BRITISH COUNCIL

Request for Proposal (RFP)

For: UK/Malaysia Spotlight 2027 – Public Relations and Communications Partner

Date: 19 November 2026

1 Overview of the British Council

We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide.

We uniquely combine the UK's deep expertise in arts and culture, education and the English language, our global presence and relationships in over 100 countries, our unparalleled access to young people, creatives and educators, and our own creative sparkle.

We work directly with individuals to help them gain the skills, confidence and connections to transform their lives and shape a better world in partnership with the UK. We support them to build networks and explore creative ideas, to learn English, to get a high-quality education and to gain internationally recognised qualifications.

We work with governments and our partners in the education, English language and cultural sectors, in the UK and globally. Working together we make a bigger difference, creating benefit for millions of people all over the world.

We take a long-term approach to building trust and remain at arm's length from government. We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2022–23 we reached 600 million people.

2 Introduction and Background to the Project / Programme

2.1 About International Spotlights on Culture and UK/Malaysia Spotlight 2027

The British Council's International Spotlights are core to our mission of supporting peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide. These major programmes create dynamic cultural spotlights that deepen relationships with key international partners. By bringing together artists, educators, and institutions through two-way exchange, these seasons provide a global platform for UK culture while driving reciprocal collaboration and strengthening enduring people-to-people ties.

Background on the theme: Human-Nature

The British Council's Human-Nature programme is a multidisciplinary arts initiative that explores the interconnected relationships between people, culture, ecology, communities, and the environment. Through research, artistic collaborations, fellowships, community engagement, knowledge exchange, and creative commissions, the programme has brought together artists, cultural organisations, researchers, scientists, Indigenous communities, and civil society partners from Malaysia and the UK to develop new narratives and responses to climate adaptation and sustainable futures.

Human-Nature will be the theme of the UK/Malaysia Spotlight 2027.

About the UK/Malaysia Spotlight 2027

2027 marks the 70th anniversary of UK-Malaysia diplomatic relations, providing an important opportunity to celebrate and deepen cultural connections between the two countries through a coordinated programme of artistic exchange, showcasing, dialogue and partnership development.

The UK/Malaysia Spotlight 2027 will be a year-long programme of arts, culture and creative industry activities built around the “Human-Nature: Past, Present, Future” theme. The Spotlight builds on the British Council's Human-Nature programme and the UK-Malaysia collaboration at the Venice Architecture Biennale 2027, bringing together artists, cultural organisations, researchers, creative practitioners and audiences to explore relationships between people, culture, technology and the environment.

UK/Malaysia Spotlight 2027 Objectives

1. **Strengthened positioning of the UK as a partner of choice for Malaysia in the arts and creative industries, recognised for its innovation and international collaboration.** - Through flagship events that address shared themes/ priorities showcasing the best of the UK arts sector, while enabling mutual exchange of innovative, inclusive and forward-thinking approaches towards global challenges and new technologies.

2. **Increased opportunities for mutually beneficial collaborations between UK and Malaysia partners in the arts and creative industries.** - A programme of showcasing, professional development, and network building events co-created by UK and MY partners, building on both existing and new collaborations.

3. **Empowering UK and Malaysian artists and cultural professionals with cultural exchange, professional development, network building and delegation opportunities.** - Engage and support UK and Malaysian artists, cultural leaders and professionals through skills development. Supporting the development of creative industry, showcases, and festivals.

4. **Championing the UK and British Council's offer and creating access to arts and culture. -** Showcasing UK excellence in the arts, culture to the target audience by securing access for the UK

at high-profile cultural platforms. Showcasing our expertise across the arts. Building stronger people-to-people relationships and mutual understanding through the Spotlight programming.

The British Council seeks to appoint a Public Relations and Communications partner that will be responsible to support the public relations and communications goals of the **UK/Malaysia Spotlight 2027,** including strategic counsel, media buying and media relations, crisis communication, content development, influencer marketing, and social media support to amplify the video and digital assets developed.

2.2 The purpose and scope of this RFP and supporting documents is to explain in further detail the requirements of the British Council and the process for submitting a proposal in response to this RFP ("**Proposal**").

3 Proposal Conditions and Contractual Requirements

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

3.1 Contracting requirements

3.1.1 Contracting authority: the British Council which includes any other companies and organisations that control or are controlled by the British Council from time to time (see: http://www.britishcouncil.org/organisation/structure/status).

3.1.2 Delivery location for goods and/or services: The services will be required in Malaysia.

3.1.3 Duration: 15 months.

3.1.4 Contractual terms: As set out at Annex 1 Terms and Conditions of Contract ("**Contract**"). By submitting a Proposal, you are agreeing to be bound by the terms of this RFP and the Contract without further negotiation or amendment. In the event that the chosen service provider is operating as a Sole Trader or through a Personal Service Company, the British Council retain the right to issue specific contractual terms and conditions, in order to take account of this status. If you plan to submit a bid as a Sole Trader or Personal Service Company please contact British Council's e-Tendering portal hosted at https://tap.tcsapps.com/tap2/#/bc-supplier-registration (first time log in) or https://tap.tcsapps.com/tap2/#/login-supplier?tenant=BritishCouncil&langCd=en (existing supplier registered) / aman.kumar1@britishcouncil.org for a copy of the specific terms. Once the Contract is awarded, there will be no changes allowed to the Contract (except in accordance with the provisions of the Contract). Any clarification questions in relation to any aspect of this Procurement Process and the associated documentation should be submitted in accordance with the process set out in paragraph 12 (*Clarification Requests*). Only changes which relate to the correction of ambiguity or manifest error in relation to the terms of the Contract will be considered and, if necessary, the British Council may, when issuing its response to clarification questions, reissue Annex 1 to reflect such changes. Any proposed amendments received from a potential supplier as part of its Proposal shall entitle the British Council to reject that Proposal and to disqualify that potential supplier from this Procurement Process.

3.2 General Policy Requirements

3.2.1 By submitting a Proposal, you confirm that you will, and that you will ensure that any consortium members and/or subcontractors will, comply with all applicable laws, codes of practice, statutory guidance and applicable British Council policies relevant to the goods and/or services being supplied. All relevant British Council policies that suppliers are expected to comply with can be found on the British Council website (https://www.britishcouncil.org/organisation/transparency/policies).

3.3 General Proposal conditions ("Proposal Conditions")

3.3.1 Application of these Proposal Conditions – In participating in this Procurement Process and/or by submitting a Proposal it will be implied that you accept and will be bound by all the provisions of this RFP and its Annexes. Accordingly, Proposals should be made on the basis of and strictly in accordance with the requirements of this RFP.

3.3.2 Third party verifications – Your Proposal is submitted on the basis that you consent to the British Council carrying out all necessary actions to verify the information that you have provided, and the analysis of your Proposal being undertaken by one or more third parties commissioned by the British Council for such purposes.

3.3.3 Information provided to potential suppliers – Information that is supplied as part of this Procurement Process is supplied in good faith. The information contained in the RFP and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue. No liability (save for fraudulent misrepresentation) is accepted for its accuracy, adequacy or completeness and no warranty is given as such.

3.3.4 Potential suppliers to make their own enquires – You are responsible for analysing and reviewing all information provided to you as part of this Procurement Process and for forming your own opinions and seeking advice as you consider appropriate. The clarification process set out in paragraph 12 should be used for any queries in relation to this Procurement Process.

3.3.5 Amendments to the RFP – At any time prior to the Response Deadline, the British Council may amend the RFP and if appropriate, the Response Deadline shall, at the discretion of the British Council, be extended.

3.3.6 Compliance of Proposal – Any goods and/or services offered should be on the basis of and strictly in accordance with the RFP (including, without limitation, any specification of the British Council's requirements, these Proposal Conditions and the Contract) and all other documents and any clarifications or updates issued by the British Council as part of this Procurement Process.

3.3.7 Compliance with the terms of the Contract – The successful supplier must comply with the Contract as set out in Annex 1 without any amendment (save as described in paragraph 3.1.4). .

3.3.8 Format of Proposal – Proposals must comprise the relevant documents as detailed by the British Council in Annex 2 (Supplier Proposal) completed in accordance with relevant all instructions. Any documents requested by the British Council must be completed in full. It is important that you read the RFP carefully before completing and submitting your Proposal.

3.3.9 Modifications to Proposals once submitted – You may modify your Proposal prior to the Response Deadline by giving written notice to the British Council. Any modification should be clear and submitted as a completely new Proposal in accordance with Annex 2 (Supplier Proposal) and these Proposal Conditions.

3.3.10 Disqualification – If you breach these Proposal Conditions, if there are any errors, omissions or material adverse changes relating to any information supplied by you at any stage in this Procurement Process, if any other circumstances set out in this RFP, and/or in any supporting documents, entitling the British Council to reject a Proposal apply and/or if you or your appointed advisers attempt:

- to inappropriately influence this Procurement Process or fix or set the price for goods or services;
- to enter into an arrangement with any other party that such party shall refrain from submitting a Proposal;
- to enter into any arrangement with any other party (other than another party that forms part of your consortium bid or is your proposed sub-contractor) as to the prices submitted;
- to collude in any other way;
- to engage in direct or indirect bribery or canvassing by you or your appointed advisers in relation to this Procurement Process; or
- to obtain information from any of the employees, agents or advisors of the British Council concerning this Procurement Process (other than as set out in these Proposal Conditions) or from another potential supplier or another Proposal,

the British Council shall be entitled to reject your Proposal in full and to disqualify you from this Procurement Process. Subject to paragraph 3.3.14 below, by participating in this Procurement Process you accept that the British Council shall have no liability to a disqualified potential supplier in these circumstances.

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

3.3.12 Rights to cancel or vary this Procurement Process – Nothing in this Procurement Process will bind the British Council to enter into any contractual or other arrangement with you or any other potential supplier. It is intended that the remainder of this Procurement Process will take place in accordance with the provisions of this RFP, but the British Council reserves the right to terminate, amend or vary (to include, without limitation, in relation to any timescales or deadlines) this Procurement Process by notice in writing. Subject

to the “Liability” Tender Condition below, the British will have no liability for any losses, costs or expenses you incur as a result of such actions.

3.3.13 Consortium Members and sub-contractors – It is your responsibility to ensure that any staff, consortium members, sub-contractors and advisers abide by these Proposal Conditions and the requirements of this RFP.

3.3.14 Liability – Nothing in these Proposal Conditions is intended to exclude or limit the liability of the British Council in relation to fraud or in other circumstances where the British Council’s liability may not be limited under any applicable law.

4 Confidentiality and Information Governance

4.1 All information supplied to you by the British Council, including this RFP and all other documents relating to this Procurement Process, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers, consortium members and/or sub-contractors strictly for the purposes only of helping you to participate in this Procurement Process and/or prepare your Proposal) unless the information is already in the public domain or is required to be disclosed under any applicable laws.

4.2 You shall not disclose, copy or reproduce any of the information supplied to you as part of this Procurement Process other than for the purposes of preparing and submitting a Proposal. There must be no publicity by you regarding the Procurement Process or the future award of any contract unless the British Council has given express written consent to the relevant communication.

4.3 The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your Proposal, to any employee, third party agent, adviser or other third party involved in the Procurement Process in support of, and/or in collaboration with, the British Council. The British Council further reserves the right to publish the Contract once awarded and/or disclose information in connection with supplier performance under the Contract in accordance with any public sector transparency policies (as referred to below). By participating in this Procurement Process, you agree to such disclosure and/or publication by the British Council in accordance with such rights reserved by it under this paragraph.

4.4 The Freedom of Information Act 2000 (“FOIA”), EU General Data Protection Regulation (GDPR) 2015, the Environmental Information Regulations 2004 (“EIR”), and public sector transparency policies apply to the British Council (together the “**Disclosure Obligations**”).

4.5 You should be aware of the British Council’s obligations and responsibilities under the Disclosure Obligations to disclose information held by the British Council. Information provided by you in connection with this Procurement Process, or with any contract that may be awarded as a result of this exercise, may therefore have to be disclosed by the British Council under the Disclosure Obligations, unless the British Council decides that one of the statutory exemptions under the FOIA or the EIR applies.

5 Proposal Validity

5.1 Your Proposal must remain open for acceptance by the British Council for a period of sixty from the Response Deadline. A Proposal not valid for this period may be rejected by the British Council.

6 Payment and Invoicing

6.1 The British Council will pay correctly addressed and undisputed invoices within 30 days in accordance with the requirements of the Contract. Suppliers to the British Council must ensure comparable payment provisions apply to the payment of their sub-contractors and the sub-contractors of their sub-contractors. General requirements for an invoice for the British Council include:

- A description of the good/services supplied is included.
- The British Council Purchase Order number is included.
- It is sent electronically via email in PDF format to Khadijah.Turner@britishcouncil.org.my

7 Specification

Purpose of the Assignment

The purpose of the assignment is to support the development and delivery of the public relations and communications strategy for the **UK/Malaysia Spotlight 2027**, with the following objectives:

- **Objective 1 (PR):** Secure high-profile, credible third-party earned media coverage to strengthen the UK's position as partner of choice for Malaysia in the arts and culture sectors. Showcase UK's global leadership in arts; and profile of the Spotlight programme that responds to artists' and audiences' needs, with projects that carry themes of climate, decolonisation, diversity, and inclusion.

- **Objective 2 (Media Buy):** Drive targeted digital visibility and engagement with campaign assets, including videos, posts, stories, and short-form social videos (reels/shorts), reaching the arts and culture stakeholders. Empower and increase collaboration opportunities between UK and Malaysia arts sectors through Spotlight events and activities.

- **Objective 3 (Campaign Amplification):** Maximise the reach and impact of the content produced under the campaign, championing the UK and British Council's offer and access to the Arts and Culture. Supporting audience awareness and drive attendance to Spotlight events and demonstrate the importance of meaningful cultural engagement.

Scope of Work

The partner will be responsible to support the public relations and communications goals of the **UK/Malaysia Spotlight 2027,** including strategic counsel, media buying and media relations, crisis communication, content development, influencer marketing, and social media support to amplify the video and digital assets developed.

All deliverables must accommodate language localisation and demonstrate cultural sensitivity. All activities should follow British Council brand guidelines, communications standards and relevant approval processes.

The appointed partner will work closely with the British Council Arts & Communication team (and UK art forms colleagues where necessary), third-party creative partner, curators, producers, and strategic partners (including but not limited to venues, festival, city authorities, government agency, Malaysia censorship board, etc).

Target Audience & Segmentation

Geographic targeting will primarily focus on Malaysia, including the Klang Valley, Penang, Sabah and Sarawak, with specific locations and audience priorities to be recommended as part of the media plan.

Target Stakeholders

Sector	Importance	Area	What do we want them to think/feel/do?
Arts and cultural organisation leaders	High	B2B/O	Partner and support the Spotlight, recognise the British Council as a leading advocate of contemporary art, artists, and creative industries. Helping to build strong UK-connections in the Malaysia creative and cultural sectors.
Creative producers and programmers	High	B2B/O	Partner and support the Spotlight, recognise the British Council as a leading advocate of contemporary art and artists, helping to build a stronger creative sector in country.
Creative sector academics, researchers, educators	High	B2B/O	Raise and enhance the profile of UK artists and creative sector thought leaders. Leverage and expand the Malaysia Arts and Culture Network to include arts and cultural institutions and HEIs.
British High Commission in Malaysia	High	B2G	Reinforce British Council's soft power role in maintaining UK's global influence.
UK Ministers, policy makers	High	B2G	Reinforce British Council's soft power role in maintaining UK's global influence.
Sponsors and Donors	High	B2B/O	Partner and support the Spotlight, recognise the British Council as a leading advocate of higher education and contemporary art and artists, helping to build strong UK-connections in the Malaysia creative and cultural sectors.

Policy makers	Medium	B2G	Build relationships at a high level, sparking interest in new opportunities, and influence UK-led policy and dialogue in Malaysia.
Cultural decision makers in local Government	Medium	B2G	Build relationships at a high level, sparking interest in new opportunities and collaborations between the UK and Malaysia.
Funding Bodies	Medium	B2B/O	Partner and support the Spotlight, recognise the British Council as a leading advocate of higher education and contemporary art and artists, helping to build strong UK-connections in the Malaysia creative and cultural sectors.

Target Audiences

Sector	Area	What do we want them to think/feel/do?
Young, urban, middle-class in Malaysia aged 18 to 35	High	Raise overall brand awareness of the British Council and drive audiences to the Spotlight events in major cities across Malaysia; KL, Penang and Kuching.
Arts Focused Influencers and media	High	Raise and enhance the profile of UK artists and companies taking part in the Spotlight. Drive awareness, attendance and engagement for Spotlight events.
Engaged Arts Community, Creatives, Artists, and other British Council Arts Alumni	Medium	Drive awareness, attendance and engagement for Spotlight events.
Educators, researchers, early-career professionals and sector participants.	Medium	Drive awareness, attendance and engagement for Spotlight events.
Study UK Alumni in Malaysia	Low	Drive awareness, attendance and engagement for Spotlight events.

Tentative Spotlight Activities Timeline

April 2027	*Launch Programme announced
28 May – 6 June 2027	KL Book Fair – British Council Digital Library
May 2027	KL Festival + Fringe Literary Festival
May 2027	REXKL – Digital Commission
May 2027	**Opening of VB British Pavillion (mainly leveraging on comms)**
23 – 25 & 25 - 27June 2027	Rainforest Youth Summit & Rainforest World Music Festival
July 2027	Sunway JCPAC Festival – UK Theatre Showcase
6 – 15 August 2027	George Town Festival
August/ September 2027	**UK/MY Spotlight @Malaysian High Commission in London**
September 2027	ADF UK Delegation to Malaysia
October 2027	ADF Human-Nature Symposium
October 2027	GLAM UK Delegation to Malaysia & ICA Conference
November 2027	George Town Literary Festival
December 2027	UK-ASEAN Gaming Accelerator and Networking Event in Malaysia
December 2027	**Closing**

Operational Strategy & Media Allocation

Stream A: PR & Earned Media Strategy

- **National Press Release**: Develop and distribute **1x** press release highlighting the UK-Malaysia Spotlight 2027. The document should focus on how the Human-Nature programme is the theme of the UK-Malaysia British Pavillion and Fellowship at the Venice Biennale and the central topic of UK-Malaysia creative arts and cultural collaborations. The 70th anniversary of the bilateral relations is a secondary point. Timeframe: Q1 2027
- **Thought Leadership Pitches:** Secure **5x** opportunities for exclusive commentary, interviews or profile pieces featuring senior British Council representatives, including the Country Director and the Head of Arts & Industries in relevant national, business and arts/culture media, subject to spokesperson availability and approval. Timeframe: Q2-3 2027
- **Campaign Story Amplification:** Leverage projects, practitioners, curatorial and producing partners, and institutional stories developed through the production campaign to secure additional 5x editorial

opportunities. This may include project collaborators' success stories, practitioner stakeholders' perspectives, and institutional partnerships. **Min initiatives: 10**. Timeframe: Q2-4 2027.

- **Media Engagement:** Identify and engage relevant tier 1 media outlets, including national news, business, arts titles across print, digital and broadcast platforms, to maximise campaign visibility.

Stream B: Paid Media Buy Plan

- The paid media strategy will focus on amplifying approved campaign assets produced, with messaging and creative formats tailored to the respective audiences and platforms.

Campaign Success Metrics (KPIs)

- **PR Success:** Target a **minimum of 10** Tier 1 media clippings (print, online or broadcast) with positive or neutral sentiment, alongside opportunities for thought leadership and stakeholder coverage.
- **Overall Campaign Success:** Demonstrate how PR and paid media activities contribute to increased awareness of UK/MY Spotlight 2027, stronger visibility of UK-Malaysia partnerships and greater recognition of the UK arts and cultural sectors. Achieve an **overall PR value of RM3 million** (max).

Stream C: Creative content development

Development of creative content for organic social channels, driven by the programme calendar (see above). The strategy involves producing dedicated videos for six selected events, while using image-rich content for the remaining events to promote the full programme to an arts-focused audience, all fully aligned with our brand guidelines.

- **Video Production: Create 6 dedicated organic social videos** for 6 selected events from the programme calendar.
- **Image-Rich Asset Creation:** Develop high-quality, image-driven social content for all remaining events in the programme.
- **Messaging Integration:** Ensure all organic social content seamlessly weaves together the core messaging of both the UK/Malaysia Season and the Human–Nature project.
- **Brand Alignment:** Produce all assets in strict accordance with established brand guidelines and tailor them specifically to resonate with an arts-focused audience.

The appointed agency should provide campaign performance reporting, including key results, audience insights and recommendations for future campaign optimisation.

Ensure the social media campaign hits over 1,000 impressions overall.

Timeline

The PR and paid media campaign will run throughout 2027, with a phased approach aligned to key campaign milestones and the availability of approved production assets.

The initial phase will prioritise building awareness and visibility of the UK/Malaysia Spotlight 2027, leading up to its programming key activities. PR and paid media efforts will continue throughout the year, amplifying the wider UK-Malaysia arts and culture impact stories, including collaborating practitioners and partner organisations.

The appointed agency should provide an indicative plan of activities and timeline that aligns with the UK/Malaysia Spotlight 2027's programming key activities, taking into account the media climate and environment.

Agency Deliverables

The appointed agency will be expected to provide:

PR & Earned Media

- PR strategy and media outreach plan including key messages and themes
- Press release development and distribution
- Media pitching and coordination of interview opportunities
- Media monitoring and coverage report on a quarterly basis

Paid Media

- Paid media strategy and recommended channel allocation
- Creative placement recommendations based on available production assets
- Campaign performance reports, including results, insights and recommendations

Content creation

- Video Production: Create 6 dedicated organic social videos for 6 selected events from the programme calendar.
- Image-Rich Asset Creation: Develop high-quality, image-driven social content for all remaining events in the programme.
- Messaging Integration: Ensure all organic social content seamlessly weaves together the core messaging of both the UK/Malaysia Season and the Human–Nature project.
- Brand Alignment: Produce all assets in strict accordance with established brand guidelines and tailor them specifically to resonate with an arts-focused audience.

Preferred Experience

The successful applicant should demonstrate:

- Experienced portfolio in developing and delivering public relations and communications strategy for arts and cultural events and programmes.
- Proven track record and deep understanding of the UK and Malaysia arts, theatre, music, or heritage landscape, and audiences.
- A large network and good relationships with arts and cultural media, influencers and leaders.
- Experience delivering alongside curators, artistic directors, event producers, printers and fabricator, with exhibitions, festivals, commissions or large-scale arts programmes.
- Understanding of accessibility, inclusion, climate, environmental sustainability, and community (minority/ disabled/ Indigenous) engaged work in arts and cultural practice.

For example of guidelines: Kindly refer to Annex 4 – Example of guidelines or use the link - https://www.britishcouncil.org.br/en/programmes/uk-brazil-2025

8 Mandatory Requirements / Constraints

8.1 As part of your Proposal, you must confirm that you meet the mandatory requirements / constraints, if any, as set out in the British Council's specification forming part of this RFP. Failure to comply with any mandatory requirements or constraints shall entitle the British Council to reject a Proposal.

9 Key background documents

9.1 Further relevant background documents / information may be provided to potential suppliers as an Annex to this RFP and/or by way of the issue of additional documents / links to additional information / documents. Please view list of Annexes at the end of this document.

10 Timescales

10.1 Subject to any changes notified to potential suppliers by the British Council in accordance with the Proposal Conditions, the intended timescales applicable to this Procurement Process are:

Activity	**Date / time**
RFP Issued to bidding suppliers	19 November 2026
Deadline for clarification questions (**Clarification Deadline**)	24 November 2026
British Council to respond to clarification questions	26 November 2026
Deadline for submission of Proposals by potential suppliers (**Response Deadline**)	4 December 2026
Clarification & Negotiation stage	Tentative 4-10 December 2026
Final Decision	Tentative 11 December 2026
Contract concluded with winning supplier	Tentative 17 December 2026
Contract start date	Tentative 18 December 2026

11 Instructions for Responding

11.1 The documents that must be submitted to form your Proposal are listed at Part 2 (Submission Checklist) of Annex 2 (Supplier Proposal) to this RFP. All documents required as part of your Proposal should be submitted to the British Council's e-Tendering portal hosted at https://tap.tcsapps.com/tap2/#/bc-supplier-registration (first time log in) or https://tap.tcsapps.com/tap2/#/login-supplier?tenant=BritishCouncil&langCd=en (existing supplier registered) / aman.kumar1@britishcouncil.org by the Response Deadline, as set out in the Timescales section of this RFP.

11.2 You agree to register a valid supplier account on the UK government Central Digital Platform (CDP). Such registration will be completed upon request by the British Council and prior to contract award. You acknowledge and accept that failure to complete registration prior to contract award may result in withdrawal of any award decision.

11.3 The following requirements should be complied with when submitting your Proposal in response to this RFP:

- Please ensure that you send your submission in good time to prevent issues with technology – late Proposals may be rejected by the British Council.
- Do not submit any additional supporting documentation with your Proposal except where specifically requested to do so. PDF, JPG, PPT, Word and Excel formats can be used for any additional supporting documentation (other formats should not be used without the prior written approval of the British Council).
- All attachments/supporting documentation should be provided separately to your main Proposal document, clearly labelled and cross-referenced to the Proposal as relevant.
- If you submit a generic policy / document you must indicate the page and paragraph reference that is relevant to a particular part of your Proposal.
- Unless otherwise stated as part of this RFP or its Annexes, all Proposals should be in the format of the relevant British Council requirement with your response to that requirement inserted underneath.
- Where supporting evidence is requested as 'or equivalent' you must demonstrate such equivalence as part of your Proposal.
- Any deliberate alteration of a British Council requirement as part of your Proposal will invalidate your Proposal to that requirement and for evaluation purposes you shall be deemed not to have responded to that particular requirement.
- Responses should be concise, unambiguous, and should directly address the requirement stated.
- Your Proposal to the RFP requirements and pricing will be incorporated into the Contract, as appropriate.

12 Clarification Requests

12.1 All clarification requests should be submitted to British Council's e-Tendering portal hosted at https://tap.tcsapps.com/tap2/#/bc-supplier-registration (first time log in) or https://tap.tcsapps.com/tap2/#/login-supplier?tenant=BritishCouncil&langCd=en (existing supplier registered) / aman.kumar1@britishcouncil.org by the Clarification Deadline, as set out in the Timescales section of this RFP. The British Council is under no obligation to respond to clarification requests and will response if the question is appropriate and received before the Clarification Deadline.

12.2 Any clarification requests should clearly reference the appropriate paragraph in the RFP documentation and, to the extent possible, should be aggregated rather than sent individually.

12.3 The British Council reserves the right to issue any clarification request made by you, and the response, to all potential suppliers unless you expressly require it to be kept confidential at the time the request is made. If the British Council considers the contents of the request not to be confidential, it will inform you and you will have the opportunity to withdraw the clarification query prior to the British Council responding to all potential suppliers.

12.4 The British Council may at any time request further information from potential suppliers to verify or clarify any aspects of their Proposal or other information they may have provided. Should you not provide supplementary information or clarifications to the British Council by any deadline notified to you, your Proposal may be rejected in full and you may be disqualified from this Procurement Process.

13 Evaluation Criteria

13.1 You will have your Proposal evaluated as set out below:

Stage 1: Proposals will be checked to ensure that they have been completed correctly and all necessary information has been provided. responses correctly completed with all relevant information being provided and all mandatory requirements as outlined in Section 8 met will proceed to Stage 2. Any Proposal not correctly completed in accordance with the requirements of this RFP and/or containing omissions may be rejected at this point. Where a Proposal is rejected at this point it will automatically be disqualified and will not be further evaluated.

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Stage 2: If a bidder succeeds in passing Stages 1 of the evaluation, then it will have its Proposal evaluated in accordance with the evaluation methodology set out below.

13.2 Award Criteria – Responses from potential suppliers will be assessed to determine the most economically advantages proposal using the following criteria and weightings and will be assessed entirely on your response submitted:

Evaluation Criteria

Proposals will be rigorously evaluated against the following professional criteria:

Evaluation Criteria	Description and Requirements	Weighting
Quality and Creativity	Demonstrated design excellence via relevant case studies and portfolio examples highlighting cross-cultural or international marketing campaigns.	30%
Strategic Approach	A well-articulated project management methodology, rigorous quality assurance workflows, and a realistic, robust timeline for execution.	10%
Capabilities and Services	Proven technical expertise of the designated core team, alongside full-service capacity.	20%
Commercial Value	A highly transparent, granular breakdown of all operational fees and costs, demonstrating competitive pricing and optimal value for money.	40%

Total Weighting		100%

13.3 Scoring Model – Proposals will be subject to an initial review at the start of Stage 2 of the evaluation process. Any Proposals not meeting mandatory requirements or constraints (if any) will be rejected in full at this point and will not be assessed or scored further. Proposals not so rejected will be scored by an evaluation panel appointed by the British Council for all criteria other than Commercial using the following scoring model:

Points	Interpretation
10	**Excellent** – Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas evidence requested in the level of detail requested. This, therefore, is a detailed excellent response that meets all aspects of the requirement leaving no ambiguity as to whether the bidder can meet the requirement.
7	**Good** – Overall the response demonstrates that the bidder meets all areas of the requirement and provides all of the areas of evidence requested, but contains some trivial omissions in relation to the level of detail requested in terms of either the response or the evidence. This, therefore, is a good response that meets all aspects of the requirement with only a trivial level ambiguity due the bidders failure to provide all information at the level of detail requested.
5	**Adequate** – Overall the response demonstrates that the bidder meets all areas of the requirement, but not all of the areas of evidence requested have been provided. This, therefore, is an adequate response, but with some limited ambiguity as to whether the bidder can meet the requirement due to the bidder's failure to provide all of the evidence requested.
3	**Poor** – The response does not demonstrate that the bidder meets the requirement in one or more areas. This, therefore, is a poor response with significant ambiguity as to whether the bidder can meet the requirement due to the failure by the bidder to show that it meets one or more areas of the requirement.
0	**Unacceptable** – The response is non-compliant with the requirements of the RFP and/or no response has been provided.

13.4 Commercial Evaluation – Your "Overall Price" (as calculated in accordance with requirements of Annex 3 (Pricing Approach) for the goods and/or services will be evaluated by the evaluation panel for the purposes of the commercial evaluation, further information on this approach may be available in Annex 3. In the event that any prices are expressed as being subject to any pricing assumptions, qualifications or indexation not provided for by the British Council as part of the pricing approach, the British Council may reject the full Proposal at this point. The British Council may also reject any Proposal where the Overall Price

for the goods and/or services is considered by the British Council to be abnormally low following the relevant processes set out under the procurement rules. A maximum offer score of 10 will be awarded to the Proposal offering the lowest "Overall Price". Other Proposals will be awarded a mark by application of the following formula: (Lowest Overall Price/Overall Price being evaluated) x 10 (rounded to two decimal places) = commercial score.

13.5 Moderation and application of weightings – The evaluation panel appointed for this Procurement Process will meet to agree and moderate scores for each award criteria. Final scores in terms of a percentage of the overall Proposal score will be obtained by applying the relevant weighting factors set out as part of the award criteria table above. The percentage scores for each award criteria will be amalgamated to give a percentage score out of 100.

13.6 The Winning Proposal(s) - The winning Proposal shall be the Proposal scoring the highest percentage score out of 100 when applying the above evaluation methodology, which is also supported by any required verification evidence (to include, without limitation, any updated information)] obtained by the Authority relating to any self-certification or other requirements referred to at any time in this Procurement Process.

List of Annexes forming part of this RFP (issued as separate documents):

Annex 1 – Terms and Conditions of Contract

Annex 2 – Supplier Proposal

Annex 3 – Pricing Approach

Annex 4 – Example of guidelines