

Request for Proposal

For: An evaluation of the programme, Cuauhtémoc Connected.

Date: Wednesday 19th October 2016

1 Overview of the British Council

1.1 The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. Its purpose is to promote a friendly knowledge and understanding between the people of the UK and people worldwide; making a positive contribution to all the countries we work with; and making a lasting difference to the UK's security, prosperity and influence. It seeks to achieve its aims by working in education, science, governance, English and the arts. In 2014-15, its programmes reached a total audience of 647 million people worldwide.

1.2 The British Council was established in 1934 and incorporated by Royal Charter in 1940. It is registered as a charity in England and Wales (charity no. 209131) and Scotland (charity no. SC037733). It is also an executive non-departmental public body, with the Foreign and Commonwealth Office as its sponsoring department.

1.3 Its primary charitable objects are set out in the Charter and are stated to be to:

- Promote cultural relationships and the understanding of different cultures between people and peoples of the United Kingdom and other countries;
- Promote a wider knowledge of the United Kingdom;
- Develop a wider knowledge of the English language;
- Encourage cultural, scientific, technological and other educational co-operation between the United Kingdom and other countries; and
- Otherwise promote the advancement of education.

1.4 The British Council works in more than 110 countries around the world and employs over 7000 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be viewed at www.britishcouncil.org.

2 Introduction to the Project

Over the last 30 years, the department English for Education Systems has been involved in making a difference in teaching English in Mexico, through consultancy programs and professional development services for teachers. Our portfolio includes English proficiency, teaching solutions for teachers and offering programmes that support government institutions.

Cauhtémoc Connected is a project intended to work on the personal development of its participants through the use of English, for students of Secondary school level in the Delegación Cauhtémoc, Mexico City. Not only do we want to raise their level of English, but we want them to develop life-skills that enable them to use the target language in significant ways outside the classroom.

The schools we are working with are located in under-privileged areas in Mexico City; the Delegación Cauhtémoc (DC) had the highest number of open criminal investigations in 2015, with 26,781¹, which is equivalent to 5% of the municipality's population of 532,553 inhabitants². In the same period, the DC also led in number of high impact crimes, with 682 per every 100,000 people.³ It was the second municipality that sent more criminals to Mexico City prisons—4,328 according to figures from January 2015—⁴, just after Iztapalapa. It has also been reported that 7 of the 10 most troublesome neighbourhoods in Mexico City are located in this municipality⁵, and we are working with students who come from 3 of these 7 neighbourhoods: Morelos, Centro Histórico, and Doctores-Obrera. We have identified severe social problems in some students, such as: domestic violence, addictions, early pregnancy, violent behaviour, and a variety of illegal activities that students are exposed to. In addition to this, in most cases many parents have a low level of education and have little or no contact with neither cultures nor languages outside of their own. Many families are also involved in informal commercial activities, and students are part of this dynamic, i.e. their primary activity is to help their parents in their businesses, rather than taking part in academic opportunities for themselves. Therefore, the challenge to motivate them and make them find a reason for studying and changing their own perspective of life is rather high.

In order to achieve the project goals, the British Council designed a syllabus that covers thematic areas and topics that are relevant to the participants' contexts and environments, so that they can relate their classroom experiences and transform their knowledge into practical use in real life.

This project will consist of a 30-hour module divided into 15 weeks that will run from 19 September 2016 to 26 January, 2017. We are expecting to reach approximately 1,050 participants from the three schools, who will be distributed among 45 weekday groups, plus 150 students organised in 6 Saturday groups of 25, thus making a total of 1,200 participants.

The main aim of this project is to enable secondary education pupils to expand their horizons about what life could be outside their current socio-economic contexts. English Language skills will be used as the medium to explore thematic areas that focus on personal development. Participants improve their English through coming to know the world and shaping a vision for how they might want to participate in it.

The successful consultant will evaluate the impact of this project and propose potential solutions to the challenges identified with a view to attracting donors to support this project and potentially expand it in the future.

¹ PGJDF-DGPEC based on information from Sistema de Averiguaciones Previas (SAP), CONAPO

² INEGI. Encuesta Intercensal 2015

³ <http://www.pgjdf.gob.mx/temas/6-1-1/fuentes/estadistica/acumulado2015.pdf>

⁴ <http://www.eluniversalmas.com.mx/columnas/2015/01/110777.php>

⁵ <http://www.jornada.unam.mx/2007/07/28/index.php?section=capital&article=035n1cap>

3 Tender Conditions and Contractual Requirements

This section sets out the British Council's contracting requirements, general policy requirements, and the general tender conditions relating to this procurement process ("**Procurement Process**").

3.1 Contracting requirements

3.1.1 The contracting authority is the British Council which includes any subsidiary companies and other 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 The appointed supplier will be expected to deliver the goods and/or provide services at the British Council offices in Lope de Vega 316, Mexico City, 11570, México.

3.1.4 The Contract awarded will be for a duration of three months with the final report being delivered on or before the 28th February 2017 with an option for an extension for up to an additional 5 working days (that is to say, delivering the final report on the 7th March 2017).

3.1.5 In the event that you have any concerns or queries in relation to the Contract, you should submit a clarification request by the Clarification Deadline (as defined below in the Timescales section of this document). Following such clarification requests, the British Council may issue a clarification change to the Contract that will apply to all potential suppliers submitting a tender response.

3.1.6 The British Council is under no obligations to consider any clarifications / amendments to the Contract proposed following the Clarification Deadline, but before the Response Deadline (as defined below in the Timescales section of this document). Any proposed amendments received from a potential supplier as part of its tender response shall entitle the British Council to reject that tender response and to disqualify that potential supplier from this Procurement Process.

3.2 General Policy Requirements

3.2.1 By submitting a tender response in connection with this Procurement Process, potential suppliers confirm that they will, and that they shall 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>). The list of relevant policies includes (but it is not limited to): Anti-Fraud and Corruption, Child Protection Policy, Equality, Diversity and Inclusion Policy, Fair Trading, Health and Safety Policy, Environmental Policy, Records Management, and Privacy.

3.3 General tender conditions ("Tender Conditions**")**

3.3.1 Application of these Tender Conditions – In participating in this Procurement Process and/or by submitting a tender response it will be implied that you accept and will be bound by all the provisions of this document.

3.3.2 Third party verifications – Your tender response 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 tender response 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 to potential suppliers as part of this Procurement Process is supplied in good faith. The information contained in this document and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue but the British Council will not accept any liability for its accuracy, adequacy or completeness and no warranty is given as such. This exclusion does not extend to any fraudulent misrepresentation made by or on behalf of the British Council.

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. You should notify the British Council promptly of any perceived ambiguity, inconsistency or omission in this document and/or any in of its associated documents and/or in any information provided to you as part of this Procurement Process.

3.3.11 Tender costs – You are responsible for obtaining all information necessary for preparation of your tender response and for all costs and expenses incurred in preparation of the tender response. Subject to the “Liability” Tender Condition below, you accept by your participation in this procurement, including without limitation the submission of a tender response, that you will not be entitled to claim from the British Council any costs, expenses or liabilities that you may incur in tendering for this procurement irrespective of whether or not your tender response is successful.

3.3.12 Rights to cancel or vary this Procurement Process - By issuing this request for proposals, entering into clarification communications with potential suppliers or by having any other form of communication with potential suppliers, the British Council is not bound in any way 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 document 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 to all potential supplier in writing. Subject to the “Liability” Tender Condition below, the British will have no liability for any losses, costs or expenses caused to you as a result of such termination, amendment or variation.

3.3.14 Liability – Nothing in these Tender 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, 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 tender response) 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 tender response. 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 This document and its accompanying documents shall remain the property of the British Council and must be returned on demand.

4.4 The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your tender response, to any employee, third party agent, adviser or other third party involved in the procurement 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.

4.6 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.

4.8 The use of blanket protective markings of whole documents such as "commercial in confidence" will not be sufficient. By participating in this Procurement Process you agree that the British Council should not and will not be bound by any such markings.

4.9 In addition, marking any material as "confidential" or "commercially sensitive" or equivalent should not be taken to mean that the British Council accepts any duty of confidentiality by virtue of such marking. You accept that the decision as to which information will be disclosed is reserved to the British Council, notwithstanding any consultation with you or any designation of information as confidential or commercially sensitive or equivalent you may have made. You agree, by participating further in this Procurement Process and/or submitting your tender response, that all information is provided to the British Council on the basis that it may be disclosed under the Disclosure Obligations if the British Council considers that it is required to do so and/or may be used by the British Council in accordance with the provisions provision of this document.

4.10 Tender responses are also submitted on the condition that the appointed supplier will only process personal data (as may be defined under any relevant data protection laws) that it gains access to in performance of this Contract in accordance with the British Council's instructions and will not use such personal data for any other purpose. The contracted supplier will undertake to process any personal data

on the British Council's behalf in accordance with the relevant provisions of any relevant data protection laws and to ensure all consents required under such laws are obtained.

5 Tender Validity

5.1 Your tender response must remain open for acceptance by the British Council for a period of [sixty days] from the Response Deadline. A tender response 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 Facturacion.ESS@britishcouncil.org.mx or by post to:

The British Council, EES – Lope de Vega 316, Col. Chapultepec Morales, Ciudad de Mexico. C.P. 11570

7 Specification

The British Council EES team in Mexico is looking for a consultant to carry out an evaluation of its programme, Cuauhtémoc Connected. The aim of this evaluation is threefold:

1. To understand if the project is meeting its goals in terms of English Language development. This evaluation must demonstrate what impact the programme is having on participant's level of English (if at all). This evaluation should show if participant's English level is improving as a direct result of taking part in this course and do so in a quantifiable way.
2. To show in what ways (if at all) the project is meeting its aim of generating a greater sense of aspiration and global citizenship amongst the young people taking part.
3. To evaluate the British Council's processes, delivery and course content, identifying areas of strength and weakness offering concrete solutions to the identified problems.

Who is this evaluation for? There are three different stakeholders that will have access to some or all of the products that the consultant produces. Firstly, this evaluation will be used internally by the EES team to improve their practice and management of the project in the future. This evaluation will also be used to show the client the impact this project is having on the young people attending their public schools. Finally this report will also be used as a tool to seek funding from other entities in the future. These entities could be private corporate social responsibility funds, foundations or individual donors.

Understanding and telling the stories of the young people in this programme is a fundamental part of this evaluation. Their voices and experiences must be drawn out and celebrated. In order to be successful in

their application, the consultant must demonstrate how they intend to do this as part of the evaluation approach and methodology.

The project is currently being carried out in three key locations in the Delegación Cuauhtémoc:

- Colonia Doctores
- Colonia Morelos (Tepito)
- Centro Histórico

In addition to these locations the consultant may also be invited to meet with government bodies supporting the programme as well as key stakeholders from within the British Council EES team in Mexico City.

As part of the proposal the consultant(s) should outline how they intend to meet the needs of this evaluation by explaining

1. The approach that will be adopted.
2. The methodologies that will be utilized.
3. The activities that will be carried out (including a calendar of proposed activities)

As a result of this evaluation the consultant must produce a final report outlining their findings and recommendations. It is expected that this report includes at least the following items:

- Introduction
- Outline of the programme
- Methodology
- Results & recommendations
- Interview questions
- Data gathered
- Case studies
- Media materials
- Conclusion

However, when selecting the appropriate consultant the selection committee will take into consideration suggestions from the consultant(s) especially when they embody the spirit of this evaluation (that being, ameliorating the story of the young people taking part in this project).

The successful consultant(s) will be in contact with young people throughout this project. The British Council take the issue of child protection very seriously. As such, any candidate working with us will be required to present a valid and recent criminal record check. The preference is that the consultant(s) present an international CRB however a criminal records check from country of residence will be acceptable. In addition the consultant(s) will be required to attend the British Council's child protection training.

The British Council will be the sole owners of any content or products produced by the consultant(s).

Please use the formats provided to complete your application. In your proposal please provide as much detail about the approach you would take, the methodology you would use and the way in which you would present your results. A calendar of events and planned activities would also be useful (and of course must

be adjusted and agreed with the team in the event that your proposal is accepted). Please also outline how much you would charge to carry out this project. Examples of any previous work you have produced similar to this project would be helpful as well as any other documentation, media material and so on that showcases your style and quality.

9 Qualification Requirements

9.1 As part of your tender response, you must confirm compliance with any qualification requirements as set out below. A failure to comply with one or more such qualification requirements shall entitle the British Council to reject a tender response in full. Consultant(s) are free to provide a select number of documents as evidence of work that they have previously carried out.

The consultant(s) should have the following skills and experience:

- Proven experience carrying out evaluations of complex education programmes
- Understanding of the Mexican education system
- Ability to produce professional documents in English and Spanish
- Able to operate effectively in Spanish

11 Timescales

11.1 Subject to any changes notified to potential suppliers by the British Council in accordance with the Tender Conditions, the following timescales shall apply to this Procurement Process:

Activity	Date / time
Request for proposals issued to bidding suppliers	24/10/2016
Deadline for clarification questions (Clarification Deadline)	31/10/2016
British Council to respond to clarification questions	4/11/2016
Deadline for submission of applications by potential suppliers (Response Deadline)	10/11/2016
Final Decision	14/11/2016
Contract agreed with winning supplier	17/11/2016
Contract start date	21/11/2016

12 Instructions for Responding

12.1 The documents that must be submitted to form your tender response are as follows:

- Application format
- Additional documentation that you wish to include to support your application.

12.2 The following requirements should be complied with when submitting your application:

- Please ensure that you send your submission in good time to prevent issues with technology – late tender responses may be rejected by the British Council.

- All attachments/supporting documentation should be provided separately to your main tender response and clearly labelled to make it clear as to which part of your tender response it relates.
- Unless otherwise stated, all tender responses should be in the format of the relevant British Council requirement with your response to that requirement inserted underneath.
- Any deliberate alteration of a British Council requirement as part of your tender response will invalidate your tender response 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.
- Your tender responses to the tender requirements and pricing will be incorporated into the Contract, as appropriate.

13 Clarification Requests

13.1 All clarification requests should be submitted to Jennifer.cosgrave@britishcouncil.org by the Clarification Deadline, as set out in the Timescales section of this document. The British Council is under no obligation to respond to clarification requests received after the Clarification Deadline. .

13.3 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.

13.4 The British Council may at any time request further information from potential suppliers to verify or clarify any aspects of their tender response 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 tender response may be rejected in full and you may be disqualified from this Procurement Process.

14 Evaluation Criteria

14.1 You will have your tender response evaluated as set out below:

Stage 1: Tender responses will be checked to ensure that they have been completed correctly and all necessary information has been provided. Tenders responses correctly completed with all relevant information being provided will proceed to Stage 2. Any tender responses not correctly completed in accordance with the requirements and/or containing omissions may be rejected at this point. Where a tender response is rejected at this point it will automatically be disqualified and will not be further evaluated.

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Stage 2: The completed applications (that are not rejected in step 1) will be reviewed by the selection panel using the scoring model outlined below.

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Stage 3: The panel will take a decision and inform successful and unsuccessful candidates of the British Council's decision.

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 bidders 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 request for proposals and/or no response has been provided.