVO will identify the individuals who will take part, gain appropriate consent and coordinate filming dates and locations.

And the content will illustrate:

- The role of the Community Navigator
- Use and positive impact of ehealth technology – for example
- Use and positive impact of technology to stay connected – for example, use of tablets in care homes during the pandemic to help older people stay in contact with loved ones
- Use and positive impact of social prescribing – older people engaging in face-to-face activity if possible
- Overall impact of mPower – through storytelling, and as told by those involved

The content will be used for:

- Websites
- Presentations
- Social media
- Media

SCVO will retain copyright over all materials and have the right to use them for a range of purposes relating to the promotion of mPower.

Considerations:

- **Some of the personal stories of those who have engaged with mPower will be anonymous.** Creative solutions will be required to retain the impact of these stories and to present them in a compelling and engaging way. We are eager to use film where possible and also open to any animation or other solutions that suppliers feel could help overcome issues of anonymity
- All filming/ photography must be delivered **in line with current COVID-19 restrictions and guidance** of the host country
- While our **target audience** will mainly be health and care professionals and stakeholders who are familiar with the language, concepts and mechanics of that sector, we are looking to create **engaging and humanised content** that speaks to, and can be understood by, anyone.
- There is a requirement to **carry out filming and photography in all the areas where mPower is being delivered.** These are:
 - NHS Ayrshire & Arran, Scotland
 - NHS Dumfries and Galloway, Scotland
 - NHS Western Isles, Scotland
 - Health Service Executive CHO1 and CHO8, Republic of Ireland
 - Western Health and Social Care Trust, Northern Ireland
 - Southern Health and Social Care Trust, Northern Ireland

NB The latter three organisations cover the border counties between Ireland and Northern Ireland.

3. Process and timings

Date	Activity/deadline
October	Supplier appointed and contract signed
Early Nov	Kick-start meeting with SCVO and mPower Programme Manager Discuss scope of services and agree final approach Detailed project timeline agreed SCVO to provide any further background info required

Date	Activity/deadline
By end Nov	SCVO confirms individuals for filming including: <ul style="list-style-type: none"> • Written overview of personal story • Location (geographic location and also whether intended to be filmed in home/ at community service/ elsewhere) • Confirmation of consent (and whether anonymous/available for filming)
December	Supplier provides initial storyboard for full length video Supplier provides availability for visiting locations in February
January	SCVO coordinates dates for location visits and confirms with supplier
February	Filming and photography takes place Editing begins Creation of any other graphic or animated content takes place
March	Progress from first cut to final full-length video Edit short videos and clips Provide stills All content complete by end March

4. Fees and Costs

Supplier pricing must be under the £50,000 threshold excluding VAT.

Responses to this ITT must provide a full and transparent breakdown of all costs including staff time/day rates, travel and accommodation allocations for visiting each mPower area and any other anticipated costs.

Costs should also include one or more options for alternative approaches to filming/photography on location if COVID-19 restrictions and guidance prohibits travel, or case studies are unavailable.

5. Evaluation of responses

We will evaluate responses to this ITT by scoring them against pre-set criteria. There are Technical criteria (relating to understanding, experience, creativity and process), which is worth 80% of the overall score and Commercial criteria (relating to cost), which is worth 20% of the overall score.

Each criterion can be awarded a maximum of 4 points. Weightings will also be applied to the scores.

No promotional materials should be supplied as only the responses to the criteria will be considered for scoring.

The supplier who has provided the highest scoring response overall will be appointed.

Qualitative criteria and scores

Please respond to each of the questions outlined below setting out your full response to each criterion/ requirement.

Your response to the Technical and Commercial sections should be contained in separate documents prepared by you (using a minimum font size 12), using the reference codes below to highlight your response to each of the criteria/ requirements. The responses to each of the Technical questions should not exceed 5,000 words.

Reference	Requirement
EC 1	<p>The supplier must provide a clear understanding of the specific requirements outlined in section 2 (scope of services) and 3 (process and timings).</p> <p>They must illustrate how they will apply creativity to produce outputs that meet the requirements.</p> <p>50% (40% overall score)</p>
EC 2	<p>The supplier should demonstrate a successful track record and capability of providing similar services to organisations particularly within the health and care or voluntary sectors.</p> <p>They should provide links to illustrative examples of previous work and customer testimonies (minimum of 2 examples/ maximum 3).</p> <p>25% (20% overall score)</p>

Reference	Requirement
EC 3	<p>The supplier must outline their approach to project management and governance, explaining how they will ensure that the work is completed on time, on budget, on brief and to the satisfaction of the mPower project team.</p> <p>12.5% (10% overall score)</p>
EC 4	<p>The supplier must provide credentials and experience of those team members that will be managing and providing the service.</p> <p>6.25% (5% overall score)</p>
EC 5	<p>The supplier will be required to establish an immediate effective working relationship with the SCVO key contact, and to a lesser extent with key members of the mPower project team.</p> <p>Please describe how this will be achieved and sustained, and how any issues or concerns will be raised and managed to maintain positive working relationships and keep the project stays on track.</p> <p>6.25% (5% overall score)</p>

Commercial criteria and scores

Reference	Requirement
EC 6	<p>The supplier must provide a clear understanding of the costs involved in delivering the specific requirements outlined in section 2 (scope of services) and 3 (process and timings).</p> <p>The supplier must provide a full breakdown of costs, including travel and expenses.</p> <p>A distinct explanation of how a 'value for money' approach has been achieved in this EU funded project should be included.</p> <p>75% (15% overall score)</p>
EC 7	<p>The supplier must present one or more costed options for alternative approaches to filming/photography on location if COVID-19 restrictions and guidance prohibits this, or individuals are unavailable for filming.</p> <p>25% (5% overall score)</p>

Scoring matrix

Scores will be allocated according to the following:

Score	Meaning
0 = 0	Nil or inadequate response with little or no understanding of requirement or evidence of compliance.
1 = 25	Minimal or poor response providing little evidence of understanding or compliance.
2 = 50	Average response providing some indication of understanding and compliance.
3 = 75	Good response providing clear evidence of understanding and compliance and may evidence some elements of innovation.
4 = 100	Excellent response demonstrating clear understanding and comprehensive ability to fulfil requirements, outlining added value, innovation and is equal to or improves on the specification.