**Advertised: 15/11/17**

**Oxford Innovation Services**

**Thames Valley Berkshire Growth Hub Project**

**Tender for Pre-Accelerator Programme**

1. **Introduction, background and business context**

Oxford Innovation Services (OIS) is the UK’s leading specialist coaching company. We work with businesses at all stages of development to maximise their growth potential, benefiting both the enterprise and its people through uniquely tailored coaching programmes.

Oxford Innovation Services (OIS) has recently been awarded a contract to deliver the Thames Valley Berkshire Growth Hub[[1]](#footnote-1) project in the Thames Valley Berkshire LEP area. The aim of the project is to help entrepreneurs, start-ups and established businesses find a range of support and advice to grow their business. The Growth Hub provides free information, advice, networking events and workshops on a range of business issues. Business Champions within the Growth Hub provide a small number of eligible businesses with ongoing intensive 1-1 support which is tailor-made to meet the needs of each business. Additionally, the Growth Hub will deliver 4 pre-accelerator programmes for a minimum of 40 entrepreneurs / pre-start-ups. The pre-accelerator will create a local buzz around entrepreneurship and high growth ambition, raising the aspirations of businesses in Berkshire. It will also build the profile of the region with investors as a hotspot for exciting investment opportunities. This tender document has been assembled in order to identify a provider to design and deliver the 4 pre-accelerator programmes.

The project is financed by the Thames Valley Berkshire European Regional Development Fund (ERDF), part of the European Structural Investment Fund (ESIF) portfolio 2014 to 2020. The Department for Communities and Local Government is the managing authority for the fund, which was established by the European Commission to help improve the competitiveness of SMEs by increasing their capacity and capability, and promoting entrepreneurship to strengthen the pipeline of high growth businesses across England.

1. **Key objectives**

# The Thames Valley Berkshire (TVB) Business Growth Hub wants to engage and support a minimum of 40 entrepreneurs and pre-startups that have the potential to create high growth businesses based in Berkshire. As a mechanism to provide this support, we are seeking responses from interested providers who can deliver a programme of 4 pre-accelerators between 2018 – 2020 in Thames Valley Berkshire.

# Each pre-accelerator programme will cater for a cohort of a minimum of 10 eligible entrepreneurs with high growth potential business ambitions and ideas, providing them with a minimum of 12 hours of intensive support over a 3-month period to prepare entrepreneurs for starting up their business and becoming ‘enterprise ready’. Each pre-accelerator will culminate in a pitching event where relevant next stage supporters (providers of accelerators, incubators, seed funds, angels and non-equity finance) will be in attendance and the cohort of entrepreneurs will be supported to pitch to win a place in a full accelerator or secure investment etc.

# The **key objectives of the pre-accelerators are as follows:**

1. Promotion of entrepreneurship in Thames Valley Berkshire, attracting eligible entrepreneurs and pre-startups with the potential to create high growth businesses to apply to participate in the pre-accelerator programme
2. Development of a dynamic, credible and coveted pre-accelerator programme, recruiting experienced business people to provide mentoring/key note talks/Q&A sessions for the participants on the pre-accelerator
3. Delivery of an intensive programme of training that provides participants with a minimum of 12 hours of support to prepare a minimum of 40 entrepreneurs and pre-start-ups to start their business and become ‘enterprise ready’
4. Coordination of an exciting pitching event at the close of each pre-accelerator, where the pre-accelerator participants can present their business ideas to investors
5. Establishment of new, sustainable and high growth potential businesses by attendees
6. Increase value of seed investment made into entrepreneurs / pre-start-ups / start-up businesses in Thames Valley Berkshire
7. **Delivery Requirements**

The selected supplier will be required to deliver 4 pre-accelerators between 2018 – 2020 in their entirety as follows:

1. Conceive, manage, promote and deliver4 annual pre-accelerators in Berkshire within the agreed timescale[[2]](#footnote-2). The appointed organisation will:
   * Provide a specification for the pre-accelerator that presents Oxford Innovation as thought leaders and innovators
   * Establish the format of the pre-accelerator programme in order to provide intensive support to entrepreneurs over a 3-month period, developing an agenda which will provide entrepreneurs with a thorough understanding of how to start a business and include topics such as ownership models, business planning, product/service development, sales and marketing and finance sessions
   * Identify presenters and key note speakers to deliver the pre-accelerator, drawing upon connections to ensure that the pre-accelerator programme provides entrepreneurs with access to business experts
   * Coordinate a pitching event at the close of each pre-accelerator in which entrepreneurs who have completed the pre-accelerator can pitch to win a place in a full accelerator or secure investment etc in front of a collective of next stage supporters (providers of accelerators, incubators, seed funds, angels investment and non-equity finance)
   * Take on the complete running of each pre-accelerator including the delivery of training including any training materials, recruitment and management of mentors, organisation and delivery of a pitching event to investors
   * Select suitable, relevant and accessible venues to deliver the pre-accelerators across Thames Valley Berkshire
   * Plan the project and maintain effective project management over its course, holding regular progress and review meetings with TVB Berkshire Growth Hub team
2. Attract at least 15 eligible entrepreneurs or pre-start-ups with the potential to create high growth businesses in Berkshire applications per pre-accelerator
   * Design and run a strategic campaign to promote the pre-accelerators and recruit applicants with support from the TVB Business Growth Hub Marketing team
   * Identify eligible ‘entrepreneurs’ operating in TVB’s priority sectors with high growth potential business ambitions and ideas. These entrepreneurs should need support to become enterprise ready i.e. they have a business idea but limited experience of setting up or running a business.
   * Target entrepreneurs / pre-start-ups with business ideas that have high growth potential who are eligible following the DCLG output guidance as per the below:
     + Individuals aged 16 and over who are currently in employment, unemployed or economically inactive with an interest in exploring alternative career pathways
     + Pre-start support provided to a potential entrepreneur. This applies to entrepreneurs who are not trading and have not been registered with Companies House or HMRC before assistance is provided.
   * The selected supplier must not make any entrepreneur (beneficiary) an offer of a place in the pre-accelerator until the Growth Hub team has completed an assessment of the eligibility and suitability assessment and confirmed that the beneficiary is eligible and suitable for the pre-accelerator. It is expected that sufficient applicants are presented to the Growth Hub for review, of whom at least 15 are eligible and suitable for the pre-accelerator and that at least 10 applicants then complete each pre-accelerator.
   * The supplier will work with the Growth Hub team to promote the pre-accelerator and together they will be responsible for making the final selection of at least 15 eligible entrepreneurs who will join and complete the programme each year
3. Deliver 4 pre-accelerators which both target the needs of our target audience and comply with the eligible activities as set out by DCLG:
   * The assistance will involve direct interaction with individuals. This may be one-to-one or in groups and take the form of coaching, mentoring, and workshops constituting part of the enterprise journey. It could therefore include:
     + Workshops and sessions to develop understanding of the issues of starting a business
     + Coaching and mentoring to nurture behaviours, values and dispositions to support self-employment and new businesses start up
     + Support to explore appropriate business opportunities, for example franchise, social enterprise, building enterprise teams
     + Community enterprise coaching – using community-based infrastructures to support people to overcome barriers and actively explore starting a business
     + Supporting those in employment to consider business start-ups and ownership as a career opportunity.
   * The provider will be responsible for event registration and management of the attendees during delivery.
4. Capture all necessary verification evidence to demonstrate that each participant has received at least 12 hours of support as described above.
   * The Growth Hub team will provide suppliers with the templates which will need to be completed by participants to evidence delivery of eligible support.
   * Completed paperwork must be sent back to the Growth Hub to be checked before payment can be processed.
5. Collect feedback upon completion of each pre-accelerator, amending the delivery model for future pre-accelerators in response to feedback where appropriate
   * After each pre-accelerator, feedback should be sought from entrepreneurs participating as well as those involved in delivering the pre-accelerator e.g. speakers, investors etc. This feedback should be shared with the Growth Hub team and used as the basis for proposing any changes to the content and format of the pre-accelerator that will make it more relevant and engaging for entrepreneurs.
6. Adhere to the Growth Hubs brand guide (a copy is available upon request) and ERDF publicity requirements[[3]](#footnote-3) at all times.
   * The supplier should work closely with the Growth Hub Marketing and Partnerships Manager to ensure that pre-accelerator marketing activities are aligned with Growth Hub marketing. The Growth Hub Marketing and Partnerships Manager need to sign off the pre-accelerator marketing plan and any materials before the supplier goes out to the market. The Growth Hub team will support the supplier’s activities in marketing the pre-accelerator through the newsletter, website, social media etc. and will make Growth Hub digital marketing materials (templates, logos etc.) available to the supplier.
   * All materials developed and used to deliver the pre-accelerator and market it must be signed off by the Growth Hub prior to use.
7. **Quality and Guarantees**

Interested suppliers must demonstrate:

* Previous experience of supporting entrepreneurs and pre-start-ups, ideally in Thames Valley Berkshire or comparable areas
* The ability and capacity to plan, coordinate and deliver an ambitious programme of 4 pre-accelerators between 2018 – 2020
* The ability and capacity to collect evidence of support provided
* That they have the relevant insurances and licenses required

1. **Delivery Timescale**

The proposed timescale for delivery is as follows:

|  |  |
| --- | --- |
| **Milestone** | **Deadline** |
| Supplier appointed | 22/01/18 |
| Project start date | 24/01/18 |
| Sign off on pre-accelerator design and marketing activity | 09/02/18 |
| Marketing activities begin | 12/02/18 |
| Y1 Pre-accelerator starts | 23/04/18 |
| 1st Pre-accelerator is completed | 13/07/18 |
| 2nd Pre-accelerator is completed | 00/11/18 |
| 3rd Pre-accelerator is completed | 00/11/19 |
| 4th Pre-accelerator is completed | 00/11/20 |

1. **Duration and Number of Suppliers**

The duration of the contract is from 24th January 2017 until 28th February 2021 subject to ongoing performance review.

Our preference would be to appoint one supplier to deliver the entire contract and manage all four pre-accelerators in their entirety, subject to ongoing performance of the successful supplier.

1. **Pricing and Value for Money**

The maximum budget available to deliver all four pre-accelerators is £30,000 including VAT. This budget is to cover all expenses associated with delivering the four pre-accelerators over the duration of the project. It is the responsibility of the appointed supplier to reimburse any subcontractors and to pay for any relevant insurances from within the total budget proposed.

Milestone payments will be made upon completion of each pre-accelerator, upon receipt of all required verification evidence to demonstrate that each participant has received at least 12 hours of support via a pre-accelerator.

# There is no budget associated with any other project delivery activities. Suppliers are encouraged to leverage in substantial pro bono support from a variety of existing business support providers to provide speakers and free venues for the pre-accelerator.

# Evidence of spend must be maintained by the supplier in case of future audit by Oxford Innovation Services, the Department of Communities and Local Governance or the European Union.

Please provide a breakdown of the costs for each pre-accelerator along with a total per pre-accelerator.

1. **Key Personnel, Account management and Review process**

# The supplier relationship will be managed by Anna Fowler, the Growth Hub’s Marketing and Partnerships Manager.

Interested suppliers should confirm the contact details, roles and experience of the team that will be responsible for the contract within their tender proposal (see Section 15 - Written Response to the brief).

KPIs will be set during the contract with the successful supplier to monitor ongoing performance of the contract.

1. **Added Value**

Interested suppliers should list any other added value they can provide as part of the contract, unique selling points and additional services they may be able to provide with their tender proposal (see Section 15 – Written Response to the brief))

1. **Evaluation criteria**

**Stage 1: Tender proposal stage**

In response to this Invitation to Tender document, please provide:

* Completed Supplier Questionnaire - Section 14
* Written Tender Proposal as requested in section 15 – please note page limits.
* Supporting attachments (e.g. CVs, Gantt charts) may be appended where permitted within the question and criteria.

Tender submissions will be scored against the criteria on the next page.

**Stage 2: Presentation Stage**

Top scoring suppliers (max. 3 suppliers) will be shortlisted and invited to present to key members of the evaluation team. The presentation will be held at the Bracknell Enterprise and Innovation Hub. A projector will be available.

Timings and agenda will be confirmed to shortlisted providers (see Timeline for required dates for the presentation – please ensure availability as we will be **unable to accommodate any other dates due to availability of the evaluation team**). The presentation will need to cover:

* Presentation of tender and experience, with particular focus on:
  + Previous experience of the company
* Proposed team / roles, experience and responsibilities and your approach to ensure successful management and realisation of the project plan and timings, bearing in mind the required timescales. Presentation of initial ideas for the pre-accelerator format / agenda
* Further clarification detail on your written tender response

At presentation stage, the evaluation team will use the presentation to clarify aspects of the tender and refine scoring. Scoring of tenders may therefore go up / down accordingly at this stage.

The following assessment criteria will be used to select the successful supplier:

**Scoring**

|  |  |  |
| --- | --- | --- |
| **Comment** | **Judgement** | **Marks available** |
| Meets the requirements fully | Excellent | 10 |
| Meets the requirements substantially but not completely | Good | 7-9 |
| Meets half or more of the requirements but not all. | Satisfactory | 5-6 |
| Meets some of the requirements but fails to meet more than half | Unsatisfactory | 3-4 |
| Substantially fails to meet the requirements but meets some or meets some in part | Poor | 1-2 |
| Does not meet the requirements at all | Failed | 0 |

|  |  |
| --- | --- |
| **Evaluation criteria and weightings** | **Scoring** |
| **Supplier Questionnaire: For information only, with the exception of the following Pass / Fail questions:**   * **Supplier Financial check** * **Insurance – Confirmation of Required Insurance** * **Intellectual Property** * **Acceptance of OIS Terms and Conditions** | Pass/fail |
| **Criteria 1 – 30%**  Proposed pre-accelerator format | 0-10 |
| **Criteria 2 – 10%**  Proposed marketing and engagement strategy | 0-10 |
| **Criteria 3 – 30%**  Previous experience of supporting entrepreneurs and pre-start-ups | 0-10 |
| **Criteria 4 – 10%**  Project and data management | 0-10 |
| **Criteria 5 – 20%**  Price and added value   * Are costs clear and reasonable? * Have they provided a detailed breakdown of costs? * Does the proposal represent good value? | 0-10 |

Tenders will be evaluated and scored by at least two panel members. Final scores will be multiplied by the weighting given above for each criteria to calculate the total.

1. **Procurement Timeline**

The timeline for the procurement process is as follows:

|  |  |
| --- | --- |
|  | Dates |
| Tender advertised | 15/11/17 |
| Deadline for clarifications | 29/11/17 |
| Tender deadline | 5/12/17 |
| Notification of shortlisted suppliers | 18/12/17 |
| Presentation date | 09/01/18 |
| Tender assessments/interviews completed by | 12/01/17 |
| Final decision made / contract drafted | 19/01/18 |
| Supplier appointed | 22/01/18 |
| Project start date | 24/01/18 |
| Project end date | 23/12/20 |

1. **Expression of Interest and Requests for Clarification**

All suppliers must register their interest in the opportunity by e-mailing the named contact in order to receive any further information / Q&A clarifications:

**Bethany Horrell –** [b.horrell@oxin.co.uk](mailto:b.horrell@oxin.co.uk)

Q&A clarifications must be submitted by end of day 29/11/17

In line with OIS tender requirements, a copy of all questions and answers will be circulated to all tenderers for fairness and transparency, unless confidentiality is expressly requested.

1. **Submission Requirements**

Interested suppliers must submit Tender responses via email to the named contact above by:

**5:30pm on 05/12/17**

As noted in section 10, responses must include:

1. Completed Supplier questionnaire (template provided, see section 14)
2. Written response to brief (specification provided, see section 15) – please note page limits
3. Supporting attachments (e.g. CVs, Gantt charts) where permitted within the question and criteria.
4. **Supplier Questionnaire**

Please complete the following supplier questionnaire and submit it along with your written response and any supporting documents.

|  |  |
| --- | --- |
| Supplier Questionnaire – Company Information |  |
| 1. Full company name |  |
| 1. Registered Address (and local / branch address where applicable) | Registered Address:  Local branch address: |
| 1. Contact person for this tender |  |
| 1. Company registration number   (NB OIS will carry out a risk-based financial check on the company in line with latest procurement legislation and guidance. OIS may request further financial information where required) |  |
| 1. Date of company formation: |  |
| 1. VAT registration number: |  |
| 1. Public and product liability insurance: Please provide a copy of your public and product liability insurance. A minimum of £1m insurance is required. | Attached: Y/N |
| 1. Intellectual Property: Please confirm that you own the IP that will be used in delivering this project or have the necessary licences or permissions to do so |  |
| 1. Acceptance of OIS Terms and Conditions: Please confirm acceptance of our Terms and Conditions as attached. (appendix 1) |  |

1. **Written Response to the Brief**

Please submit responses to the following questions and submit it along with your completed supplier questionnaire. CVs for key personnel to be involved in the delivery of the project may be submitted as attachments.

|  |  |
| --- | --- |
| Written Response | Maximum length |
| Criteria 1 – 20%  Proposed pre-accelerator format   * Describe how you would deliver the pre-accelerators, including any partnerships or linkages that you would leverage in | **No more than 3 pages** |
| Criteria 2 – 10%  Proposed marketing and engagement strategy   * Provide a summary of how you will seek to engage with at least 60 entrepreneurs and pre-starts and encourage them to apply to participate in a pre-accelerator | **No more than 2 pages** |
| Criteria 3 – 30%  Previous experience of supporting entrepreneurs and pre-start-ups  Provide a summary of your experience of supporting similar initiatives / target demographics, ideally in Thames Valley Berkshire or comparable areas  Detail any previous experience of delivering ERDF funded projects | **No more than 4 pages** |
| Criteria 4 – 20%  Project delivery and data management     * Provide a summary of how you will manage the project and capture the required data * Provide a Gantt chart or similar setting out the anticipated milestones * Describe the team that will be responsible for delivering the pre-accelerators. Please provide details of the key roles and the relevant skills/experience of the people that will be undertaking these roles. CVs may be separately appended. | **No more than 4 pages, excluding Gantt chart / CVs** |
| Criteria – 20%  Price and added value   * Provide a detailed budget breakdown of the cost per pre-accelerator and total cost for all four pre-accelerators (an Excel spreadsheet showing the breakdown of costs may be separately appended) * Provide a summary of any added value you are able to provide as part of the contract | **No more than 2 pages (excluding optional pricing spreadsheet)** |

1. **Attachments to this document:**

* Oxford Innovation Services Terms and Conditions

1. http://www.berkshirebusinesshub.co.uk/ [↑](#footnote-ref-1)
2. All pre-existing Intellectual Property owned by the respective Parties at the date of the Agreement shall continue to be owned by that Party. Any intellectual property developed under this project will be owned by Oxford Innovation unless agreed otherwise in writing by Oxford Innovation and the supplier. [↑](#footnote-ref-2)
3. <https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/564432/esif_branding_and_publicity_requirements.pdf> [↑](#footnote-ref-3)