**PST21-064**

**UCLan U Start (Propeller) Specialist Mentors**

**Period 01 April 2022 to 30 June 2023**

**23 February 2022**

1. **Background**

U Start (Propeller) is aimed at students, graduates and staff who are seeking to develop their enterprise skills and/or start a new business. U Start (Propeller) intends to procure a number of approved specialist mentors to complement the work of the in-house team in supporting potential and early-stage business start-ups.

This application exercise is to request evidence of expertise from potentially interested parties. In order to evaluate their suitability for inclusion in an approved framework of preferred suppliers. Inclusion on the approved framework does not guarantee actual commissions to deliver support work with project beneficiaries. Individual commissions will be agreed between the lead Propeller team mentor, mentees and the approved specialist mentor, as required. We only invite applicants who currently own their own business i.e. must already be registered as self-employed or currently running their own registered business.

The work will primarily be for the provision of specialist 1:1 mentoring support, workshops, networking sessions and bootcamp style events. The workshop/event hours will be paid at the same rate as the 1:1 mentoring, including reasonable preparation time, to be discussed in advance with the U Start Project Manager. Examples of Propeller’s current workshops can be found at:

<https://propellerhub.co.uk/events/>

Further information about Propeller can be found at:

<https://propellerhub.co.uk/>

1. **Requirements**

The table below lists subject areas in which we require additional specialist mentor capacity to complement that within the U Start (Propeller) team. Applicants may express an interest in being considered for inclusion for a **maximum of 3** specialist areas. Please use **Appendix A** to evidence suitability for consideration against the selected specialist area(s).

|  |  |
| --- | --- |
| **1** | Sales for start-ups / SMEs |
| **2** | e-Commerce for start-ups / SMEs |
| **3** | Digital Marketing for start-ups / SMEs |
| **4** | Video Marketing for start-ups / SMEs |
| **5** | Influencer Marketing for start-ups / SMEs |
| **6** | PR for start-ups / SMEs |
| **7** | Social Enterprise / CIC / 3rd Sector (start up and growth) |
| **8** | Bid Writing/Grant Applications for start-ups / SMEs |
| **9** | Business Law for start-ups / SMEs |
| **10** | Accounting and Finance for start-ups / SMEs |
| **11** | On-Line Course Creation |
| **12** | App Development |
| **13** | Web Development |

1. **Scope & Duration**

The approved list will be active until 30 June 2023, which is the end of the U Start European Regional Development Fund project. Should the project end prior to 30 June 2023 then the specialist mentoring arrangements would also end. The University will not be responsible for any costs incurred by the mentors as a result of early termination.

Acceptance for a specialist area does not guarantee exclusivity and several mentors may be accepted onto the approved list for each area. The final decision on which specialist mentors to use will be at the discretion of the Propeller mentor and mentee.

The minimum commission offered will be for 1 hour but it is likely that most commissions will require several hours of support over an agreed period. Flexibility is required as some of the activities may take place outside of regular office hours.

Where mentors are required to deliver workshops that require preparation time, the University will pay for up to 2 hours of preparation time. The mentor will own all IP rights on material generated but grants the University the right to use in the delivery of this and future programmes.

1. **Location**

The U Start (Propeller) service is based in the UCLan Media Factory, PR1 2HE. We are currently work in a hybrid way and our services and activities take place in person and/or online. If the activity takes place in person, it is expected that commissioned specialist mentors will work with their mentees at the above location. The building includes meeting rooms and open meeting spaces that will be available for use by approved specialist mentors whilst working on commissions.

1. **Budget / Administration**

The rate offered for mentoring work under this arrangement is fixed at **£55 per hour (exc VAT)**. No additional expenses will be paid for travel to and from The Media Factory and no other payments will be made.

A purchase order will be issued to the supplier the first time that their services are commissioned. Prior to commencement, specialist mentors will be required to complete a “Worker Status Questionnaire”. Please note applicants must provide proof of either being registered as self-employed with HMRC or have a registered business through Companies House. We can only use specialists who currently have their own business.

Payment will be made in accordance with standard UCLan terms & conditions, which is 30 days from date of invoice.

1. **Evaluation Criteria**

Applications will be shortlisted based on evidence of:

* relevant specialism experience
* experience of mentoring University students, graduates and staff
* how that experience will benefit UCLan students, graduates and staff

The evaluation methodology can be found in Appendix C.

1. **Process & Deadline**

Applications must be completed and submitted to [teampropeller@uclan.ac.uk](mailto:teampropeller@uclan.ac.uk) stating the subject title “Specialist Mentor Application” by **Monday 14 March 2022 at 10am**. Applications submitted via any other method will not be considered. The submission requirements are:

* A completed version of the Appendix A, evidencing relevant specialisms, mentoring/consultancy experience and working with University students, graduates and staff. Applicants may select a maximum of 3 subject areas.
* Company details - not scored
* Details of two referees, **who will be contactable by Friday 18th March 2022,** if you are shortlisted, using the form in Appendix B

For clarification questions please email Vicky Prendergast at [teampropeller@uclan.ac.uk](mailto:teampropeller@uclan.ac.uk)

Shortlisted applicants will then be invited to attend a short online clarification call with members of the U Start (Propeller) team on **Wednesday 15th or Thursday 16th March 2022** and references will be taken up. Applicants will then be notified whether or not they have been included on the approved list.

1. **Terms and Conditions**

The contract shall be awarded under the University’s “standard conditions of contract for the purchase of consultancy services” which can be found in Appendix D

**APPENDIX A**

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| --- |
| **NAME:** |
| **COMPany name:** |
| **company registration NUMBER:** (UTR for Sole Traders) |
| **BUSINESS start date:** |
| **business status:** (Sole Trader, PLC, Ltd) |
| **BUSINESS ADDRESS:** |
| **email address:** |
| **telephone:** |

**wHICH SPECIALIST AREA(S) ARE YOu APPLYING FOR?**

**(select minimum 1 / maximum 3)**

|  |  |  |
| --- | --- | --- |
| **1** | Sales for start-ups / SMEs |  |
| **2** | e-Commerce for start-ups / SMEs |  |
| **3** | Digital Marketing for start-ups / SMEs |  |
| **4** | Video Marketing for start-ups / SMEs |  |
| **5** | Influencer Marketing for start-ups / SMEs |  |
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| **12** | App Development |  |
| **13** | Web Development |  |

|  |
| --- |
| **1ST SPECIALISM:** |
| **Please provide Evidence of Relevant experience** (maximum 200 words) |
|  |

|  |
| --- |
| **2ND sPECIALISM:** |
| **Please provide Evidence of Relevant experience** (maximum 200 words) |
|  |

|  |
| --- |
| **3RD SPECIALISM:** |
| **please provide Evidence of Relevant experience** (maximum 200 words) |
|  |

|  |
| --- |
| **Mentoring/Advice/Consultancy** – Please provide details of how your experience in providing mentoring / advice / consultancy will benefit UCLan students, graduates and staff (maximum 200 words) |
|  |

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| --- |
| **Evidence of working with university students, graduates and staff** – please provide evidence of relevant experience (maximum 200 words) |
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| **Added Value - Workshop/Event Topics** – please provide details of potential workshops, together with an overview of workshop content and learning outcomes (maximum 200 words)  **(NOT SCORED)** |
|  |

**APPENDIX B – REFERENCES**

Please provide details of two referees/previous clients, linked to the evidence provided above who would be willing to verify your suitability to provide mentoring support to University students, graduates and staff.

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| --- | --- |
| **Reference 1** | |
| Name of referee |  |
| Name of referee organisation |  |
| Position in the organisation |  |
| E-mail address |  |
| Telephone |  |
| Dates (to and from) |  |
| **Reference 2** | |
| Name of referee |  |
| Name of referee organisation |  |
| Position in the organisation |  |
| E-mail address |  |
| Telephone |  |
| Dates (to and from) |  |

**Appendix C - Evaluation of RESPONSES**

The University intends to shortlist applicants based on scores against the criteria set out in the table below. The following weightings will be applied as part of the University’s evaluation:

|  |  |
| --- | --- |
| **CRITERIA** | **WEIGHTING (%)** |
| **Specialist area(s)** – evidence of relevant experience | Pass / Fail |
| **Mentoring/advice/consultancy** –details of how your experience in providing mentoring / advice / consultancy will benefit UCLan students, graduates and staff | 50 |
| **Working with University students, graduates and staff** – evidence of relevant experience | 50 |

Scores for **specialist area(s)** will be pass or fail

Scores for **mentoring/advice/consultancy** will be weighted at 50% in total, where 50 would be awarded to an applicant scoring full marks for their response

Scores for **working with University students, graduates and staff** will be weighted at 50% in total, where 50 would be awarded to an applicant scoring full marks for their response

The final weighted scores are then aggregated to give an overall score out of 100%

The scoring scheme will be used to evaluate the responses. Evaluators will have the scope to use their own judgement and discretion when awarding scores under each criteria heading. We are unable to provide feedback to unsuccessful applicants.

**Scoring**

Responses will be scored out of 4 according to the Scoring Table below:

|  |  |  |
| --- | --- | --- |
| **Score** | **Rating** | **Criteria for Awarding Score** |
| **0** | Unacceptable | The information is omitted/no details provided, or irrelevant answer provided.  Automatically disqualified. |
| **1** | Poor | The Authority has serious reservations that the Tenderer understands the requirement in the question. The proposal provides very limited evidence and assurance that the relevant aspect of the service would be delivered to the expected standard and there are serious doubts about aspects of the response. |
| **2** | Satisfactory | The Authority is reasonably confident that the Tenderer understands the requirement in the question and the proposal provides some satisfactory evidence and assurance that the relevant aspect of the service or requirement would be delivered to a satisfactory standard. The Authority has minor reservations. |
| **3** | Good | The submission is robust and well documented. The Authority is confident that the Tenderer understands the requirement in the question and the proposal provides good evidence and assurance that the relevant aspect of the service or requirement would be delivered to a good standard. The Authority has no reservations. |
| **4** | Excellent | The proposal is innovative and adds value. The Authority is completely confident that the Tenderer understands the requirement in the question and the proposal provides very good evidence and assurance that the relevant aspects of the service or requirement would be delivered to an excellent standard. |