



Hairdressing Training Content Procurement 2015

Statement of Requirements (SoR)

This document and the information it contains are provided solely for the purpose of allowing potential bidders to provide a tender for the services being procured.

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1. INTRODUCTION AND BACKGROUND

Jisc wishes to enter into a number of agreements for procuring content to provide up to date content for the Hairdressing Training service in line with the latest National Occupational Standards (NOS) for Hairdressing and Barbering. Jisc recognise that it may not be possible for one bidder to be able to deliver all content for this service, and therefore Jisc will aim to work with suppliers to find the best solution for the service overall.

1.1 About Jisc and the Hairdressing Training Service

Jisc is a registered charity working on behalf of UK higher education, further education and skills to champion the use of digital technologies. Historically, JISC stood for Joint Information Systems Committee but over the last decade we have evolved and as a company we are now known as Jisc. Further information about Jisc is available at:

<http://www.jisc.ac.uk/about>

The Hairdressing Training service began in 2004 and has been freely available for anyone to use since 2010 when the service was assigned a Creative Commons Attribution Non-Commercial Share alike license. The service saves teachers time and money finding or creating their own resources by providing curriculum mapped videos, step-by-step guides, worksheets and self-evaluation quizzes. The content is currently mapped to the NVQ and SVQ Hairdressing/ Barbering curricula and has been created by hairdressing teachers in UK FE colleges. The mobile app, for both Android and Apple, gives learners on the go access to all the video content.

In May 2015, the first Hairdressing Training Practitioners Group met face-to-face. Its purpose was to provide insight and direction to any new developments of the service. This included direction about new content and a new website. This funding call therefore forms part of a wider re-development of the service, to include a new website to deliver up to date content to existing and new audiences in the FE and Skills sector.

The specific purpose of this funding call is to ensure that the content that the service delivers remains current by meeting the latest National Occupational Standards and is mapped to current NVQ and SVQ Level 2 Hairdressing and Barbering Qualifications, provided by City & Guilds, ITEC, SQA and VTCT. This has been informed by the feedback received from our Practitioners Group. You can read a summary of that meeting on the Hairdressing Training website: <http://hairdressing.ac.uk/node/1116>.

1.2 Contracting Authority

The contracting authority is Jisc.

2. PROCUREMENT PROCEDURE

2.1 General Issues

All formal communication with bidders over the course of the procurement will be handled or arranged by the Procurement Team.

2.2 Registration

Each interested bidder is required to register its intention to submit a response via the e-tendering portal at <https://tenders.jisc.ac.uk>.

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Note: if your company is not already registered as a user of the e-tendering portal it is necessary first to register as a user of the portal. Once this registration is accepted by Jisc, a username and password will be issued, and should be used for all future accesses to the portal. Note also that Jisc will reject a bidder's registration if there is already a registration on the portal for that supplier. Please remember also that this initial registration is not a registration for a particular contract, it is only the registration of the supplier on the e-tendering portal. When the username and password are received, it is necessary then to login and register interest in a specific contract.

When registering, it is recommended that a generic mailbox (such as sales@supplier) is set up, so that information from the system can be sent to more than one representative at the company.

A detailed Supplier User Guide on how to use the e-tendering opportunities portal can be downloaded from the portal at:

<https://tenders.jisc.ac.uk>

Please note that Jisc will not accept any registration requests after 12:00 Noon GMT on 19 November 2015.

2.3 Clarifications to the requirements

Each registrant will be provided with clarification of Jisc's requirements on request.

Registrants should send clarifications via the e-tendering portal. Where issues of clarification arise which are relevant to more than one candidate each registrant will be notified. Any clarification request should be submitted by no later than the date given in the timetable in section 2.4, as Jisc cannot guarantee to answer any requests submitted after this date.

2.4 Timetable

The steps and timetable for this procurement are as follows:

Activity	Date
Statement of Requirements available	02 November 2015
Final date for clarifications	16 November 2015
Closing date for tenders	12:00 Noon on 23 November 2015
Selection & notification of preferred bidder(s)	07 December 2015
Contracts placed by	11 December 2015
Content delivered by	19 February 2016
Payment made by	04 March 2016

Jisc reserves the right to vary this timetable if the need arises.

Jisc reserves the right not to award a contract.

Tenders will be expected to remain valid for six months after tender submission.

2.5 Evaluation

The contract will be awarded on the basis of the offers that are the most economically advantageous.

The main criteria to be used in determining which offers are the most economically advantageous will be:

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1.	Pass/Fail	The bidder's ability to meet the mandatory requirements
2.	40% of total marks.	The bidder's ability to demonstrate their understanding of the curriculum. Using information provided in Sections 3.2 and 3.3, the procurement panel will assess the units chosen and how well the proposal uses the right content type(s) to support each unit element or learning outcome, as well as being clear in the information that is relevant in describing that content.
3.	20% of total marks.	The bidder's ability to deliver the content and the personnel available to carry out the work required as described Sections 3.5 and 3.6.
4.	40% of total marks.	Charges

The mandatory (pass/fail) requirements are detailed within this document and are summarised as follows:

Section	MRs
3.1 Contract Form	1
3.4 Content Ownership	4
3.6 Indicative roles	10
4. Charges	11
5. Freedom of Information	13,14

For each Tender meeting the mandatory requirements, the evaluation criteria which will be used are as follows:

Section	Weighting	IRs	%
3.2 Curriculum Unit listing	40	2	30
3.3 Descriptive information		3	10
3.5 Resource types	20	5	5
		6	5
		7	5
3.6 Indicative roles		8	0 (Information only)
		9	5
4. Charges	40	12	40*

*Each unit will have the charge score calculated separately and this will be 40% for each unit. This will enable Jisc to decide on the most economically advantageous response per unit.

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A Bidder's response to each non-priced Information Requirement (refer to section 2.8 for more information on IRs) will be marked on a sliding scale from zero to five as defined in the following table.

Score	Descriptor	Definition
0	Fails to meet any of the requirements	Completely fails to meet any of the requirements/answer the question
1	Barely meets the requirements	Has met very limited aspects of the requirements/answers the question in one or two aspects
2	Has met some of the requirements	The response partially meets the requirements/answers a degree of the question
3	Mostly meets requirements	Has largely met the requirements but there are several areas where it does not /has not answered the question
4	Just below requirements	Fails to meet the requirements in one or two areas/has largely answered the question but missed certain elements
5	Meets requirements	Fully meets the requirements/answers the question

At the point of confirming the selection of the Preferred Bidder each Bidder providing a bid will be issued with a table containing scores for each IR.

For those IRs where a Bidder has been awarded less than full marks a narrative explanation of the score awarded will be provided.

For the Charges section, the marks will be awarded on a ratio to the most cost effective bid using the following formula:

$$\frac{\text{Most competitive total price under IR12}}{\text{Price being evaluated}} \times 40\%$$

2.6 Delivery of tenders

Tender responses should be submitted via the e-tendering portal by the deadline given in the table in section 2.4.

The documents must be provided in PDF format with the exception of spreadsheets that should be provided in Excel format. Any non-standard fonts used in submissions must be embedded in the document.

In order to assist in the evaluation of tender responses, each bidder is asked to provide its response in one document rather than submit a main document with reference to other separate documents. As part of this process, each bidder must provide the pertinent information within the response document rather than submitting a large annex document that procurement panel members need to read in its entirety in order to obtain the key facts.

It is the responsibility of the bidder to make sure that a tender is fully and accurately completed (including any Mandatory Requirements). Jisc is under no obligation to clarify its tender or to obtain missing Information or Mandatory Requirements.

A response submitted after the deadline will **not** be considered.

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2.7 Format of tenders

The response to the specific requirements must take the following format:

A Management Summary

This section should be a single page summary describing the main points of the bid.

B Description of Services Proposed

This section must describe the services proposed. The information required to satisfy all the specific requirements must be provided in this section.

The response must address all the requirements both Mandatory Requirements (MR) and Information Requirements (IR) detailed in all sections of this SoR.

The order of replies to requirements (MR and IR) must be given in the same numerical order as they are stated in this document. The reference number and the text of the requirement to which it relates must precede each response.

2.8 Document notation

MRn A mandatory requirement.

A solution that does not meet all mandatory requirements will not be acceptable. Bidders must state how all requirements will be met, considering the issues and the points raised. **A statement of the form 'this requirement will be met' is not sufficient.** Failure to satisfy a mandatory requirement will exclude a tender from further consideration.

IRn An information requirement

It is vital that bidders provide full information on specific topics. These topics are identified as information requirements. Failure in a submission to provide full, relevant information in answer to information requirements may prevent the evaluation from being conducted properly, and hence lead to exclusion of the submission. Assessment of the quality of the submission will be based on the responses to these requirements, and will influence the selection process.

2.9 Eligibility

This SoR is open to any FE College and skills provider in the UK who can demonstrate their experience and suitability for delivering digital content for learning and teaching purposes in Hairdressing and Barbering. A college may partner with others in order to deliver elements of the requirements, for example, with a media company to produce the videos. However, the college will have responsibility to deliver the requirements if successfully appointed as part of the next content procurement process for the Hairdressing Training service.

3. REQUIREMENTS

3.1 Contract Form

Contracting authorities are prohibited from negotiating with bidders in respect of the agreement terms (typographical errors excepted). Bidders are required to confirm that if they are appointed that they will accept the terms of the Licensing Agreement.

MR1..... The bidder shall indicate that it will accept the terms of Jisc's standard Licensing Agreement without amendment. This is subject to those clearly highlighted or square bracketed elements which remain to be finalised based on the preferred bidder's bid (and any consequential changes flowing from these elements that impact on other clauses in the Agreement).

3.2 Curriculum Unit listing

Jisc's aim with this call is to have complete coverage of all mandatory NVQ and SVQ Level 2 units and also some or all of the Optional units that would lead to a diploma in either Hairdressing or Barbering. The list of units is available in Appendix 1.

Jisc recognises that it may not be possible for one bidder to be able to deliver all of this content alone, and therefore Jisc will aim to work with suppliers to find the best solution for the service overall.

Bidders are welcome to supply a response for each unit that they can supply. It is not necessary for an individual bidder to submit a response for all units. However Jisc requires that a supplier bidding for a unit is able to provide the complete provision for each unit. For example, for a single unit, we do not want a video from one bidder and a step-by-step guide from another. The desired outcome is that a package of resources will be available per unit of the curriculum to include video with audio, a step-by-step guide, assessment activity and/or other resource type. Each unit may require more than one of each of the resource types, depending on the particular learning outcome. This is especially the case for videos with audio as these should not be overlong, for reasons of file size for example.

Bidders will provide a list of the units that they can deliver on with details of the content. They should also include a summary of why they have chosen these units and why they are able to deliver on these – in terms of their experiences.

An example unit listing is provided below. **Please note that the number of resource types below are to indicate the level of detail required and therefore do not necessarily reflect the correct approach for this unit.**

<i>Unit Title</i>	<i>Level</i>	<i>Learning Outcome</i>	<i>Resource Types</i>
<i>Cut Hair using Basic Techniques</i>	NVQ2 /	Be able to cut hair using basic techniques	8 videos 12 guides 1 assessments
		Know how health and safety policies and procedures affect cutting services	2 video 6 guides 4 assessments
		Understand the factors that influence cutting services	6 guides 2 assessments
		Understand the tools, equipment, products and techniques used for cutting services	5 videos 3 guides 5 assessments

Table 1: Unit list example

IR2..... The Bidder shall supply details of which resource type and number for each unit it is tendering for using the table provided in Appendix 1.

3.3 Descriptive information

In addition to providing the above, the following information shall also be provided for each unit that a bidder intends to deliver:

- Description of how each package meets the unit of the curriculum by detailing:
 - Unit title and QCF reference (e.g. Ofqual reference for NVQ);
 - NOS reference and title;
 - Awarding body (City & Guilds; ITEC; SQA, VTCT) qualification including Level, number of credits, qualification title.
- Indication of whether a resource meets functional skills (English and/or Maths);
- Keywords:
 - Are based on the latest NOS;
 - To include terms relevant to students as well as teachers;
 - To be generic rather than aligned to specific manufacturing brands.
- Glossary. Provide terms where relevant with their definition.

IR3..... The Bidder shall supply the information requested in 3.3, for each unit it is tendering for using the table provided in Appendix 1.

3.4 Content ownership

This section provides the requirements for the specific items of content that will be delivered.

Jisc will own copyright of the content. This will require the successful bidder to assign copyright in all of the items of content to Jisc. Where third party (non-original) materials are included in the content the successful bidder will be required to ensure that this is licensed in such a way as to enable the content to be made available on the Hairdressing Training website under a Creative Commons license: either CC-BY or CC-BY-SA. For more information about CC licenses, see the Creative Commons website: <http://creativecommons.org/licenses/>

MR4..... The Bidder must assign copyright in the content it delivers under a contract to Jisc. It is a requirement that where third party rights exist as part of the content the bidder must obtain the appropriate permissions from the rights holder to enable Jisc to licence the content under Creative Commons license: either CC-BY or CC-BY-SA. The successful Bidder will be required as part of the contract to indemnify Jisc for any loss or damage that might be incurred where third party content is used without the required permission. The Bidder must confirm that it will indemnify Jisc... for any loss or damage that might be incurred where third party content is used without the required permission

3.5 Resource types

This section details the content types Jisc requires to support the learning of each particular unit. It reflects the type of content available via the service as it now, as well as from information provided from our users and practitioners. The purpose behind the level of detail given below is to ensure the content is as accessible and re-usable as possible, in order to deliver the maximum impact to Jisc's customers. This will also ensure that Jisc can deliver the new content in various ways through the re-developed website to be released early in 2016.

3.5.1 Videos with audio

- Adheres to guidance available via Jisc Digital Media's Video Production guide: <http://www.jiscdigitalmedia.ac.uk/infokit/video-creation/video-creation-home;>
- Contain audio describing the practice taking place, where applicable;
- Downloadable and viewable without the need of plug-ins or additional software. The following recommendations are requested:

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- Video codec: MP4 (H.264); [AVI and MPEG may also be accepted];
- Audio codec: AAC-LC;
- Resolution: 720p (1280 x 720 pixels) or 1080p (1920 x 1080 pixels);
- Framerate: 24, 25 or 30 frames per second.
- The duration for each video should preferably not exceed 5 minutes, due to file size and the ability for others to re-purpose;
- Transcription of the audio provided for subtitles purposes and available as a separate SRT file.
- Still introduction image to be included and contain:
 - Title;
 - Unit/Level;
 - Learning outcomes as detailed by unit qualification;
 - Jisc & Hairdressing Training logos.

IR5..... The Bidder shall provide evidence e.g. links to examples of video & audio, guides, assessments and any other content to demonstrate that it can produce and deliver resources to the standards described in 3.5.1.

3.5.2 Step-by-step guides

- Provided in a Word document and include any images and/or diagrams to demonstrate theory or practice as appropriate. (This will allow the Hairdressing Team to present guides consistently and in multiple ways.);
- Images to be made available to enable the Hairdressing Training team to incorporate on its new website and available as JPEGs or PNG files;
- Title page to contain:
 - Title;
 - Unit/Level;
 - Learning outcomes as detailed by unit qualification;
 - Jisc & Hairdressing Training logos.

IR6..... The Bidder shall provide evidence e.g. links to examples of video & audio, guides, assessments and any other content to demonstrate that it can produce and deliver resources to the standards described in 3.5.2.

3.5.3 Assessment activities

- Transcript provided to include questions, answers and any other information such as feedback for incorrect answers or further information;
- Depending on the format, the resource(s) should be provided in an open or editable format, for example, Microsoft Office Word document or ODF file; or as a SCORM package.

IR7..... The Bidder shall provide evidence e.g. links to examples of video & audio, guides, assessments and any other content to demonstrate that it can produce and deliver resources to the standards described in 3.5.3.

3.5.4 Other formats (optional)

IR8..... This is an optional requirement, The information provided is for information only and will not be scored. The Bidder can suggest other content formats which it feels may be of benefit in supporting the delivery of one or more units.

3.6 Indicative roles

Each bidder must provide an indication of who will fulfil the following roles/deliverables:

- Project Manager/main contact;

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- Curriculum mapping expertise;
- Guides/quizzes production;
- Video production:
 - Personnel involved – Teacher/hairdresser/demonstrator; model(s);
 - Technical knowledge – camera, lighting, sound, salon facilities; post-production/editing.

These are not necessarily exhaustive.

IR9..... The Bidder shall list the personnel who will be assigned to the roles listed in 3.6 and detail the suitability of the person for the role by detailing skills, knowledge and/or experience. The bidder shall also list any other staff that it expects to work on this service.

MR10.....The Bidder must also commit to provide contingencies if the named personnel become unavailable.

4. CHARGES

Jisc's budget for the acquisition of content through this call is up to £60,000 (Inc. VAT). The content should reflect the quality which Jisc's customers expect from the Hairdressing Training service. The content should cover Level 2 of the Hairdressing and Barbering curricula, to include videos and step-by-step guides, and if possible short quizzes based on the unit being delivered.

MR11.....The Bidder must confirm that all charges to Jisc are included in this response. Any charges not included here will be deemed to have been waived. All prices must be provided in sterling and be shown both exclusive and inclusive of VAT.

IR12.....The Bidder shall present the charges on the Excel spreadsheet provided. The bidder must complete the spreadsheet with the charges submitted for the service specified in this SoR. The spreadsheet must include all charges to Jisc.

5. FREEDOM OF INFORMATION (FOI)

While Jisc is not obliged to respond to any requests for information, whether under the Freedom of Information Act (the "FOIA") or otherwise (except where it has a legal obligation for other purposes), we endeavour to respond in the spirit of the FOIA, where we are reasonably able to do so, taking into account the resource implications in preparing a response.

If the bidder considers that any information supplied in its response is either commercially sensitive or confidential in nature, this must be clearly marked and the reasons for the sensitivity given.

In such cases, the relevant material will, in respect of any request for information made by a third party to Jisc, be examined in the light of the exemptions provided in the FOIA. However, by virtue of its submission of a response to this SoR, the bidder accepts that the decision as to whether to disclose such marked parts of the submission will rest solely with Jisc.

MR13..... Bidders must highlight any information that is either commercially sensitive or confidential in nature and reasons for the sensitivity should be given.

MR14..... Bidders must provide contact details (name, telephone number and email address) of the person within their organisation that is responsible for dealing with FOI requests.

6. RECORD RETENTION

By submitting a tender response to this procurement, a bidder accepts that Jisc will keep a copy of the tender and all other documentation and correspondence received from the bidder relating to this procurement for seven years. Jisc will keep this information in order to maintain the records required for audit purposes. At the end of the seven year period Jisc will destroy any information that it holds relating to this procurement.

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7. APPENDIX

Complete as necessary.

Unit Title	QCF ref.	NOS Ref	Awarding Body & code*	Level	Credits	Qualification title	Learning outcome	Resource Types	Functional skills	Keywords	Glossary terms
<i>e.g. Cut Hair using Basic Techniques</i>	<i>D/506/9782</i>	<i>SKA CH3</i>	<i>City & Guilds 203</i>	<i>NVQ2 / SVQ2</i>	<i>12</i>	<i>Diploma in Hairdressing</i>	<i>Be able to cut hair using basic techniques</i>	<i>8 videos 12 guides 1 assessment</i>	<i>[e.g. English; Maths]</i>	<i>Cutting; hair</i>	<i>[term : definition]</i>
Advise and Consult with Clients											
Assist with hair colouring and lightening services											
Assist with perming hair services											
Assist with relaxing services											
Assist with salon reception duties											
Assist with shaving services											
Blow dry hair											
Colour and Lighten Hair											
Colour and Lighten Men's Hair											
Contribute to the development of effective working relationships											

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Contribute to the Financial Effectiveness of the Business											
Contribute to the Planning, Implementation and Evaluation of Promotional Activities											
Create a Variety of Permed Effects											
Create Basic Outlines and Detailing in Hair											
Creatively Colour and Lighten Hair											
Creatively Cut Hair Using a Combination of Barbering Techniques											
Creatively Cut Hair Using a Combination of Techniques											
Creatively Style and Dress Hair											
Cut Facial Hair to Shape Using Basic Techniques											
Cut Hair Using Basic Barbering Techniques											
Cut Hair Using Basic Techniques											

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Cut Men's Hairstyles											
Cut Men's Hair Using Basic Techniques											
Design and Create a Range of Facial Hair Shapes											
Design and Create Patterns in Hair											
Develop and Maintain Your Effectiveness at Work											
Develop, Enhance and Evaluate Your Creative Hairdressing Skills											
Dry and Finish Men's Hair											
Fulfil Salon Reception Duties											
Hair Colour Correction Services											
Perm and Neutralise Hair											
Plait and Twist Hair											
Plait and twist hair using basic techniques											

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Prepare for hair services and maintain work areas											
Provide a Variety of Relaxing Services											
Provide Client Consultation Services											
Provide Creative Hair Extension Services											
Provide Shaving Services											
Provide Specialist Hair and Scalp Treatments											
Relax Hair											
Remove hair extensions											
Set and Dress Hair											
Shampoo and condition hair											
Shampoo, Condition and Treat the Hair and Scalp											
Style and Finish Hair											
Temporarily Attach Hair to Enhance a Style											

*Options include City & Guilds; ITEC; SQA; VTCT