

SPECIFICATION FOR CYMRAEG FOR KIDS

CONTRACT C012/2015/16

Background

The Welsh Language Strategy for 2012-17, *A living language: a language for living*, aims to see an increase in the number of people who both speak and use the language. Encouraging and supporting the use of Welsh within families is a key priority for the Welsh Government in securing the future of the Welsh language.

Inter-generational language transmission and an increase in Welsh-medium and bilingual education are priorities for the Welsh Government. To enable an increase in the number of Welsh speakers, the Welsh language needs to be the home language for as many children as possible. A body of evidence suggests that the language is less likely to be used within the family where only one parent/guardian speaks Welsh. Language planning experts also point to successful language transmission in the home as one of the cornerstones of successful language planning.

According to 2011 Census figures, there was an increase in the transmission rate for couple households where one adult could speak Welsh, from 40% in 2001 to 45% in 2011. According to 2011 Census figures, the transmission rate for households where both adults could speak Welsh remained stable at around 82%. Substantial investment has been made in language transmission over the years, through Twf, a scheme to try and encourage parents/guardians who can speak Welsh to do so with their children. Despite the increase seen in households where one adult could speak Welsh, language transmission and efforts to address this area remain key to ensuring an increase in the number of Welsh speakers, and will be one of the priorities within the Cymraeg for Kids programme. The Welsh Government has also been focusing increasingly on offering a variety of programmes to support families from diverse linguistic backgrounds in order to promote their use of the Welsh language and their children's use of the language, as well as encouraging families to choose Welsh for their children.

Alongside this, the education system has a key role to play in increasing the number of Welsh speakers, and the Welsh Government's Welsh-medium Education Strategy emphasises this. Specifically relevant to this area, the Strategy refers to improving the planning process for Welsh-medium provision in the pre-statutory education stages as well as fostering and strengthening Welsh language skills within families.

The Welsh Government's current interventions in this area as a whole include planning processes and the awarding of grants and contracts that address the following;

- Language transmission and increasing the number of families where Welsh is used as the main language
- Encourage and support the use of Welsh within families, including initiatives aimed at boosting the confidence of parents/guardians to use the Welsh language in their everyday lives
- Services for families, ensuring they can take advantage of Welsh language services
- Support for families who do not speak Welsh but who choose Welsh-medium education for their children
- Support for early years and childcare organisations to expand Welsh-medium childcare and pre-school provision.

- Develop and implement Welsh in Education Strategic Plans. This is the Welsh Government's main tool for monitoring the way in which local authorities respond and contribute to the implementation of the aims of the Welsh-medium Education Strategy.

The Welsh Government has therefore looked at policy development, relevant legislation and specific interventions that have contributed towards creating pathways for parents to take advantage of support enabling them to make wider use of Welsh with their children and within families.

The next period

The Welsh Government recognises the importance of the home and the various influences on parents in bringing up children and choosing schools. We are keen to see a wider use of Welsh within families, including increasing the number of parents who pass on the language to their children, increasing the number of those who use it, as well as assisting parents from all linguistic backgrounds to choose Welsh-medium childcare followed by Welsh-medium education.

It is important to ensure that families are aware of the support available to them to promote their use of Welsh, as well as their children's use of Welsh. Families need a variety of approaches to support the use of Welsh in order to make it an integral part of their daily lives. Over the coming period, we want to ensure that all our plans and efforts in this area are aligned together within one clear framework to support families.

In practice, this means that any provision and activity provided under the banner of the Welsh Government requires collaboration within early years and the education system in order to ensure a coordinated effort, providing specific, timely and consistent messages to families that reinforce each other in order to support them to pass on Welsh and use Welsh, and to assist them in choosing Welsh-medium education from the very beginning.

For that reason, this specification refers to one new national programme, Cymraeg for Kids, that will bring together a number of the objectives of existing programmes. This will ensure that all our initiatives and efforts in the field are aligned in order to offer a programme that will support families to live their lives through the medium of Welsh or support them to choose Welsh-medium education for their children.

The programme will become part of the Cymraeg for Kids brand, which is an extension of the "Cymraeg" brand. By bringing all our activities in the field under one overarching brand, the aim is to create clarity and consistency in marketing messages, services and provision to this specific target group. In terms of the language transmission element of this programme, we will continue to use the name of the current programme operating in this area, Twf. However, we will move gradually away from Twf's current logo and brand, incorporating it within the Cymraeg for Kids brand.

As part of the Welsh Government's Evaluation Framework for *A living language: a language for living*, the intention is to commission a research study to be completed by April 2017. The aim of the proposed study will be to gather evidence to support future policy development in relation to supporting families in passing on the Welsh language.

The successful contractors for *Cymraeg for Kids* will be expected to collaborate with the researchers should the need arise, and to be flexible in accommodating any changes in policy direction that may be implemented in light of the research.

Requirements

We wish to see one organisation responsible for overseeing this work, but we welcome bids from a partnership of organisations. Bids are also welcomed from organisations that include elements of subcontracting or use the expertise of other organisations to implement some of the scheme's objectives, or to operate in certain areas.

The value of this agreement will be up to £500,000 a year (including VAT). Any bids which exceed this amount will be deemed non-compliant.

The programme's main objectives

- Supporting parents and prospective parents in introducing and using the Welsh language at home
- Supporting parents in enabling their children's social linguistic development
- Supporting parents in enabling their children's educational linguistic development.

Specific objectives

- Develop a process of identifying and reaching parents who would benefit from the programme's support.
- Develop clear steps and specific processes to share information with parents.
- Establish a programme of intensive support for parents, based on specific needs, and ensuring that the parents are aware of the support available to them beyond this project.
- Establish arrangements to work in partnership with organisations and other relevant bodies to achieve the objectives.
- Prioritise areas where support could be offered to parents who can also take advantage of Flying Start support.
- Support the objectives of the Local Authorities' Welsh in Education Strategic Plans.

Key performance indicators will be set in relation to each specific objective outlined above and will be subject to assessment throughout the contract.

Target group

- As reflected in the scheme's main objectives, the programme will target parents from various linguistic backgrounds and will target them at different stages in terms of their children's ages. The contractor will therefore be expected to provide support for prospective parents up to the end of the Foundation Phase (up to 7 years old).

Areas

- In order to ensure effective alignment between local authority Welsh in Education Strategic Plans and programmes and partners operating at county level, bids are expected to follow Local Authority boundaries. We welcome cross-county or regional structures in terms of the scheme's work pattern.

- Bids are expected to include an analysis/mapping exercise to identify apparent areas of weakness in terms of language transmission and areas where there has been a decline in the number of children in Welsh-medium education. Although this is a national scheme, there will be a need to target and prioritise developments. (candidates are expected to use the headings outlined below).
- In order to work strategically and support other major policy areas, targeting should occur in areas where support could be offered to parents who can also take advantage of Flying Start support.
- Not all areas in Wales will be part of this programme necessarily. Depending on costs, we will prioritise those areas where the greatest need for action is identified, based on candidates' analyses, and various other sources.

Engaging with the public

- The Welsh Government will be responsible for developing an engagement strategy for the Cymraeg for Kids programme. Information about this programme will be located on the Welsh Government's 'Cymraeg' website, under the 'Learning' section. The contractor will be expected to work closely with the Welsh Government's Engagement and Delivery Unit to provide content and update the website's content in the context of this programme.

The Client seeks to derive additional community benefits from the contractual activity. Suppliers should consider the provision of work placement and mentoring opportunities through the life time of the contract. Review of community benefits will form part of all contract management meetings between the Client and the successful supplier'.

Mapping exercise/analysis

Bids should include a mapping exercise/a detailed analysis of the areas in which they propose to operate. The analyses should deal with the following questions by area;

- What are the key challenges and issues in this field that need to be covered in the area?
- On what basis have you come to a conclusion about the challenges/issues above? (rationale, research/data sources etc.)
- How will you go about addressing these challenges?
- What is the current provision in this field in the area?
- How will you work with partners in the area to achieve the objectives of this scheme and to meet the needs of families in the area?
- Note the desired outcomes for each area.

Applicants should provide information on which sources of data/research or evaluation were used to complete the mapping exercise as well as identify any consultation methods used. This exercise is included in the evaluation criteria.

1. Contract Award Evaluation Criteria

The contract will be awarded to the most economically advantageous quote in terms of value for money on the basis of the following criteria, which are listed in order of importance including the weighting applicable to each criterion.

- 1.1 Each criterion will be scored using the evaluation scoring table published as an attachment to the electronic ITT and provided in the evaluation guidance at annex 1 of the specification.

Criteria

Criterion	Weighting
Cost as provided in the completed price schedule	30%
Drawing on your experience of working with parents and families describe the way in which this will enable the client to meet the requirements of the project.	15%
Providing evidence of experience in using and analysing research and data describe how you will use these techniques to inform work priorities/direction of this requirement.	20%
Provide evidence of experience of campaigns or using behaviour change techniques and describe your approach to this campaign.	10%
Drawing on your experience of promoting language transmission/the advantages of Welsh and/or Welsh-medium education. How do you propose to promote the Cymraeg for Kids scheme.	10%
Provide your approach to quality assurance and project management. Describe your evaluation methods and how you will ensure that deadlines are met.	15%

2. Timetable of Events

The Client has produced a timetable of events that will ensure the evaluation is completed on schedule. Any variations to these milestones must be agreed, in advance, with the Client and confirmed in writing by the Contract Manager.

3. Duration of Contract

Start date: 1 April 2016.
Length of Contract: 2 years.
End Date: 31 March 2018.

Length of Extension: the option to extend for a further year until 31 March 2019.

4. **Welsh Language and Translation**

a. Welsh Language Scheme requirements

The successful contractor will need to ensure that services provided through this contract comply with the Welsh Language Act 1993, and the Welsh Government's Welsh Language Scheme. Once Welsh Ministers have to comply with the new Welsh Language Standards, contractors should ensure that services provided through this contract complies with those standards. That date will be known once a compliance notice is received from the Welsh Language Commissioner but it is expected to be in early 2016. Compliance with standards will then replace the need to comply with the Welsh Language Scheme. The Contractor should note the requirement to ensure that the Welsh and English languages are treated equally.

Language and translation requirements are highlighted in the preceding paragraphs. Any other activity not mentioned above which is relevant to the contract should comply with the commitments in the Scheme.

b. Translation Rates

Translation into Welsh	£83 (per 1000 words)
Translation into English	£62 (per 1000 words)
Proof Reading	£40 (rate per hour)

5. **Financial Standing & Resources**

The Client wishes to ensure that suppliers have the necessary financial standing and resources to meet their obligations throughout the duration of this contract. This may include (where appropriate) considering your level of existing work commitments and the potential impact on resources that awarding a contract would have.

In deciding to tender for a contract, you should also be aware and take in consideration the risks of becoming over- reliant on the Client's business, or indeed that of any customer. In doing so, you should take into account earnings from any other work undertaken for the Client as well as potential earnings from this contract.

6. **Freedom of Information**

The Client is committed to open government and operates under a Code of Practice on Public Access to Information to meeting their responsibilities under the Freedom of Information Act 2000. Any information submitted by you in connection with this tender may need to be disclosed in response to a request under the Act.

If you consider that any of the information included in your tender is commercially sensitive, please identify it and explain (in broad terms) what harm may result from disclosure if a request is received, and the time period applicable to that sensitivity. You should be aware that, even where you have indicated that information is commercially sensitive, we may be required to disclose it under the Act if a request is received.

You will be consulted if we receive a request for disclosure of any of the information you have identified as commercially sensitive.

7. Environmental statement

The Client is committed to minimising the effect of its day to day operations on the environment and contractors are encouraged to adopt a sound proactive environmental approach, designed to minimise harm to the environment.

Factors to be considered should include areas such as:

- Adopting an environmental management system which includes focus on disposal of waste and packaging
- More efficient use energy and water
- Beginning to embed sustainability into the provision of goods and services supplied to the Client
- Use of recycled paper containing only post-consumer waste for all non-specialist printing whenever possible
- Reduction in carbon dioxide emissions from business travel by extending use of video conferencing and encouraging the use of low emissions vehicles
- Building an environmentally friendly work culture through training and high quality communication with staff

Whilst on site the contractor should be aware of and actively support the Client's Environmental Policy Statement which will be made available to you in advance or on arrival

8. Monitoring

8.1 Client's Contact Point

The Contract Manager for the Client will be Nerys Howells.

The Contract Manager will be the point of contact for the Contractor during the course of the contract. He may elect to meet a named representative of the Contractor as and when necessary to discuss any issues which may have arisen during the provision of the service.

8.2 Contractor's Personnel

Tenderers should provide the names of personnel to be assigned to the contract, their status in the organisation and their previous experience of dealing with contracts of a similar nature. Tenderers should also give details of a nominated contact point.

8.3 In the event of non-compliance with the Specification, the following procedure will be followed:

- notification of complaint and requirement to comply;
- notification of unacceptable practices and/or substantial non compliance to the Specification of the services;
- recourse to the conditions of contract.

9. Transfer of Undertakings (Protection of Employment) Regulations – TUPE

- a) The employees engaged by the incumbent contractors to deliver the services under the current contract could be affected by a change in Contractor. Tenderers are therefore advised that they will need to consider the risk of the Transfer of Undertakings (Protection of Employment) Regulations 2006 (TUPE) applying to the transfer of work.
- b) Tenderers are responsible for obtaining at their own expense advice regarding the application of TUPE in delivering the required Services.
- c) Tenderers will be held to have, by their own independent observations and enquiries, fully informed and satisfied themselves as to the nature, extent and practicability of providing the Services and the cost, risks (including the risks of TUPE), contingencies or other circumstances or matters which might in any way affect the tender.
- d) Please note that the Client is not able to advise on this aspect.

10. Bid Preparation Costs

Each Bidder shall be solely responsible for all the costs it incurs in the preparation and submission of its Bid up to and including the award of any contract by the Welsh Ministers. This shall also be deemed to cover the cost of attending any pre or post award Bidder meetings and site visits. The Welsh Ministers shall in no event be responsible or liable for any such costs regardless of the conduct or outcome of the bidding process, and in this respect, the Bidder shall have no recourse to the Welsh Ministers.

11. Payment

Payment will be made quarterly

And within 30 days of receipt of a correctly submitted invoice. Invoices must show a full breakdown of costs that clearly tie back to successful company's submitted tender.

12. Security

12.1 The successful contractor should ensure that appropriate checks have been undertaken through the Disclosure and Barring Service for any personnel that are likely to come into contact with children, young people or vulnerable adults during the course of this contract (NB DBS checks are not required for persons with access to information as opposed to face to face contact]. Evidence that these checks have been performed should be presented to the Client once they have been completed and prior to any contact.

12.2 In addition to 12.1, tenderers will need to address how informed consent from children/young people/vulnerable adults and their parents/carers will be achieved and how permission in relation to access will be achieved from statutory and voluntary organisations (if appropriate). Tenderers must also outline an appropriate protocol in relation to disclosure of information gained in the course of the work that indicates a

child/young person/vulnerable adult may be at risk. The protocol should be in accordance with the local Area Child Protection Committee/Local Safeguarding Children Board procedures for the area in which the child/young person lives. The protocol should specify that where there are any concerns that a child/young person/vulnerable adult is, or may be at risk, those concerns will be notified immediately to the local social services department or the police and will be followed up in writing.

12.3 Once the contract is awarded the Welsh Government will have discussions to determine who is data controller and data processor. If it is determined that Welsh Government is data controller for any of the personal data to be collected, we will issue a Security Aspects Letter to describe the information security measures which must be applied to protect the data. An example of this letter is below. The requirement for Cyber Essentials certification will also be required if sensitive information is to be processed electronically.



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13. Changes to the Specification

This specification document sets out the high level Client's service requirement. During the life of the contract these requirements will be refined through discussion and agreement of both parties, with the aim of achieving best value for money for a quality product.

Changes to the Specification will be implemented by issuing written amendments to all those affected by the changes.

14. Conditions of Contract for Services

The Conditions of Contract for Services issued in the attachments section of the electronic tender will apply in relation to this contract. The Contractor must have regard to these Conditions.

Annex 1: Instructions to Tenderers

General

- a) These instructions are designed to ensure that all tenderers are given equal and fair consideration. It is important therefore that you provide all information asked for in the format and order specified.
- b) The tenderer shall ensure that each and every sub-contractor, consortium member and adviser abides by the terms of these instructions and conditions of tender.

Guidance on Completion

Completion of the Invitation to Tender

The procurement process is undertaken through the completion and evaluation of one Submission. The Invitation to Tender is split into two sections, namely:

Part A - Qualification
and
Part B – Your Submission.

Part B is made up of a technical proposal and commercial proposal ('Price Schedule').

The tenders submitted will be evaluated initially for completeness and adherence to the mandatory requirements. Failure to comply with the instructions or provide the information requested will invalidate the tender submission entirely.

Part A

The Part A Qualification questions are located within the 'Qualification Envelope'. This can be accessed within this project on the BravoSolutions website, as shown below:



Part A generally includes:

- i. Guidance to bidders for completing and returning the ITT;
- ii. Details around Freedom of Information;

- iii. Certificate of Tender;
- iv. Declaration of Tender;
- v. Subcontractors and Consortia
- vi. Supplier Acceptability;
- vii. Economic/Financial Standing;
- viii. Capacity and Capability;
- ix. Management;
- x. Equal Opportunities;
- xi. Sustainability;
- xii. Health And Safety;

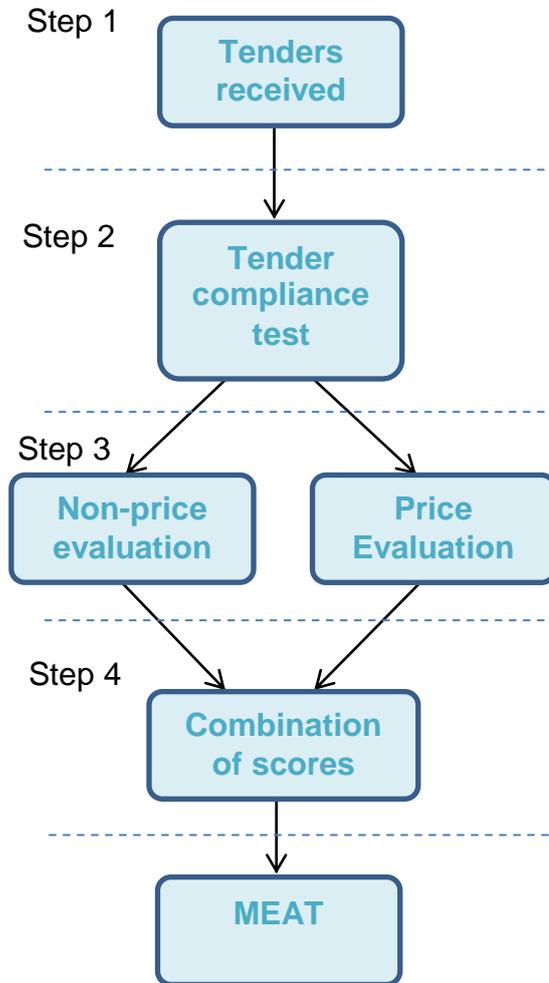
Mandatory questions must be completed in each of the above sections by completing the boxes provided.

Tenderers should note that failure to answer a relevant question or to provide any of the required information may result in your tender being removed from the process.

Suppliers that do not meet the requirements of Part A will not be considered in Part B; it is therefore imperative that you accurately complete the information requested.

Part B

Following evaluation of Part A, those responses to be carried through to Part B will be evaluated and scored to determine the Most Economically Advantageous Tender, as detailed in the illustration below:



Part B will set out the tenderers' proposal in respect of the delivery of the contract. Prospective tenderers must note that failure to answer a relevant question or to provide any of the required information will result in that question being scored zero or a fail in the case of pass/fail questions and the supplier will be eliminated.

The key aspects of Part B will include (for each tenderer):

- Technical Proposal: 70%
- Commercial Proposal ('Price Schedule'): 30%

Part B will evaluate supplier responses to deliver the requirements. Tenderers will provide this information via completion of the Technical Proposal and Commercial Proposal ('Price Schedule'):

Technical Proposal (70%):

- Quality – Bidders must provide responses to a number of questions. These responses will be evaluated to provide a score for the Quality Criteria. Completion of this section is mandatory.

The Technical / Quality questions are located within the 'Technical Envelope'. This can be accessed within this project on the BravoSolutions website, as shown below:



The Technical evaluation will be based on bidders' responses to the questions listed in the Technical Envelope.

This information should be uploaded in a Microsoft Word format.

If bidders wish to upload additional information this should be referenced in the response to this question and uploaded to the general attachments section of this ITT within the e-tendering portal.

Websites/links and/or generic brochures/sales documentation will not be considered or evaluated.

Responses to the above questions will be evaluated in line with the following table:

Capability	Evidence	Remark	Scores (%)
Bidder is likely to be able to meet the needs of the Authority.	Evidence is consistent, comprehensive, compelling, directly relevant to the project in all respects and highly credible (by being substantiated by independent sources where possible.)	Absolute Confidence	100
	Evidence is sufficient (in qualitative terms), convincing, and credible.	Confidence	80
Small risk that bidder will not be able to meet the needs of the Authority.	Evidence has minor gaps, or to a small extent is unconvincing, lacks credibility or irrelevant to the project.	Minor Concerns	60
Moderate risk that the bidder will not be able to meet the needs of the Authority	Evidence has moderate gaps, is unconvincing.	Moderate Concerns	40
Significant risk that the bidder will not be able to meet the needs of the Authority.	Evidence has major gaps, is unconvincing in many respects, lacks credibility, or largely irrelevant to the project.	Major Concerns	20
Bidder will not be able to meet the needs of the Authority.	No evidence or misleading evidence.	Not acceptable	0

QUALITY EVALUATION SCORING TABLE

All questions should be answered by completing the boxes provided / uploading documents where indicated within the Technical Envelope.

It is the applicant's responsibility to ensure that all information required is supplied and is accurate. Any changes that could affect any of the answers contained within this questionnaire must be notified to Welsh Government as soon as reasonably practicable.

Commercial Proposal (30%):

Bidders must provide details of their price schedule, located within the 'Commercial Envelope'. This can be accessed within this project on the BravoSolutions website, as shown below:



Completion of all pricing elements is Mandatory. Instructions on how to complete the pricing schedule can be found within the Commercial Envelope.

Each price submitted by each bidder will be evaluated against the other prices submitted. The lowest price submitted will score the maximum points weighting.

The lowest price would therefore receive the full 10 marks available. All other bidders would receive a percentage of the full weighting, based on their submitted price.

Lowest Price

$$\frac{\text{Lowest price}}{\text{Price}} \quad * \text{multiplied by weighting} \quad = \text{Weighted Score}$$

The Example is illustrated below (note that the prices below are for the sake of this example only):

The lowest submitted rate is £240 by bidder B, second lowest £250 by bidder A and £350 by bidder C

	Submitted Price	x weighting	Weighted Score
Lowest price = Company B	$\frac{240}{240}$	x 10% (weighting)	= 10
2nd Lowest Company A	$\frac{240}{250}$	x 10% (weighting)	= 9.6
3 rd Lowest price Company C	$\frac{240}{350}$	x 10% (weighting)	= 6.9

The above process is completed for each commercial element.

The weighted scores for each bidder are then combined to produce a total score for each bidder.

This total score is then added to the Technical scores to produce an overall score for each bidder.