

TENDER BRIEF

CUMBRIA BUSINESS GROWTH HUB - TRAINERS

Background and aims

Cumbria Chamber of Commerce has for many years now delivered business support programmes and activity through Cumbria Business Growth Hub. We again need to develop a training programme covering the whole of the county with the intention to start delivery from October 2023 to 31st March 2025.

As part of this we are looking to develop a framework of experienced business trainers (individual trainers and/or training organisations) across a range of topics to facilitate and present training workshops (online and in-person) across Cumbria to entrepreneurs, young and established businesses, including potentially activity funded by UK Shared Prosperity Fund and/or other funders.

Specific requirements

Training/workshops delivered will need to be tailored to meet the needs of individuals and businesses looking to start-up, develop, grow and increase productivity and profitability.

Submissions should look to cover both full and half day options and we're particularly interested in the below areas, but would be open to other suggestions:

- Sales/pricing and understanding profit margins
- Business planning including goal and objective setting
- Financial forecasting, profit & loss, cashflow
- Productivity and innovation
- Social media and marketing – including marketing strategy, planning, PR and promotion, online platforms, TikTok & Instagram
- Creating and understanding your brand & positioning
- Supply chain including bid writing, responding to tenders, pitching, negotiation skills and social value
- HR
- E-commerce/SEO
- Product descriptions and positioning
- Preparing for and managing business growth including scaling up
- Leadership and managing team performance
- Stress management & time management
- Managing risk and contingency planning

You will be required to:

- Design and deliver any training/workshop materials, branded in line with Chamber/CBGH and any funder requirements

- Ensure clients participating in the training/workshops fully complete all relevant paperwork
- Work with the Chamber's business support team to generate interest in attending the training/workshops and engage people in signing up for support

Any venue and refreshment costs will be arranged by the Chamber. In the main we would be looking for online delivery to ensure inclusivity. However if you do wish to include this please show separately.

The successful organisation/individual will be responsible under the management of Cumbria Business Growth Hub for designing, managing and delivering training, ensuring a highly professional service which meets the needs of participants and contributes to projects overall targets.

Content of submission

Your submission should cover as a minimum:

- Titles and brief description of training being offered
- Description of your delivery methodology
- CVs for all staff involved in the management and delivery of the service
- Track record and relevant experience including examples of similar work and at least two relevant referees
- Pricing
- Areas of the county you are able to cover (only needed if tendering for in-person delivery)

Applicants should ensure that their responses also cover the following points:

- Demonstration of sufficient staff resources to deliver the quality standards, timescales and outputs in the Cumbria region
- Demonstration of the ability to deliver value for money, including a clearly explained rationale for the unit price which must cover the provision of any relevant training/workshop/travel costs/materials
- An outline of any other contracts you may have which will impact on your ability to deliver this programme, and how this will be managed
- Identification of any potential risks in delivery of service, contained in a risk register, along with mitigation strategies for each

Criteria

Where we believe there is a conflict of interest we reserve the right not to mark your tender and not to award the contract to you.

Tenders will be marked as follow:

| Criteria | Which elements of your proposal we will look at | Weighting |
|----------|---|-----------|
|----------|---|-----------|

| | | |
|---|--|-----|
| Relevant track record, experience and expertise | Response on track record; references; staffing and relevant experience; customer feedback | 40 |
| Staffing levels | Response and staffing and contingency planning | 15 |
| Management processes | Responses on management including management of the activity; training to be delivered; track record of experience; other contract delivery which could impact on delivery | 10 |
| Pricing | Cost per training/workshop; what is covered per unit price; rationale for unit price; value for money | 15 |
| Proposed content | Response on proposed content, including extent of our editorial input | 20 |
| | | 100 |

Marks will be awarded against each as set out in the following table, with the score multiplied by the weighting.

| Assessment | Score | Interpretation |
|---|-------|--|
| Compliance with significant added value | 5 | Exceeds the requirement. Exceptional demonstration by the applicant of the relevant ability, understanding, skills, resource and quality measures required to provide the services. Response identifies factors that will offer potential added value, with evidence to support the response. |
| Compliance with partial added value | 4 | Satisfies the requirement with minor additional benefits. Above average demonstration by the applicant of the relevant ability, understanding, skills, resource and quality measures required to provide the services. Response identifies factors that will offer potential added value, with evidence to support the response. |
| Compliance | 3 | Satisfies the requirement. Demonstration by the applicant of the relevant ability, understanding, skills, and resource and quality measures required to provide the services, with evidence to support the response. |
| Partial compliance but | 2 | Satisfies the requirement with major reservations. Considerable reservations of the applicant's relevant ability, understanding, skills, |

| | | |
|--------------------|---|---|
| conflict in detail | | and resource and quality measures required to provide the services, with little or no evidence to support the response. |
| Non-compliance | 0 | Does not meet the requirement. Does not comply and/or insufficient information provided to demonstrate that the applicant has the ability, understanding, skills, resource and quality measures required to provide the services, with little or no evidence to support the response. |

Instructions for submission

Submissions should be sent by email to Lesley Robinson lesleyr@cumbriachamber.co.uk marked 'Confidential – Tender Enclosed – trainer tender' to reach us by no later than 12noon on Friday 15th September 2023 with the intention for successful/unsuccessful responses being sent week commencing 25th September 2023.

The Chamber's rights

The Chamber reserves the right to:

- Waive or change the requirements of this tender from time to time without prior, or any notice, being given
- Seek clarification or documentation in respect of a tenderers submission
- Disqualify any tenderer that does not submit a compliant tender in accordance with the instructions in this tender
- Disqualify any tender that is guilty of serious misrepresentation in relation to its tender or the tender process
- Withdraw this tender at any time or re-invite tenders on the same or any alternative basis
- Choose not to award any contract or accept the lowest or any tender as a result of the current procurement process
- Choose not to award a contract to any organisation it views as a competitor or to have another conflict of interest
- Make whatever changes they see fit to the timetable, structure of content of the procurement process

Bid cost

The Chamber will not be liable for any bid costs, expenditure, work or effort incurred by a tenderer in proceeding with or participating in this procurement, including if the procurement process is terminated or amended by the Chamber.