

**Invitation to Tender - Freelance
Video Editor Support 2023**

Issued 23.01.2023

Introduction

HDR UK is the national institute for health data that includes England, Wales, Scotland and Northern Ireland. Its mission is to unite the UK's health data to enable discoveries that improve people's lives. By working in partnership with the NHS, industry, academia and patients, and providing safe and secure access to rich health data, it aims to better understand diseases and discover new ways to prevent, treat and cure them.

Health Data Research UK is a charity funded by UK Research and Innovation, the Medical Research Council, the British Heart Foundation, the National Institute for Health Research, the Economic and Social Research Council, the Engineering and Physical Sciences Research Council, Health and Care Research Wales, Health and Social Care Research and Development Division (Public Health Agency, Northern Ireland), Chief Scientist Office of the Scottish Government Health and Social Care Directorates, and Wellcome. For more information, see the overview of our [2023-2028 Strategy](#).

Capacity Building

HDR UK's vision for [Capacity Building](#) is to bring together and train our community of 20,000 health data scientists to work with diverse health data safely and securely so they can transform lives. We work with academia, the NHS, industry and members of our UK Health Data Research Alliance to:

- **Define the skills** needed to work with health data to address important health challenges;
- **Identify and curate a range of training resources** through our Health Data Research Innovation Gateway to increase improved use of health data;
- **Deliver training that addresses gaps**, helping develop new careers and roles in Health Data Science.

Our training programmes will support and equip scientists for a future where health data research studies can be rapidly taken forward and new connections are unconstrained by traditional discipline and organisational boundaries. We will make the UK the go-to place internationally for data science leadership, poised to attract international leaders and export UK expertise to other countries.

We require additional support (project-led) with video editing for our Continuous Professional Development programmes, for our Virtual Learning Environment, [Health Data Research Futures](#).

How we work

HDR UK is a federated virtual institute. We have a small central team located in London and partners with research organisations, the NHS and industry across 32 locations in the UK.

HDR UK's work spans three core areas:

- **Uniting health data:** Providing the UK-wide and global co-ordination and leadership of health data infrastructure and services required to make health-relevant data FAIR (findable, accessible, interoperable, reusable)
- **Advancing research discoveries:** Supporting high impact UK-wide research programmes that address major health and societal challenges, guide the development of the infrastructure and services for the benefit of other researchers, and are outward-looking with global reach.
- **Promoting partnerships:** Assembling an ambitious health data research ecosystem with enduring benefits for all researchers, drawing on skills, resources, and expertise from academic, NHS, industry and government partners.

HDR UK's values

HDR UK's values guide how we work together within HDR UK and with our partners and other stakeholders:

1. **Transparency:** we will share information, insights and innovations so that we learn faster together.
2. **Optimism:** we believe that we can make things better, that we can do things differently and that we can overcome challenges to create a new and thriving health data ecosystem that benefits patients and the public, the NHS, scientific discovery and industry.
3. **Respect:** we deliver better results when we work in a truly interdisciplinary way. We listen, share and respect a diversity of thought and opinion, perspective and experience. We are inclusive - leveraging and fairly attributing the expertise and capabilities of others.
4. **Courage:** we are leading the way and will be prepared to try new things, take risks, embrace ambiguity and challenge the status quo. We will contribute opinions to shape the future of health data research.
5. **Humility:** we have a lot to learn from others; and aim to be free from pride and arrogance.

Key Deliverables

We are looking for up to 10 freelance video editors to:

- Edit bite sized educational videos from 3-10 minutes in length for our learning platform.

This could include:

- Editing together best live takes to create a flowing video experience
- Making improvements to the quality of green screen backgrounds
- Creating supporting graphics from Subject Matter Expert (SME) supplied PowerPoint decks
- Creating, packaging and delivering finished videos from these assets
- Applying feedback and amendments from colleagues and SMEs to these videos

What you need to succeed

- Strong experience in similar role
- Good video editing skills (Premiere pro, Davinci resolve, or Final cut)
- Proven ability to deliver on time
- Willingness to ask for clarification early, to avoid delays
- Ability to SCORM wrap completed videos
- Experience with Camtasia
- Strong communication skills
- Willingness to work as an active part of a team

You will work within the Capacity Building team with a dotted line to the central communications team to ensure consistency with the wider HDR UK communication strategy and brand.

Location

HDR UK is headquartered in London at the Gibbs Building, 215 Euston Road, London, NW1 2BE. However, it is anticipated that services will be delivered remotely unless expressly requested as part of a specific project under this proposed agreement.

Scope of Work

The work will include (but does not guarantee and is not limited to): editing 3-6 bite-sized videos per month.

Procurement Timetable

Stage of process	Date
Date ITT Issued	Monday 23rd January 2023
Deadline for clarification questions	Friday 27 th January 2023
Deadline for response	Friday 3 February 2023
Interviews	6 th February 2023 – 10 th February 2023
Contract start date	February 2023
Contract end date	March 31 st 2028

Tender Response Format

Please submit your response to learn@hdruk.ac.uk by **17:00 GMT on 3 February 2023**

If you have any questions before submitting your response, please send to learn@hdruk.ac.uk no later than **17:00 BST on Wednesday 25th January 2023**– the deadline for clarification questions.

A complete response will comprise:

- **A complete Response Template (Appendix 1 below)**
- **Where requested, separate attachments, clearly labelled with supplier name and the specific requirement reference**
- **Submission in a single file clearly labelled with the supplier's name.**

Selection Criteria

Suppliers will be selected based upon the following criteria. Suppliers should also be able to demonstrate the ability to deliver work on time and to brief, even if requested at short notice.

HDR UK ITT Freelance Copywriting Support Selection Criteria Weightings	
Requirement	Weighting
1.1 Supplier Details	PASS/REJECTED
2.1 Experience of producing 'Scope of Work' content	70%
2.2 Transparency of pricing and value for money (VFM)	30%
	100%

Requirement Scoring Criteria

The scoring mechanism for each requirement is provided under each requirement.

Contracting

HDR UK will need to move forward with contracting swiftly following selection of a supplier in order to commence the services promptly. This engagement will be based upon HDR UK's standard services contract terms and conditions, amended to suit a 'Master Services Agreement' mechanism. Suppliers may request a copy of this agreement as part of the tender process.

Appendix 1: Application Response Template

1.1 Supplier Details	
Name freelancer:	
Address:	
Company Registration Number:	
Company VAT Number (if applicable):	
Primary Contact Name:	
Primary Contact Email Address:	
Secondary Contact Name:	
Secondary Contact Email Address:	
Scoring Criteria: REJECTED if incomplete	

2 Please describe your experience relevant to this role. Please include a copy of your CV, a link to your website where relevant and links to 3 examples of previous work covering a range similar to the 'Scope of Work'.

2.1	<p>[max 250 words]</p>
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Scoring Criteria:
 0 – Response incomplete or does not substantively address the requirement
 3 – Response poor and whilst addresses the requirement, causes major concern about the expertise.
 7 – Response is good, addressing the requirement and causing only minor concerns about the expertise
 10 – Excellent response proving the expertise required for the role

2.2 Transparency of pricing and value for money (VFM)
Please provide a fully transparent description of your proposed charges and charging structure relevant to the ‘Scope of Work’ listed. Please include your day rate, or project management and administration costs as well as clearly stating any appropriate discounts for public sector clients.

2.2	
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Scoring Criteria:
 0 – Response incomplete or does not substantively address the requirement
 3 – Response poor and whilst addresses the requirement the breakdown of charges and charging structure is vague or lacking detail and requires significant clarification.
 7 – Response is good and the breakdown of charges and charging structure is reasonably detailed and transparent, or requiring little clarification.
 10 – Excellent response which provides a detailed charges and charging structure breakdown such that it is clear how future projects will be priced, including how charitable/public sector discounts would be applied and how VFM can be assured.