INVITATION TO TENDER (ITT)

BTA2235 – Product Audit, Development Tools and Skills Support

Below Threshold Open Competition advertised via Find-a-Tender Service (FTS)

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SECTION 1 – INFORMATION FOR TENDERERS

1. INTRODUCTION

1.1 As the national tourism agency – a non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS), the British Tourist Authority (BTA) t/a VisitBritain/VisitEngland plays a unique role in building England's tourism product, raising Britain's profile worldwide, increasing the volume and value of tourism exports and developing England and Britain's visitor economy. Working with a wide range of partners in both the UK and overseas, our mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support our growth aspirations.

1.2 Further details about VisitBritain can be found on our website: https://www.visitbritain.org.

2. TENDER DOCUMENTS

2.1 This opportunity is being made available to those suppliers who are able to access the Find a Tender Service. Create your GOV.UK One Login or sign in - GOV.UK One Login Suppliers need to add their registration number to their Form of Tender, Appendix B.

2.2 This opportunity is being advertised in Find-a-Tender Services (FTS) as a Below Threshold Open Competition.

2.3 This Invitation to Tender, along with all other tender documentation, is being made available without restriction and with full direct access free of charge from the date of publication in the tender notices. It is available via VisitBritain's free-to-register eSourcing platform: Atamis accessible at: https://visitbritain.force.com/s/Welcome.

2.4 Tenders must be submitted in accordance with the following instructions.

2.5 All pages of the tender shall be sequentially numbered (including any forms to be signed and returned).

2.6 The Tenderer must examine all of the instructions, forms, Terms and Conditions and specifications that comprise the tender documents. It is the sole responsibility of the Tenderer to read and interpret the information contained in the tender documents. Unless all of the information required is provided by the Tenderer, the tender may be rejected.

2.7 All specifications, plans, drawings, samples and patterns issued in connection with the Invitation to Tender remain the property of the BTA and are to be used solely for the purpose of this tender.

3. AMENDMENTS TO THE TENDER DOCUMENTS

3.1 At any time prior to the deadline for receipt of tenders, the BTA may modify the tender documents by amendments in writing.

3.2 The BTA may extend the deadline for tenders to allow for significant amendments to be fully assessed and taken into account.

4. TENDER PRICES

4.1 The prices must be quoted in pounds sterling.

4.2 The price of Services shall be firm for the duration of the Contract and will not be subject to any variation unless agreed in writing by the BTA.

4.3 The basis of the price shall be inclusive of all costs for delivery to the address(es) specified in the ITT.

5. ABNORMALLY LOW TENDERS

5.1 Tenders with abnormally low prices may be rejected by the BTA. Prices that are suspiciously low in the opinion of the BTA will be considered further before a decision is taken as to whether the price is abnormally low. This will include clarification with the relevant Tenderer.

6. PERFORMANCE BOND AND / OR PARENT COMPANY GUARANTEE

6.1 The BTA reserves the right to require the successful Tenderer to provide, as security for the performance of the Contract, a performance bond, and/or may require the parent company of the successful Tenderer to guarantee the performance of the Contract. Should the BTA require such security it will be a condition of appointment that you have confirmed in your Tender Submission that you undertake to procure the delivery of such duly executed and valid agreements as are required by the BTA at the same time as the Contract.

7. TENDER TIMETABLE

7.1 This timetable is provided as a guideline only and is subject to change.

Activity	Date
Publish Tender on FTS and Atamis (open for 3 weeks)	25/08/2026
Clarification Period Closes	08/09/2026
Tender Closes (Suppliers return proposals)	15/09/2026
Panel Evaluation Period (2 weeks)	15/09/2026 - 29/09/2026
Selected and Unsuccessful Suppliers Notified of Outcome	01/10/2026

Contracts Completed and Fully Signed	16/10/2026
Contract Start Date (Lot 1 and Lot 2)	19/10/2026

8. FORM OF AGREEMENT

8.1 The Contract between the BTA and the successful Tenderer will be based as closely as possible on the Contract for services provided (Appendix A – BTA Standard Terms & Conditions for Services) including its annexes and any schedules.

8.2 Information presently left out of the Contract will be derived from the Supplier's Tender Response and, if appropriate, post tender clarification.

8.3 Please note that no material changes to the Contract will be accepted and by submitting a tender response Tenderers are confirming they unreservedly accept the terms and conditions as set out in the Contract and related annexes. Should any changes be requested these must be supplied together with your tender submission and the BTA may consider these at their discretion. If the BTA rejects any such requested changes, the Tenderer will be required to accept the BTA's terms and conditions or their response will be assessed as Non-compliant and eliminated from the procurement exercise. The BTA reserves the right to withdraw our acceptance of your tender offer at any point until signature of Contract by all Parties.

9. CONFIDENTIALITY

9.1 Information that is supplied to Tenderers as part of this procurement exercise is supplied in good faith. However, Tenderers must satisfy themselves as to the accuracy of such information and no responsibility is accepted for any loss or damage of whatever kind or howsoever caused arising from the use by the Tenderers of such information, unless such information has been supplied fraudulently by the BTA or its representatives (where the meaning of fraudulently is "the making of false representation knowingly, or without belief in its truth, or recklessly").

9.2 All information supplied to Tenderers by the BTA in connection with this procurement exercise shall be regarded as confidential. By submitting a tender, the Tenderer agrees to be bound by the obligation to preserve the confidentiality of all such information.

9.3 This invitation and its accompanying documents shall remain the property of the BTA and must be returned on demand.

10. FREEDOM OF INFORMATION ACT 2000

10.1 Any information submitted to the BTA may need to be disclosed and/or published by the BTA. Without prejudice to the foregoing generality, the BTA may disclose information in compliance with the Freedom of Information Act 2000, any other law, or, as a consequence of judicial order, or order by any court or tribunal with the BTA to order disclosure.

10.2 If the Tenderer considers that any of the information included in their completed ITT is commercially confidential then the Tenderer shall identify it and explain (in broad terms) what harm might result from disclosure and/or publication. If required, this should be stated by the Tenderer in the Tender response. It should be noted though, that even where the Tenderer has indicated that information is commercially sensitive, the BTA may disclose this information where it sees fit.

10.3 Receipt by the BTA of any material marked 'confidential' or equivalent should not be taken to mean that the BTA accept any duty of confidence by virtue of that marking.

10.4 The UK Government is committed to greater data transparency in the public sector. Accordingly, the BTA reserves the right to publish its tender documents, contracts and data from invoices received and may at its discretion redact all or part of such information prior to publication. In doing so the BTA may at its absolute discretion take account of the exemptions that would be available under the Freedom of Information Act 2000.

11. INFORMATION SHARING ACROSS GOVERNMENT

11.1 All Central Government Departments and their Executive Agencies and Non-Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

11.2 For these purposes, the BTA may disclose within Government any of the Tenderer's documentation/information (including any that the Tenderer considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Tenderer to the BTA during this procurement. The information will not be disclosed outside Government. Tenderers taking part in this competition consent to these terms as part of the procurement process.

12. DATA PROTECTION ACT 2018

12.1 The awarded Contract will be subject to the Data Protection Act (DPA) 2018 which came into force from the 25th May 2018. Tenderers should ensure they are both familiar with the new legislation and of their obligations as the Data Processor. Guidance from the Information Commissioner's Office (ICO) is available here. The BTA reserve the right to request additional evidence to undertake sufficient due diligence of any Tenderer and/or Supplier to ensure they can implement the appropriate technical and organisational measures to comply with the act (i.e. provide guarantees of their ability to comply with the regulations).

12.2 Where applicable to the services outlined within this Invitation to Tender the draft Agreement for Services, attached at Appendix A, details the specific roles and responsibilities of the Controller, the Processor and any Sub-processors.

12.3 In certain circumstances, BTA (the Controller) is required to conduct a Data Protection Impact Assessment ("DPIA") prior to any processing. A DPIA may be undertaken after

contract award but prior to any processing with support from the Tenderer or Supplier (the Processor), factoring in time to consult the ICO if the DPIA relates to high risk processing.

13. EQUAL OPPORTUNITIES

13.1 The BTA is an equal opportunities employer and has various statutory duties to ensure that its services are delivered in a way that promotes equality and eliminates discrimination; in particular, the BTA must adhere to equality legislation.

13.2 The BTA also expects that the successful Tenderer will promote equality, comply fully with all UK equality legislation or European equivalent, have an equalities policy and be an equal opportunities employer at all times during the Contract.

14. MODERN SLAVERY ACT 2015

14.1 The Tenderer shall, and procure that each of its Sub-Contractors shall, comply with the Modern Slavery Act 2015.

14.2 In submitting a Tender response, the Tenderer shall:

a) take the necessary steps to ensure that that slavery and trafficking is not taking place in any of its supply chains or in any part of the Tenderer's business;

b) implement due diligence procedures for its Sub-Contractors and other participants in its supply chains, to ensure that there is no slavery or trafficking in its supply chains;

c) respond promptly to all slavery and trafficking due diligence questionnaires issued to it by the BTA from time to time and shall ensure that its responses to all such questionnaires are complete and accurate;

14.3 The Tenderer shall notify the BTA as soon as it becomes aware of any actual or suspected slavery or trafficking in a supply chain, or in the Tenderer's organisation which relates to the provision of the goods, works or services as required by the BTA.

15. SOCIAL VALUE

15.1 The Public Services (Social Value) Act 2012 places a legal requirement on all public bodies, including arm's length bodies such as Visit Britain, to consider the additional social, economic and environmental benefits that can be realised for individuals and communities through commissioning and procurement activity, and to deliver them. These benefits are over and above the core deliverables of Contracts.

15.2 This procurement and resulting contract provides a means of embedding social value through enabling improvements such as community engagement, economic value and sustainable development.

15.3 The relevant social value themes for this procurement are detailed in the Specification.

15.4 To help potential suppliers in drafting their response to the ITT for social value themes, the model response guidance by the Cabinet Office can be found here: PPN 002: Taking account of social value in the award of contracts - GOV.UK

15.5 Suppliers Social Value ITT responses need to be contract specific and include Social Value dedicated KPIs.

16. NO MARKETING RIGHTS

16.1 Tenderers shall not and shall procure that their subcontractors, representatives, agents and/or advisors do not do any of the following without obtaining the prior written consent of the BTA:

a) make a public statement or communicate in any form with the media in connection with this procurement process;

b) use any trademarks, logos or other intellectual property rights associated with the BTA and/or its stakeholders;

c) represent that the Tenderer is directly or indirectly associated in any way with the BTA and/or its stakeholders or that its or their respective products and/or services are in any way endorsed by the BTA and/or its stakeholders; or

d) do anything or refrain from doing anything which would have an adverse effect on or embarrass the BTA and/or its stakeholders.

17. SUBMISSION OF TENDERS

17.1 Completed Tenders must be submitted to the BTA via the Atamis eSourcing portal accessible at https://visitbritain.force.com/s/Welcome before the closing date indicated in this ITT Timetable (the deadline for receipt of Tender responses). Tenderers should ensure that they allow sufficient time when responding to this invite prior to the closing date and time, especially if you have been asked to upload documents.

17.2 The BTA may, at its absolute discretion, extend the tendering period and postpone or change the Tender closing date, for any reason.

17.3 Tenderers are required to upload their Tender Response and the following documents by no later than **12:00 (midday UK time) on Tuesday 15^{5h} September 2026**:

- Form of Tender (Appendix B)
- Pricing Schedule (Ex VAT) (Appendix C)
- Data Management & Data Security Questionnaire (Appendix D)
- Non-Functional Requirements (Appendix E)
- Artificial Intelligence (AI) Questionnaire (Appendix F)

17.4 Tender Responses not received by the closing time **will not** be considered unless there is clear evidence that the delay in receipt was beyond the control of the Tenderer. If you experience any technical difficulties from accessing the above url, please call the Atamis eSourcing portal Helpdesk on Phone: 029 2279 0052 , E-mail: support@atamis.co.uk or to access the Supplier Portal User Guide: https://services.atamis.co.uk/docs/Supplier_User_Guide.pdf

17.5 Tenderers must follow the guidelines within Atamis, where you will find advice on maximum file size uploads. BTA will reject all Tenders submitted after the deadline, where a Tenderer has not uploaded their ITT Response before the deadline. If a Tenderer experiences technical difficulties, they should notify BTA and contact the Atamis helpdesk for advice prior to the deadline. Failure to do so may incur your tender response not being accepted.

17.6 The Tenderer is responsible for obtaining all information necessary for preparing its Tender and shall bear all costs, expenses and liabilities incurred in connection with its preparation and delivery whether or not your Tender is successful. Claims arising from any neglect on the part of the Tenderer in this respect will not be considered.

17.7 Tenderers are responsible for ensuring that they have submitted a complete and accurate Tender Response and that prices quoted are arithmetically correct for the units stated. Prices provided must be submitted in £ Sterling (GBP), exclusive of VAT.

17.8 The Tenderer's Tender Response should remain valid for a period of 90 days from the tender closing date. A tender valid for a shorter period may be rejected by the BTA.

17.9 Tenders, all documents and all correspondence relating to the tender must be written in English.

17.10 Tender Responses submitted without the required documents including the signed Form of Tender, the excel Pricing Schedule, Tender Response and Data Management & Data Security Questionnaire, will not be accepted and therefore the tender will not be evaluated.

17.11 Additional documents sent after the set deadline will also not be accepted and therefore not evaluated. No tenders will be accepted by any other means, other than through the Atamis eSourcing portal.

17.12 No representation, warranty or undertaking, express or implied, is or will be given by the BTA or any of its agents or advisers with respect to the information contained in this Invitation to Tender document, including with respect to its accuracy, adequacy or completeness.

17.13 **Artificial Intelligence (AI)**
The Supplier must complete the following table contained within Appendix F:

Please Note: The following questions are for information only and are based on Government guidance as set out in PPN 017 and PPN 02/24: Improving transparency of AI use in procurement, however VisitBritain may seek further clarification on the use of AI depending on the answers provided.

[17.13.1]	Have you used AI or machine learning tools, including large language models, to assist in any part of your tender submission? This may include using these tools to support the drafting of Tender responses.	Yes	No
[17.13.2]	If you answered "Yes" to 17.13.1, please provide details.	Free Text	
[17.13.3]	Where AI tools have been used to support the generation of Tender responses, please confirm that they have been checked and verified for accuracy	Yes	No
[17.13.4]	Are AI or machine learning technologies used as part of the products/services you intend to provide to VisitBritain	Yes	No
[17.13.5]	If you answered "Yes" to 17.13.4, please describe how AI technologies are integrated into your service offerings	Free Text	

18. FURTHER INFORMATION

18.1 If you have any questions or require any clarification, please email using the messaging facility on the Atamis eSourcing portal no later than the Clarification Deadline. Questions received after the Clarification Deadline will not be answered. Tenderers are advised that it is solely their responsibility to ensure that clarification questions do not identify their organisation.

18.2 Emails received outside of the Atamis eSourcing portal may be disregarded and telephone enquiries will not be accepted.

18.3 Any questions must be received no later than **17:00 (5pm UK time) on Tuesday 8th September 2026**. Questions received after this time will not be answered.

18.4 Please note that any questions submitted and the BTA's responses may, at the BTA's discretion, be circulated to all Tenderers, subject to the BTA accepting an assertion made by a Tenderer at the time of question submission that the subject matter of a question relates specifically to a Tenderer's response and is therefore confidential.

18.5 The BTA reserves the right to issue supplementary documentation at any time during the Tendering process to clarify or amend any aspect of the Invitation to Tender or any of the documents referred to in the Invitation to Tender. All such further documentation shall be deemed to form part of the Invitation to Tender and shall supersede any part of the Invitation to Tender to the extent indicated.

19. MESSAGES SENT THROUGH THE ATAMIS E-SOURCING PORTAL

19.1 Tenderers must diligently monitor the inboxes of all registered email addresses for incoming messages from the BTA throughout the tendering process and up until final contract award. The BTA is not liable for any loss or damages resulting from a Tenderer overlooking email correspondence. Tenderers may be excluded from a tender process for not responding to the BTA within the stipulated timescales.

19.2 The BTA reserves the right to seek clarifications from Tenderers, at any time, to verify or clarify any aspects of their Tender response or other information they may have provided. Should the Tenderer not provide supplementary information or clarifications to the BTA by any deadline notified to the Tenderer, the Tenderer's Tender response may be rejected in full, and the Tenderer may be disqualified from this procurement process.

20. MODIFICATION AND WITHDRAWAL OF TENDERS

20.1 The Tenderer may modify the tender prior to the deadline for receipt by giving notice in writing.

20.2 No Tender may be modified after the deadline for receipt.

21. ACCEPTANCE OF TENDERS

21.1 By issuing this Invitation to Tender, the BTA is not bound in any way and does not have to accept the lowest or any tender. The BTA reserves to itself the right at its absolute discretion to accept or not accept any Form of Tender submitted.

22. INDUCEMENTS

22.1 Offering an inducement of any kind in relation to obtaining this or any other contract with the BTA will disqualify your tender from being considered and may constitute a criminal offence.

SECTION 2 – SPECIFICATION OF REQUIREMENTS ('Specification')

BTA2235 – PRODUCT AUDIT, DEVELOPMENT TOOLS AND SKILLS SUPPORT

1. BACKGROUND

1.1 VisitEngland (VE) is responsible for growing the value of England's visitor economy, working with and through a national network of Local Visitor Economy Partnerships (LVEPs). To direct product development, investment and campaign activity effectively, VE requires a complete, consistent and current view of England's tourism product and experience, segmented against priority market segments and viewable at LVEP region level.

1.2 VE does not currently hold this view in a single, structured and maintainable form. A manual audit at national scale would be slow, inconsistent and quickly out of date, and would not provide LVEPs with usable, region-level insight on where their product can be improved.

1.3 VE therefore wishes to appoint a Supplier, or Suppliers, with strong and demonstrable artificial intelligence (AI) expertise to deliver an AI-enabled product and experience audit, a national AI-based analytical tool that turns the audited inventory into actionable outputs filterable by LVEP region, and training that builds the capability of the LVEP network to use these outputs.

1.4 VE has carried out, or commissioned, initial audit work and will make this available to the appointed Supplier where possible. VE will also request product listings from LVEPs and will provide a data schema that the audit output is required to follow. The intention is that the Supplier builds on and enhances this existing work, minimising duplication and giving the AI a sound starting basis.

2. OVERVIEW OF REQUIREMENT AND LOT STRUCTURE

2.1 The requirement is divided into two lots:

- Lot 1: Product and Experience Audit and Tools.
- Lot 2: Training and Knowledge Transfer.

2.2 Tenderers may bid for Lot 1, Lot 2 or both lots. A single Supplier may be awarded one or both lots, and the lots may also be awarded to separate Suppliers. Each lot will be evaluated separately.

2.3 **Note on AI:** VE requires demonstrable AI expertise but does not mandate a specific AI model, platform or vendor. Tenderers are free to propose the technology stack that best meets the requirement, subject to the intellectual property, data protection, security and accessibility requirements set out below.

3. LOT 1: PRODUCT AND EXPERIENCE AUDIT AND TOOLS

Background

VE requires a complete and consistent picture of England's tourism product and experience offering, including attractions, experiences, experiential transport, performances/festivals, and more, with the possibility to overlay the national/regional accommodation audits/studies, and other national datasets such as protected landscapes, to provide an overall picture for regions/LVEPs. The Supplier will deliver an AI-enabled audit of this product and experience set, and a national analytical tool that interprets the audited inventory and identifies, for any LVEP region, where product can be improved and where gaps and opportunities exist.

Requirements

VE is seeking to appoint a Supplier who has a proven track record in delivering AI-enabled data collection, analysis and tool development, ideally within tourism, place marketing or a comparable sector. VE specifically requires the Supplier to deliver the following

a) An AI-enabled product and experience audit

- Build a structured national inventory of England's tourism product and experience offering, using a combination of targeted and permitted data sets, desk research, integration of available datasets, and product listings provided by VE and LVEPs.
- Create a comprehensive, continuously updatable inventory of destinations, attractions, experiences, experiential transport, performances/festivals, and more which is ingestible into Azure Databricks.
- Apply rigorous quality control for consistency, accuracy and completeness across the inventory.
- Segment and cluster the audited product and experience so that it can be analysed and developed against a number of qualitative criteria, including: priority market segment, seasonality, regionality, thematic-fit, quality/visitor sentiment, audience segmentation (including business events/MICE), accessibility & inclusion and regenerative performance.
- Build on and enhance the existing audit material and the LVEP product listings provided by VE rather than duplicating them, using these as the starting basis for the AI.
- Structure all output to conform to the data schema provided by VE.
- Provide a process map document including all steps and identifying the human-in-the-loop stages.

b) A national AI-based analytical tool

- Deliver a single national tool, owned by VE, that sits on top of the audited inventory and turns it into usable outputs.

- The tool must be filterable to individual LVEP region level (currently 38 LVEPs, expected to rise to up to 40-45 over the next 2 years) as well as viewable at national level.
- The tool must produce clear, actionable outputs on how product and experience in a given LVEP region can be improved, including product gaps, regional and seasonal spread, alignment of product to audience segments, duplication versus differentiation and surface opportunities for innovation.
- VE requires one national tool with LVEP filtering, not separate region-specific tools or interfaces.
- The tool must conform to WCAG 2.2 to level AA.
- Provide a process map document including all steps and identifying the human-in-the-loop stages.

c) Data, schema and integration

- VE will provide the data schema the output is required to follow, existing audit material where possible, and product listings requested from LVEPs.
- The Supplier must integrate the available datasets and clearly set out any additional data sources proposed, how data quality is assured, and how the inventory will be kept maintainable and refreshable over time.

d) Intellectual property and handover

- VE (BTA) will own all intellectual property in the audit, data, tool, schema, prompts, methodology and supporting documentation.
- The Supplier must deliver a documented handover pack, including the schema, data dictionary, prompts, operating practices and methodology, so that VE can operate, maintain and develop the tool independently after the contract.
- Tenderers must set out the ongoing licensing or AI usage model for the solution after handover. VE anticipates owning and funding any ongoing licences directly, and Tenderers must clearly identify any ongoing third-party costs.

Timings

The Supplier will deliver the Lot 1 requirements within the initial 5-month contract term. A working audit and analytical tool, with LVEP filtering and a documented handover pack, are required by the end of the initial term. Indicative milestones and an agreed delivery plan will be confirmed with the appointed Supplier at contract start *(dates may be subject to change)*.

Commercial

- The indicative budget for the Lot 1 initial 5-month term is in the region of £30,000. The combined indicative budget for Lots 1 and 2 for the initial term is £55,000, with flexibility up to £60,000.

- Tenderers must submit a pricing schedule for the initial term and a rate card, including a day rate and an hourly consultancy rate, valid for the full term of the contract including the optional call-off years (see section 6).
- VE intends to retain a pool of support and development hours, drawn down through the call-off arrangements, and requires clear rates together with a transparent method for tracking and reporting the hours used.

4. LOT 2: TRAINING AND KNOWLEDGE TRANSFER

Background

VE requires training that builds the capability of the LVEP network to understand the various use cases of AI. The training will aim to showcase the work in Lot 1 as it is developed and will focus on enabling LVEPs to apply the outputs to product development in their regions. VE also requires a programme of webinars/blended learning that builds on feedback from LVEPs in the previous upskilling work, including using AI to build reports, deeper dive into Microsoft Copilot, and more.

Requirements

VE is seeking to appoint a Supplier who has a proven track record in designing and delivering practical training and knowledge transfer, ideally on data, AI or digital tools, to a geographically dispersed audience. VE specifically requires the Supplier to deliver the following.

- A training and knowledge transfer programme aimed at the LVEP network (currently 38 LVEPs, expected to rise to c40-45).
- Training that showcases the audit and the analytical tool throughout delivery, so that LVEPs understand how the outputs are produced and how to use them.
- A practical focus on building LVEP capability to interpret and apply the outputs to product development in their region.
- A cohesive delivery of webinars/blended learning to dive deeper into elements that LVEPs have identified for AI use through previous sessions.
- A blend of delivery appropriate to a dispersed audience, for example live virtual sessions, recorded materials and written guidance, to be proposed by the Tenderer.
- Where Lot 1 and Lot 2 are awarded to the same Supplier, the training will draw directly on the audit and tool being built. Where the lots are awarded to separate Suppliers, the Lot 2 Supplier is required to work with the Lot 1 Supplier to understand the audit and tool in order to design and deliver the training (see section 5). We expect the Lot 1 Supplier and Lot 2 Supplier to create a single process map on how this will be delivered once awarded.

Timings

Training will be delivered across the initial 5-month term and aligned to the development and delivery of the Lot 1 audit and tool, so that LVEPs are ready to use the outputs as they become available *(dates may be subject to change)*.

Commercial

The indicative budget for the Lot 2 initial 5-month term is in the region of £25,000, within the combined Lots 1 and 2 indicative budget of £55,000, with flexibility up to £60,000.

Tenderers must submit a pricing schedule for the initial term and a rate card, including a day rate and an hourly rate, valid for the full term including the optional call-off years, so that further training can be called off if required.

5. CROSS-LOT REQUIREMENTS

Collaboration. Where the lots are awarded to separate Suppliers, the Lot 1 Supplier is required to work with the Lot 2 Supplier to share expertise, insight and, where appropriate, access to the tool and outputs needed to design and deliver the training. This is likely to include an initial virtual meeting with VE and both Suppliers, calls, liaison by email and active participation in a project steering group held virtually.

Intellectual property. VE (BTA) will own all intellectual property created under both lots.

Data protection. The solution is not expected to require the processing of personal data. Where any personal data is processed, Suppliers must comply with all relevant legislation, including UK GDPR and PECR.

Accessibility. Any user-facing digital output, including the analytical tool and training materials, should conform to WCAG 2.2 to level AA.

6. CONTRACT TERM AND CALL-OFF ARRANGEMENTS

Lot 1: Product and Experience Audit and Tools.

Initial term. 5 months from the contract start date, for delivery of the audit and analytical tool.

Optional call-off years. Two optional call-off periods of up to 12 months each, referred to as Call-Off Year 1 and Call-Off Year 2, exercisable at VE's discretion, for additional product and experience development work and related tool enhancement. The indicative budget ceiling for each call-off year is £30,000.

Maximum term and value. The maximum term is the initial 5 months plus two optional 12-month call-off periods. The maximum potential contract value is the initial-term budget of up to £30,000 plus up to £30,000 in each call-off year, giving a maximum potential value of up to around £90,000 over the full term.

Rate card. The rate card submitted by Tenderers, including day and hourly consultancy rates, will be used to price work called off during the call-off years and to draw down retained support and development hours. The rate card must remain valid for the full term of the contract.

Lot 2: Training and Knowledge Transfer.

Initial term. 5 months from the contract start date, for delivery of the training.

Maximum term and value.
The maximum term is the 5 months period, and the maximum potential contract value is up to £30,000

7. PROPOSED KPI's

The following are the initially proposed KPI's for this project, to be agreed.

Lot 1: Product and Experience Audit and Tools
Metrics for the Lot 1 KPIs (subject to monitoring mechanisms) may include but are not limited to:

Year 1 KPI's
- Percentage of schema attributes mapped across each product category.
- Percentage of audited records passing quality control and validation, with error rates kept below an agreed threshold.
- Delivery of audit and tool milestones on time against the agreed delivery plan.

Year 2/3 KPI's
- Uptime and bug-free usage of the analytical tool once live.
- Percentage of VE and LVEP users rating the tool and its outputs as useful or highly satisfactory.
- Number and quality of actionable product improvement opportunities surfaced per LVEP region.
- Response and delivery times for development and support hours called off during the call-off years.

Lot 2: Training and Knowledge Transfer
Metrics for the Lot 2 KPIs (subject to monitoring mechanisms) may include but are not limited to:

- Number of LVEPs engaged and trained against target (up to 40).

- Training attendance and completion rates.
- Percentage of participants rating the training as high quality and useful.
- Measured uplift in LVEP capability to use the audit and tool outputs, for example through pre and post self-assessment.
- Evidence of LVEPs applying the outputs to product development within an agreed period after training.

SECTION 3 – EVALUATION CRITERIA & WEIGHTINGS

1. TENDER EVALUATIONS

1.1 The BTA intends to accept the '**Most Advantageous Tender**' ('**MAT'**) and, at its sole discretion, reserves the right to accept or reject all or any part of any Tender. The BTA does not bind itself to accept the lowest priced, or any, tender and shall not be liable to accept any costs incurred in the production of your submission.

1.2 Unless there are compelling reasons to do otherwise, the BTA intends to award the contract to the Tenderer that receives the highest score. However, the BTA reserves the right not to award all or any of the business to the highest scoring Tenderer or to any Tenderer.

1.3 The evaluation process will be conducted to ensure that Tenders are evaluated fairly to ascertain the Tenderer with the MAT to provide the service required.

1.4 The BTA's Evaluation Panel will be responsible for conducting the evaluation of Tender responses based on the Specification of Requirements and the Evaluation Criteria set out in Section 3 below.

1.5 Failure to provide a satisfactory response to any of the questions may result in the BTA not proceeding further with the Tenderer.

1.6 The information supplied will be checked for completeness and compliance before responses are evaluated.

1.7 The BTA reserves the right to exclude any Tenderer(s) scoring 30% or less against the Technical (Quality) criteria. Any Tenderer excluded on this basis will be disqualified from the Tender process and will not have their Tender further evaluated.

1.8 Where in the opinion of the BTA a response is inadequate the Tenderer may be excluded from further consideration.

LOT 1 PRODUCT AND EXPERIENCE AUDIT AND TOOLS

1. AWARD CRITERIA

1.1 Tenders will be evaluated in accordance with the following 'MAT' Award Criteria:

Award Criteria - Lot 1 Product and Experience Audit and Tools	Weighting %
Technical (Quality)	**60%**
Social Value	**10%**
Price	**30%**
Total	**100%**

2. TECHNICAL (QUALITY) EVALUATION CRITERIA & WEIGHTINGS

2.1 Tender responses for the Technical (Quality) Evaluation Criteria will be evaluated according to the table set out below.

2.2 Tenderers must align their Tender Responses to the Evaluation Criteria Headings stated below.

Evaluation Criteria (Quality) (60% Weighting)		
Evaluation Criteria	**Criteria Headings**	**Weighting %**
Quality - Methodology and Technical Approach		
A) Methodology & Approach	AI methodology and approach to designing the product and experience audit, including non-functional requirements. Feasibility and realism of delivery plan	15%
B) Design, Functionality and Outputs	Design, functionality and outputs of the AI-based analytical tool, including LVEP filtering and product improvement outputs	15%
C) Data, IP and handover	Data integration, schema conformance, quality control, IP, scalability, repeatability and handover	10%
Quality - Expertise		
D) Data and AI Capability	Data and AI capability – inhouse expertise in data engineering and machine learning, various models and platforms and ability to integrate multiple and large data sources,	10%

	ability to produce usable outputs (e.g. dashboards)	
E) Delivery Team Experience	Delivery team experience – working with visitor economy sector/place-based multi-stakeholder environments, blending human verification steps and turning analysis into actionable insights. Plus, project management expertise in delivery planning and risk management	10%
Total Quality		**60%**

3. SOCIAL VALUE EVALUATION CRITERIA & WEIGHTINGS

3.1 Tender responses for the Social Value Evaluation Criteria will be evaluated according to the table set out below.

3.2 Tenderers must align their Tender Responses to the Evaluation Criteria Headings stated below.

Evaluation Criteria (Social Value) (10% Weighting)		
Evaluation Criteria	**Criteria Headings**	**Weighting %**
Social Value Outcome 1: Fair Work	**MAC 1b Fair working conditions** In no more than 500 words please set out, in a method statement and project plan, the specific, measurable and time bound commitment(s) your organisation will make to deliver the MAC 1b Fair working conditions. Your response should include: • a description of how the commitment meets the award criteria • Transparency - any plans for publishing your commitments and performance *To provide a baseline for reporting, please also state the total number of people who will work on the contract (measured in roles, not Full Time Equivalents).*	
Total Social Value		**10%**

3.3 The Evaluation Criteria for both Technical (Quality) and Social Value will be scored using the following scoring methodology:

Description	Definition	Rating
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential added value, with supporting evidence.	5
Good	Satisfies the requirement with minor additional benefits. Above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential added value, with supporting evidence.	4
Acceptable	Satisfies the requirement. Demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with supporting evidence.	3
Minor Reservations	Satisfies the requirement with minor reservations. Some minor reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	2
Serious Reservations	Satisfies the requirement with serious reservations. Some serious reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	1
Unacceptable	Does not meet the requirement. Does not comply and/or no information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence. **BTA reserves the right to disqualify and exclude any Tenderer receiving a score of '0' from the Tender process. In the event of the Tenderer being disqualified from the tender process, the BTA will not further evaluate the Tenderer's tender response.**	0

4. PRICE EVALUATION

4.1 Tenderers should complete the Pricing Schedule as per Appendix C to this Invitation to Tender.

4.2 <u>Tenderers must not include pricing information their Tender response</u>. All Pricing information must be submitted using the MS Excel Pricing Schedule. The BTA reserves the right to reject Tenders from Tenderers if they have included pricing information in their Tender response.

4.3 If the Tenderer needs to include more detail or clarification about the prices, the Tenderer can include this within the supporting documentation separately to their Tender Response.

4.4 The Prices submitted by Tenderers will be evaluated according to the table set out below:

Evaluation Criteria (Price) (30% Weighting)	Weighting
The final 30% of the Commercial score will be calculated in line with the Chartered Institute of Public Finance and Accounting (CIPFA) scoring model according to the formula: Score of other tenders (%) = 100 x (Lowest total tender price / Other total tender price)	**30%**

4.5 The lowest priced Tender response will be awarded 100% of the available price weighting score, as detailed in the table above. The other Tender prices will then be pro-rated relative to this.

4.6 The above Evaluation Criteria for Technical (Quality), Social Value and Price for will be used to calculate the highest scoring Tenderer for Lot 1. Product and Experience Audit and Tools, In accordance with the weighted criteria, the highest scoring Tenderer will be selected as the preferred bidder, subject to successful internal approval and contract signature.

LOT 2 TRAINING AND KNOWLEDGE TRANSFER

1. AWARD CRITERIA

1.1 Tenders will be evaluated in accordance with the following 'MAT' Award Criteria:

Award Criteria - Lot 2 Training and Knowledge Transfer	Weighting %
Technical (Quality)	**60%**
Social Value	**10%**
Price	**30%**
Total	**100%**

2. TECHNICAL (QUALITY) EVALUATION CRITERIA & WEIGHTINGS

2.1 Tender responses for the Technical (Quality) Evaluation Criteria will be evaluated according to the table set out below.

2.2 Tenderers must align their Tender Responses to the Evaluation Criteria Headings stated below.

Evaluation Criteria (Quality) (60% Weighting)		
Evaluation Criteria	**Criteria Headings**	**Weighting %**
Quality - Methodology and Technical Approach		
A) Training & knowledge transfer methodology	Training and knowledge transfer methodology, and how the work is showcased to LVEPs throughout delivery. Feasibility and realism of delivery plan	15%
B) Building LVEP capability	Approach to building LVEP capability to interpret and apply the audit and tool outputs to product development	15%
C) Collaboration Approach	Collaboration approach, including with the Lot 1 Supplier where lots are awarded separately, and approach to delivering to a geographically dispersed audience	10%
Quality - Expertise		
D) Training and Facilitation Capability	Training and facilitation capability: in-house expertise in designing and delivering practical training and knowledge	10%

	transfer on data, AI or digital tools, including to dispersed audiences	
E) Delivery Team Experience	Delivery team experience: working with the visitor economy sector or place-based multi-stakeholder environments, plus project management expertise in delivery planning and risk management	10%
Total Quality		**60%**

3. SOCIAL VALUE EVALUATION CRITERIA & WEIGHTINGS

3.1 Tender responses for the Social Value Evaluation Criteria will be evaluated according to the table set out below.

3.2 Tenderers must align their Tender Responses to the Evaluation Criteria Headings stated below.

Evaluation Criteria (Social Value) (10% Weighting)		Weighting %
Social Value Outcome 2: Skills for Growth	**MAC 2a. Learning and skills development opportunities relevant to the contract to address skills gaps** In no more than 500 words please set out, in a method statement and project plan, the specific, measurable and time bound commitment(s) your organisation will make to deliver the MAC 2a. "Learning and skills development opportunities relevant to the contract to address skills gaps" Your response should include: • a description of how the commitment meets the award criteria • The response includes a description of how you will identify and reach the target cohort, how you will design/refine and tailor the offer to the cohort *To provide a baseline for reporting, please also state the total number of people who will work on the contract (measured in roles, not Full Time Equivalents).*	10%
Total Social Value		**10%**

3.3 The Evaluation Criteria for both Technical (Quality) and Social Value will be scored using the following scoring methodology:

Description	Definition	Rating
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential added value, with supporting evidence.	5
Good	Satisfies the requirement with minor additional benefits. Above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential added value, with supporting evidence.	4
Acceptable	Satisfies the requirement. Demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with supporting evidence.	3
Minor Reservations	Satisfies the requirement with minor reservations. Some minor reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	2
Serious Reservations	Satisfies the requirement with serious reservations. Some serious reservations of the supplier's relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence.	1
Unacceptable	Does not meet the requirement. Does not comply and/or no information provided to demonstrate that the supplier has the ability, understanding, experience, skills, resource and quality measures required to provide the goods / services, with little or no supporting evidence. **BTA reserves the right to disqualify and exclude any Tenderer receiving a score of '0' from the Tender process. In the event of the Tenderer being disqualified from the tender process, the BTA will not further evaluate the Tenderer's tender response.**	0

4. PRICE EVALUATION

4.1 Tenderers should complete the Pricing Schedule as per Appendix C to this Invitation to Tender.

4.2 <u>Tenderers must not include pricing information their Tender response</u>. All Pricing information must be submitted using the MS Excel Pricing Schedule. The BTA reserves the right to reject Tenders from Tenderers if they have included pricing information in their Tender response.

4.3 If the Tenderer needs to include more detail or clarification about the prices, the Tenderer can include this within the supporting documentation separately to their Tender Response.

4.4 The Prices submitted by Tenderers will be evaluated according to the table set out below:

4.5 The lowest priced Tender response will be awarded 100% of the available price weighting score, as detailed in the table above. The other Tender prices will then be pro-rated relative to this.

Evaluation Criteria (Price) (30% Weighting)	Weighting
The final 30% of the Commercial score will be calculated in line with the Chartered Institute of Public Finance and Accounting (CIPFA) scoring model according to the formula: Score of other tenders (%) = 100 x (Lowest total tender price / Other total tender price)	**30%**

4.6 The above Evaluation Criteria for Technical (Quality), Social Value and Price for will be used to calculate the highest scoring Tenderer Lot 2 Training and Knowledge Transfer. In accordance with the weighted criteria, the highest scoring Tenderer will be selected as the preferred bidder, subject to successful internal approval and contract signature.

APPENDIX A – BTA STANDARD TERMS & CONDITIONS OF SERVICES

(Attached as a separate document – supplier should review these terms in line with the instructions in “Section 1 – Instructions to Tenders”, point 8. Form of Agreement)

APPENDIX B – FORM OF TENDER

(Attached as a separate document – suppliers must complete and return this alongside their tender submission)

APPENDIX C – PRICING SCHEDULE (LOT 1 and LOT 2)

(Attached as a separate document – suppliers must complete and return this alongside their tender submission)

APPENDIX D – DATA SECURITY QUESTIONNAIRE

(Attached as a separate document – suppliers must complete and return this alongside their tender submission)

APPENDIX E – NON-FUNCTIONAL REQUIREMENTS

(Attached as a separate document – suppliers must complete and return this alongside their tender submission)

APPENDIX F – ARTIFICIAL INTELLIGENCE (AI) QUESTIONNAIRE

(Attached as a separate document – suppliers must complete and return this alongside their tender submission)