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# Instruction to Tenderers

**Title:** Summative Assessment for ERDF Legacy for Growth Programme

**Deadline for returns:**

**Tender by:** The Trampery Foundation Limited  
239 Old Street  
London  
EC1V 9EY

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*This project is part funded by the European Regional Development Fund*

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## **1. Background and Introduction**

The Trampery is a purpose-led enterprise that provides workspaces and training for businesses; plus advisory services for governments and landowners. Our structure as a social enterprise fundamentally means we exist to provide the greatest possible benefit for society, not to make as much money as possible – all profits go to supporting our community.

Since founding Tech City's first startup workspace, The Trampery has cultivated an ecosystem of acclaimed shared workspaces and sector-focused facilities across London, with more than 1,000 businesses supported by The Trampery community. Our partners include the Barbican, Peabody and London College of Fashion.

The Trampery is now seeking an experienced provider of a Summative Assessment of the Legacy for Growth Programme, to assess the impact the project has had, and identify lessons which can be learnt. The Legacy for Growth Programme has received funding from the European Regional Development Fund Programme 2014 to 2020, and assessment methods used must comply with the programme guidance.

## **2. Project Description**

The Legacy for Growth Programme delivered by The Trampery provides support to Small and Medium Enterprises (SMEs) across Greater London. The project identifies and engages pre-trade, early stage and established SMEs to understand their motivations as an entrepreneur and help them prosper and grow.

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Through a range of programmes, The Legacy for Growth Programme provides talks and 1:1 support from business experts and established entrepreneurs, peer-learning, and workshops focussed on leadership, personal development and wellbeing. Later programmes focused on supporting SMEs that are making a positive impact on the world and are looking to adapt and grow in a post-corona world.

There are four strands in the Legacy for Growth Programme.

- [Trampery Pathways](#): Trampery Pathways is our three-month support programme for entrepreneurs. It takes a unique approach to supporting early-stage entrepreneurs by challenging the dogma of entrepreneurship education and putting people at the heart. The project has delivered 6 cohorts with approximately 20 participants each (including a pilot) from October 2017 - May 2020.
- [Pathways Decelerator](#): Building on The Trampery's established human-centric approach, the Pathways Decelerator is an experiential two-day personal development programme which challenges the dogma that entrepreneurs should be relentless in the pursuit of success. It offers participants the tools and skills to manage ever-increasing workloads, and prevent the burn-out- so common amongst today's startup founders. Since 2017, the project has delivered 6 decelerators with approximately 18 participants each.
- [Evo Scale](#): Evo Scale is a unique three-month programme for purpose-driven businesses that want to increase their social and environmental impact, especially in a post corona world. The project has delivered 3 programmes since 2020 with approximately 12 participants each.
- [Evo Start up](#): A 4-week intensive and explorative programme for ambitious early stage businesses that want to hone their business concept whilst embedding a positive social and environmental impact from the start. 1 cohort was delivered with 15 participants.

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### 3. Requirements of the Summative Assessment

The Project Summative Assessment (SA) is about understanding the experience of implementing the ERDF project, the difference the project has made, whether it has provided value for money, and the lessons which can be learnt from the experience.

The SA will need to assess evidence and provide insight in the following areas:

- Achievement of Outputs Against Targets – The extent to which the ERDF output targets as specified in the contract have been attained, and any reasons for under or over performance:
  - ❖ C1 - 250 Enterprises Receiving Support – number receiving 12 hours of support.
  - ❖ C4 - 250 Enterprises Receiving Non-Financial Support – number receiving 12 hours of support.
  - ❖ C5 - 250 New enterprises receiving support
  - ❖ C8 - 105 FTE increase in employment in supported enterprises (demographic detail to be reported where possible).
  - ❖ C28 - 75 Enterprises supported to introduce new to the market products
- Achievement of Outcomes – The extent to which the ‘softer’ outcomes have been achieved.
  - ❖ Peer Support: Increased culture of peer support and leadership development amongst participants for the long term.
  - ❖ Wellbeing: increased awareness of potential risks to wellbeing for supported entrepreneurs and understanding of tools/techniques to help manage these.
  - ❖ Purpose Driven Businesses: proportion of businesses supported who can demonstrate a social cause or mission as part of their operations or motivations, and subsequent impact on the wider community.
  - ❖ Creative Industry: proportion of businesses supported who fall into the creative





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industries, and subsequent impact on the wider creative business community.

- ❖ Underrepresented groups: proportion of businesses supported which are owned by entrepreneurs from underrepresented groups.

- Quality of Delivery – The rating that supported enterprises give for the delivery.
- Effectiveness of Delivery – The extent to which applicants feel that the support provided to them has helped them to feel better positioned to grow their enterprise
- Impact of Delivery – The extent to which the enterprises supported have grown their business and sustainability post-support.
- Relevance and consistency - The continued relevance and consistency of the project, in light of any changes in policy or economic circumstances during its delivery period.
- Validity of the Logic Model – The extent to which the project rationale and activity delivered the outputs, impacts and outcomes as described in the original Logic Model.
- Learning for the Future – A summary of learning (positive and negative) driven by feedback from delivery staff, wider stakeholders and enterprises receiving support about the project.
- Overall Performance in Achieving the Project Aims – A summary of the overall performance of the project considering all of the above, including an analysis of value for money and return on investment in light of its intended and unintended outcomes and impacts.
- Using and disseminating the findings - The full summative assessment should be available to the The Trampery team. The Summary Findings Template should also be freely available.

#### **4. Methodology**

It is proposed that the assessment of the Legacy for Growth Programme will employ qualitative and quantitative methods sourced via both primary and secondary data as this will provide the most complete picture on the performance (progress and process) and impact of the project.





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The methods used will include analysis of pre-existing quantitative data collected from beneficiaries as well as a series of qualitative interviews with a sample of beneficiaries and project delivery staff.

The combination of this data should allow the selected assessor to comment on the performance against targets, the broader impact the programme has had on beneficiaries, and how effectively/efficiently the programme was delivered. Interviews with project team members in particular will allow an assessor to comment on the practices and processes adopted during the programme and highlight key learnings.

Quantitative data collected from beneficiaries will be provided to the assessor in an Excel document. This covers both descriptive data about the businesses as well as key performance indicators e.g., employee data and data relating to products/services and processes (aligned with the outputs).

A sample of beneficiaries for interviewing will be provided to the independent assessor. Staff for interviewing will include programme leads, activity strand leads and associated members of their delivery teams.

In addition to the above data supplied, the selected assessor will have access to the project's Customer Relationship Manager (CRM) system. The CRM will also provide limited data relating to a number of SMEs that whilst were initially engaged, did not go on to take part in the programme. It is hoped that this will help identify the level of business engagement undertaken to achieve the programme, and if there is any pattern in terms of the profile of those that did/did not engage.

Case studies produced by the project delivery team and first-hand client feedback will also be made available as part of the summative assessment.





## 5. ERDF Guidance

The contractor will be required to follow this ERDF Summative Assessment guidance:

- [ESIF GN-1-033 - ERDF Summative Assessment Guidance](#)
- [ESIF GN 1-034 - ERDF Summative Assessment Guidance - Appendices](#)

The supplier will be expected to undertake a summative assessment and provide a full report together with a final summary in line with the requirements of this tender document and above ERDF guidance.

*(NB the above guidance is subject to change – suppliers are expected to check and comply with latest ERDF guidance as amended.)*

## 6. Specification of Requirements

Bidders will be required to submit detailed proposals demonstrating:

- Your understanding of this brief
- A detailed work plan, including:
  - ❖ Proposed approach for undertaking this work following the Summative Assessment Guidance. This should include a proposed framework for designing the assessment and reporting the results
  - ❖ Proposed team and roles within it, clearly identifying a project manager
  - ❖ Details of how you would expect to work with The Trampery, including support needed from The Trampery and your approach to project management and communication
  - ❖ Any risks you perceive in delivering the expected results and how you would avoid or mitigate these, with the ultimate aim of ensuring that the evaluation is completed in a timely and credible way





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- ❖ A cost breakdown.

*Please note – VAT. If you cannot recover VAT for the project you should include VAT within your project costs. If you are able to recover VAT, it should be excluded. In the event of your bid being accepted you will not be able to charge VAT on top of project costs. You are responsible for determining your own VAT recovery position and should submit cost proposals accordingly.*

- Your track record/qualifications in undertaking similar work
- Two references

## **7. Timescale for the Project Summative Assessment**

- Issue Invitation to Tender: **Tuesday 5th April 2022**
- Tender close date: **Sunday 24th April 2022 23.59**
- Contract awarded: **Wednesday 27th April 2022**
- Contract start and Initiation meeting: **Week commencing 2nd May 2022**
- Finalisation of methodology: **30th May 2022**
- Data collection and interim progress report complete: **31st July 2022**
- Draft report: **30th August 2022**
- Final Report & Summary ready for submission to DCLG: **no later than 30th September 2022**

## **8. Tender Process and Instructions**

Please send your full proposal (of no more than six sides of A4) to [Kajal@thetrampery.com](mailto:Kajal@thetrampery.com).

The expected contract value is £10,000 (including VAT). This will include all project expenditure, travel, and expenses. Tenderers will need to provide a financial breakdown for each stage of the assignment.





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## 9. Evaluation Criteria

The proposal will be scored on a scale of 1 - 5 based on how well the proposals align with the tender brief requirements. The scoring matrix can be viewed [here](#).

The successful applicant will be expected to submit all invoices no later than 1st September 2022, in order to ensure that all invoices are paid within the lifetime of the project. No invoices submitted after this date will be paid.

It is the intention of The Trampery to release payments to the appointed applicant upon satisfactory completion of stages as follows:

Finalisation of methodology	40%
Final Evaluation Report	60%

End

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