

INVITATION TO TENDER

for

**JISC National E-books Observatory Project:
Deep log analysis study**

on behalf of the

**THE UNITED KINGDOM HIGHER EDUCATION
COMMUNITY**

JISC CONTENT PROCUREMENT COMPANY LTD (trading as JISC Collections)
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1. Context

- 1.1 This tender forms part of the JISC national e-books observatory project and invites bidders to submit proposals to undertake a deep log analysis study of the four collections of e-books made freely available to the UK higher education community. JISC Collections (a service funded by the Joint Information Systems Committee (JISC)) is responsible for the management of this tender process and the resulting service to higher education.
- 1.2 JISC is a joint committee of the UK Higher and Further Education Funding bodies (that is, the Higher Education Funding Council for England, together with the Scottish Funding Council, the Higher Education Funding Council for Wales, the Department for Employment and Learning for Northern Ireland, the Learning and Skills Council and the National Council for Education and Training for Wales. The JISC was established to support the further and higher education sectors in the use of information communications technology (ICT). It does this by providing a network service and by funding ICT development services that support learning, teaching and research.
- 1.3 In 2006, JISC established the JISC Content Procurement Company Ltd (trading as JISC Collections) a company limited by guarantee that mutually trades with its members and is a JISC funded service. JISC Collections services all UK Higher Education (HE) that receive direct funding from the UK HE funding bodies.
- 1.4 JISC Collections undertakes national licensing for online resources that support education. It provides higher education with a collection of free and subscription-based online resources such as full text databases, e-books, digital images, e-journals, online film, learning materials and geospatial data.
- 1.5 Core to the service provided by JISC Collections is a central negotiation process and national licensing for online resources. These services support the key aims of JISC Collections:
 - o to support education and research by offering affordable, relevant and sustainable collection of online resources
 - o to widen accessibility to online resources
 - o to save higher education institutions and research councils time and money
- 1.6 JISC Collections is supported by working groups that represent the education community. The groups advise JISC Collections on the acquisition of content and provide guidance on licensing and collection building strategies.
- 1.7 The e-books working group is chaired by Dr Hazel Woodward - University Librarian and Director of Cranfield University Press at Cranfield University. Further details on the group can be found at: http://www.jisc-collections.ac.uk/about_collections/ebooks.aspx
- 1.8 JISC Collections and the e-books group have successfully identified and negotiated agreements for a number of reference e-books, the take up of which is high. However, feedback from the group and the library community suggests that there is a demand for relevant e-textbooks and monographs that is not being met due to uncertainties over business models, platforms and impacts upon print sales revenue.

- 1.9 In 2006 JISC Collections commissioned a report to analyse the current status of the e-books market among higher education libraries and to recommend potential roles for JISC Collections in support of the market. The '*Feasibility Study on the Acquisition of e-Books by HE Libraries and the Role of JISC*' report focuses on e-textbooks and core reading materials and is available at: http://www.jisc-collections.ac.uk/projects_and_reports.aspx. The report identified that although aggregators and publishers are starting to make more e-books available, these tend not to be the e-textbooks and core reading materials required by students. To help stimulate the market and to explore new models the report suggested that JISC Collections take the lead and purchase a collection of core reading e-books.

2. **JISC national e-books observatory project**

- 2.1 Capital funding has provided the opportunity for the JISC national e-books observatory project. The project will assess impacts, observe behaviours and develop new models to stimulate the e-books market, and do all this in a managed environment.

This project aims to:

- 2.1.1 license a collection of online core reading materials that are highly relevant to UK HE taught course students in four discipline areas:
- Business and Management studies
 - Engineering
 - Medicine (not mental health or nursing)
 - Media Studies
- 2.1.2 achieve a high level of participation in the project by making the e-books available on the bidders own platform (where appropriate) and on a variety of e-book aggregator platforms. Higher education institutions will thus have the option to access the e-books on platforms they already use and which are familiar to their users.
- 2.1.3 evaluate the use of the e-books through deep log analysis and to assess the impact of the 'free at the point of use' e-books upon publishers, aggregators and libraries.
- 2.1.4 transfer knowledge acquired in the project to publishers, aggregators and libraries to help stimulate an e-books market that has appropriate business and licensing models.

3. **JISC national e-books observatory project details and timescales**

- 3.1 January 2007: Project Start up
The project commenced at the beginning of January 2007.
- 3.2 January 2007 to September 2007: Core reading materials selection and licensing
The first section of the project will begin by issuing tenders to the e-book community inviting bidders to submit lists of e-books that form part of core reading for taught course students in the four subject areas. The e-book titles submitted to JISC Collections by bidders will be evaluated by the higher education community. Therefore the subject collections will not be limited to specific publishers, but will include titles from a variety of publishers.
- 3.2.1 The e-books will be licensed for two years; from September 2007 to August 2009 and will be made freely available to higher education institutions on the publisher platforms and / or e-books aggregator platforms. Where the e-books are made available through aggregator

platforms, current institutional subscribers will access the e-books as part of their standard access fee. Institutions that wish to access the materials on an aggregator platform for the first time may be required to pay the aggregator a standard access fee.

3.2.2 In September 2007 successful publishers and aggregators are expected to deliver the e-books.

3.2.3 The e-books will be made available on the terms and conditions of the JISC Model Licence for e-books available at: http://www.jisc-collections.ac.uk/model_licence/coll_model_licence.aspx

3.2.4 JISC Collections will not centrally fund a renewal of these licences when they terminate.

3.3 September 2007 to December 2007: Embedding and promotion

Institutions require time to integrate the e-books into their catalogues, Virtual Learning Environments (VLEs) and reading lists. This period will focus on promotion and embedding. JISC Collections will carry out road shows and provide promotional tools to help librarians.

3.4 January 2008 to December 2008: Deep log analysis

In order to further assess the impacts and the usage of the e-books, JISC Collections will fund a deep log analysis study. This study will start in January 2008 and will run for a full year ending on the 31st December 2008. The data will provide quantitative information about users in the four discipline areas, their behaviours and patterns of use. This will be augmented by qualitative survey data that will provide information about the patterns of use and any barriers experienced by users.

3.5 January 2009 to March 2009: Deep log analysis report

The deep log analysis study team will be allowed three months to analyse the results and write the final report.

3.6 April 2009 to August 2009: Review of materials licensed and future actions

The e-book licences end on the 31st August 2009. The period between April 2009 and August 2009 will allow all parties the opportunity to assess the future licensing options in light of the project and to do this in sufficient time before the licences run out.

4. Project benefits

The project will provide librarians, publishers, aggregators with the following benefits:

- o **Information and empirical data about the use of e-books to inform the construction, design and usability of e-books:**

- *Participation will enable all parties to take part in the deep log analysis study funded by JISC. The successful bidders will be provided with unique data based on the digital 'finger prints' left by the users of their books. Observed behaviours will be interrogated through surveys of the student users.

- * The empirical data will enable better construction of e-books for the four distinct subject areas and inform effective promotion of e-books to taught course students.

- o **Information and data to inform the appropriate business models for core reading materials:**

- *All parties will be able to assess the demand for and use of e-books on higher education taught

courses

*The project will enable all parties to measure the effect of 'free at the point' of use e-books on the buying behaviours of students and print sales

*The project will inform routes to market processes for e-books

o **Raise awareness and encourage the take-up of e-books:**

*The project will raise awareness generally of e-books throughout the academic community and will be supported by JISC funded promotional activity including road shows

*The project will promote the use and awareness of the e-books included in the project

5. Duration

5.1 The contract between the successful Bidders and JISC Collections will be for 15 months commencing on the 1st January 2008 and ending on 31st March 2009.

6. Aims and objectives

6.1 The aims and objectives of the deep log analysis study are to:

6.1.1 monitor, analyse and evaluate the usage of the e-books included in the project through deep log analysis techniques

6.1.2 assess, understand and report on the behaviours of users through surveys informed by the deep log data

6.1.3 analyse the deep log data for each title in the collection against the print sales figures provided by the publishers / aggregators over the lifetime of the study and for the past three years

6.1.4 analyse the deep log data for each e-book in the project against the 'print circulation data' provided by librarians over the lifetime of the study

7. Bidder requirements

7.1 Bidders are required to:

7.1.1 evaluate the deep log data analysis and survey results and present JISC Collections and librarians with:

- findings on the demand for e-books that form part of higher education taught courses by students and staff
- findings on the use of the e-books included in the project by students and staff
- findings to inform best practice for the effective promotion of e-books by libraries to their staff and students
- findings to inform the future pricing and licensing models for e-books that take into account student use and buying behaviours
- findings on the impact of the e-books included in the project upon teaching and learning practices
- findings on the impact of the e-books included in the project on library print circulation data

7.1.2 evaluate the deep log data analysis and survey results and present JISC Collections, publishers and aggregators with:

- findings on the demand for the e-books included in the project by higher education institutions, faculty, students and staff
- findings on the use of the e-books included in the project by higher education institutions, faculty, students and staff
- findings to inform the future creation and design of e-books that support taught course students for the academic market
- findings to inform best practice for promoting e-books that support taught course students to libraries and students
- findings to inform future business and licensing models for e-books that take into account student use and buying behaviours
- findings on the impact of the e-books included in the project on publisher print sales using the data provided by publishers during the study and for the last three years.

7.1.3 To submit a detailed methodology of how the study will be undertaken with a timetable and deliverables.

8. Conduct of the work

- 8.1 Bidders will be required to work with all the UK higher education institutions that sign up to the e-books collections and with the publishers and aggregators that were successful in licensing materials as part of the national e-book observatory project.
- 8.2 The study will require close cooperation with:
- publishers and aggregators to ensure the timely receipt of usage data and print sales data for duration of the study and for the last three years
 - librarians to ensure the receipt of print circulation data and the effective distribution of surveys to the users
 - JISC Collections e-books project manager on the receipt of print sales data, on progress reports and on the promotion of the study to the education and publishing community
- 8.3 The successful bidders will be required to keep the print sales data provided by publishers and aggregators confidential. The data will only be shared with JISC Collections, the JISC national e-books observatory project board and the JISC e-books working group. The data will be used solely for the purpose of the deep log analysis study and will not be passed on to third parties. The successful bidder will be required to create two versions of the final report, one for JISC Collections, the project board and the JISC e-books working group and one for public consumption.
- 8.4 Any information gathered during the course of this study and not already in the public domain is deemed to be the property of JISC Collections on behalf of JISC and HEFCE. The information provided in the final reports shall become JISC Collections property. This excludes rights pertaining to the further publishing of articles by the successful Bidders.

9. Timetable and reporting

- 9.1 The deep log analysis study will start on 1st January 2008 and will run for one year till the 31st December 2008. Writing up and analysis will be completed by 31st March 2009.

9.2 The successful Bidder will be required to:

- 9.2.1 Provide quarterly progress reports to JISC Collections
- 9.2.2 Present their findings to the JISC national e-books observatory project board and the JISC Collections e-books working group
- 9.2.3 Provide the publishers and aggregators included in the project with deep log analysis reports every 6 months
- 9.2.4 Attend road show events hosted by JISC Collections to promote the project

10. Costs and payment

10.1 JISC Collections has a total budget of £168,000 including VAT for the deep log analysis study. Bidders are required to provide:

- A full breakdown of costs. Annual running costs should be firm and fixed and include all costs (e.g. annual increases in staff salary).
- A break down of staff costs and non-staff costs

10.2 Prices quoted shall be inclusive of VAT, and shall be fixed and firm for the contract period.

11. Other Tender Requirements

11.1 Bidders should also include the following in the tender submitted:

- A description of the proposed work
- A work plan of how they will carry out the study and meet the Aims and Objectives. The workplan shall include a schedule of work against milestones / deliverables and a plan for communicating with the higher education community, Publishers and Aggregators
- A demonstration of competence in the field by providing a summary of relevant experience and technical knowledge to undertake the study
- CVs of key personnel proposed for the study, including relevant experience and qualifications
- An assessment of the risks associated with the project and how these will be managed
- the total cost and a breakdown of costs across academic years (August – July) including a statement on VAT. Staff costs should be broken down into the estimated number of days to be contributed to the project by each person/ percentage of FTE; the cost per person; salary grade (if applicable). Calculation of other costs, such as travel and subsistence; hardware and software (if applicable) should also be clarified.

11.2 Tenders should clearly demonstrate:

- An understanding of the area;
- Methodologies to be adopted;
- Clear project management set up;
- Clear outputs and deliverables;
- An appropriate mix of skills for the study;
- Similar studies undertaken in e-books;
- The risks associated with the study have been considered;
- An outline of the areas to be covered in the final report;

12. Evaluation Process and Criteria

12.1 The proposals will be evaluated by the JISC national e-books observatory project board.

12.2 Evaluation criteria, in no particular order, to be used to evaluate the proposals, are as follows:

- Experience of the UK Higher Educational Community;
- Understanding of the publishing industry;
- Acceptance of Requirements;
- Understanding of the issues
- Relevant experience
- Credibility/Track record
- Feasibility of approach
- Project management
- Timescale
- Risk assessment & management
- Value for money
- Institutional support

12.3 Weighting will be given to previous experience and track record of undertaking deep log analysis within the higher education e-books market.

13. Instructions to Bidders

13.1 JISC Collections invites Bidders under the conditions stated within this Invitation to Tender.

13.2 Timescale

13.2.1 Bidders should send 4 copies of their proposals in an envelop clearly marked "JISC national e-books observatory project bid, not to be opened before 1300 hours **Thursday 10th May 2007**" to:

Caren Milloy
JISC Collections
Ground Floor
Brettenham House
5 Lancaster Place
London
WC2E 7EN
UK

13.2.2 Proposals should arrive by **1300 hours GMT on Thursday 10th May 2007**. Offers received after this time may not be considered unless JISC Collections has formally extended the closing date for receipt of Tenders.

13.2.3 It is anticipated that bidders will be notified of success in the week beginning the 18th June 2007.

13.3 Preparation of Tender Documents

13.3.1 Tenders must be based upon the terms and conditions set out in this document, otherwise they may be rejected - technically, commercially or both - on the grounds of non-compliance.

13.3.2 In completing the Tender Documentation, Bidders shall prepare and submit four copies of:

- Completed and signed Form of Tender
- Completed and signed Cover Sheet
- Completed and signed Certificate of Bona Fide Tender
- Any further documentation as may be pertinent to the Tender
- Such further information as may be required by JISC Collections to clarify and amplify the submitted Tender.

13.3.3 Tenders must be a maximum of 10 A4 pages of no less than size 10 pt font, plus relevant appendices.

13.4 General Information

13.4.1 Bidders are advised that changes made to the Tender Document, whether caused by or in relation to, bidders' questions will be relayed to other bidders without prejudice.

13.4.2 JISC Collections shall be under no obligation to accept the lowest, or any Tender, and bidders shall submit offers on the basis of so doing at no cost to JISC Collections.

13.4.3 JISC Collections shall be at no obligation whatsoever to enter into any discussion, oral or written, on any matter arising from this Tender, other than for the purpose of the bidders making an offer under the terms of Tender.

13.4.4 All documents contained in this Invitation to Tender are confidential and must only be passed to third parties on a strictly 'need to know' basis, for the purposes of the bidders submitting its offer. Unsuccessful bidders must return all documentation to JISC Collections at its first demand, as should any party not wishing to submit a Tender.

13.5 Further Information

13.5.1 Queries regarding the tender process should be addressed in writing in the first instance to Caren Milloy at the following address:

Caren Milloy
E-books Project Manager
Ground Floor
Brettenham House South
5 Lancaster Place
London, WC2E 7EN
UK
Email: c.milloy@jisc.ac.uk

13.6 Useful information

JISC Guide to bidding
<http://www.jisc.ac.uk/fundingopportunities/bidguide.aspx>

JISC Model Licence
http://www.jisc-collections.ac.uk/model_licence.aspx

JISC Model Licence for e-books
http://www.jisc-collections.ac.uk/model_licence/coll_model_licence.aspx

JISC Collections Guidelines for publishers
http://www.jisc-collections.ac.uk/about_collections/coll_jiscfactfile.aspx

JISC Collections e-books working group
www.jisc-collections.ac.uk/ebooks

Feasibility study on the Acquisition of e-Books by HE Libraries and the Role of JISC Collections
http://www.jisc-collections.ac.uk/workinggroups/ebooks/ebookswg_studies.aspx

JISC Testbed for Interoperable Metadata for e-books (TIME):
http://www.jisc-collections.ac.uk/workinggroups/ebooks/ebookswg_studies.aspx

SuperBooks Project
<http://www.ucl.ac.uk/slais/research/ciber/superbook/>

◆ **14. Form of Tender**

To: JISC COLLECTIONS, Ground Floor, Brettenham House, 5 Lancaster Place, London WC2E 7EN

Invitation to Tender

Having examined the Bidder requirements for the supply described therein, we the undersigned offer to supply a list of core materials in complete conformity with the documentation provided and as may be described or implied therein for the sum as may be determined in accordance with mutual agreement between the Parties.

We undertake, if our Tender is accepted, to undertake the deep log analysis study at the beginning of September 2007.

We agree to abide by this Tender for a period of ninety days from the date set for receiving the same and it shall remain binding upon us and may be accepted at any time prior to the expiration of that period.

Unless and until a formal agreement is prepared and executed, this Tender and your written acceptance thereof shall constitute a binding contract between us. We understand that you are not bound to accept the lowest or any Tender you may receive and that you reserve the power to accept such portion or portions of the tender you decide.

We understand that you have no liability to neither defray any expense herewith nor be responsible for return of any document pattern or sample submitted for the purposes of tendering.

Dated this..... day of..... 2006

Signature.....

Name..... in the capacity of.....

duly authorised to sign tenders for and on behalf of:

.....
.....

Witness..... Address.....

Occupation/Profession.....

◆ **15. Certificate of Bona Fide Tender**

To: JISC Collections, Ground Floor, Brettenham House South, 5 Lancaster Place, London, WC2E 7EN

Certificate of Bona Fide Tender

We certify this is a Bona Fide Tender in that we have not fixed or adjusted the amount of the Tender by or under or in accordance with any agreement or arrangement with any other person. We also certify that we have not at any time before the hour and date specified for the return of the Tender performed any of the following acts:

- i) communicated to any person other than the person calling for the Tender the amount or approximate amount of the proposed Tender, other than for obtaining a quotation for an insurance premium required for the purpose of the Tender;
- ii) entered into any agreement or arrangement with another person so that he or she shall refrain from tendering, or as to the amount of any tender to be submitted;
- iii) offered, paid, given or agreed to pay or give consideration directly or indirectly to any person for having done or for doing, or caused to have done or for doing, in relation to another tender or proposed tender for the said work any act or thing of the sort described above.

In this Certificate, the word 'person' includes any person, or body or association, corporate or otherwise; and 'any agreement or arrangement' includes any such transaction, formal or informal and whether legally binding or otherwise.

Signed..... Name.....

Occupation/Profession

For and on behalf of:

.....
.....
.....

◆ 16. Cover Sheet

Cover Sheet for Proposals *(All sections must be completed)*

**JISC national e-books
observatory project**

Name of Company
JISC national e-books observatory project
Partners (if any)
Full Contact Details for proposal leader Name: Position: Address: Tel: Email:
Duration of study:
Total cost

