Cornwall Development Company

Invitation to Tender (ITT)

Cornwall & Isles of Scilly Skills Hub – Apprenticeship Campaign

TEN 489

October 2020



# Overview

Cornwall Development Company (CDC) operates as Cornwall Council’s economic development arm and is a member of the Corserv group of companies. CDC was been successful in its bid to the European Growth Programme 2014 – 2020 to establish and operate the Cornwall & Isles of Scilly (CIoS) Skills Hub service. This project is funded by the European Social Fund (ESF), with match funding from Cornwall Council and Cornwall & Isles of Scilly Local Enterprise Partnership (LEP).

The Skills Hub encourages and supports businesses to grow, innovate and invest in training and skills development through a one-stop service for information and guidance on and access to skills development provision. They do this through a content-rich online portal and social media activity backed by a telephone and face-to-face service delivered by office-based Business Navigators and a team of experienced Business Connectors covering Cornwall & Isles of Scilly.

The Skills Hub’s ESF Innovation Fund will support the next phase of an Apprenticeship Campaign for Cornwall & Isles of Scilly. Working in partnership with Cornwall Council and the CIoS Local Enterprise Partnership who will help develop, oversee and manage the direction of the overall Campaign. Building upon the previous campaign in raising awareness and reinforcing the benefits of Apprenticeships and the available funding and training to small and medium sized businesses in the County.

This Innovation Fund and Campaign supports the CIoS Employment and Skills Strategy strategic objective SO2: “Drive employer and individual engagement and investment in skills” and will assist that strand to:

* Create an effective apprenticeship service for CIoS employers
* Enable the demand and supply of skills (at all levels) to meets the needs of high employment sectors
* Support small, micro, social and community businesses as well as those who are self-employed to engage in training

CIoS LEP Employment and Skills Strategy 2016-2030: [**https://www.cioslep.com/employment-and-skills/employment-and-skills-strategy-2016-2030**](https://www.cioslep.com/employment-and-skills/employment-and-skills-strategy-2016-2030)

Please note that this fund is under ESF priority 2 and is therefore under the skills for growth, employer-led strand.

# Background

Apprenticeships make good business sense. Apprenticeships can help businesses across all our sectors in CIoS by providing a cost-effective way of attracting and training new talent of all ages and levels. Highly subsidised Apprenticeship training can also be used to upskill existing staff from qualification levels ranging from level 2 to 7 (degree and masters).

By training people with the right skills for the job they can do a wider range of tasks and take on new responsibilities which can help reduce skills shortages, minimise staff turnover and increase productivity. The Chartered Institute of Personnel and Development’s (CIPD) research finds that firms report average increases in productivity of £214 a week from Apprentices, with 75 per cent of bosses saying their Apprenticeship programme also reduces recruitment costs.

According to the Federation of Small Businesses (FSB), perceptions about bureaucracy and the time and investment needed as well as lack of awareness of funding are all things that reportedly put smaller firms off. However, FSB research also encouragingly stated, one in four small businesses said they’d already had at least one Apprentice, and 24 per cent of those that didn’t have an Apprentice wanted to take one on in the future.

Cornwall Apprenticeships is already an established ‘brand’, already having its own identity, [**website**](https://www.cornwallapprenticeships.com/) (<https://www.cornwallapprenticeships.com/>) and Twitter, Facebook, LinkedIn and Instagram social media accounts. All of which were set up during previous successful Campaigns in 2013 and again in 2018-2019/20.

Recent Government changes to Apprenticeship policy and the introduction of the Apprenticeship Levy have impacted upon the growth of Apprenticeships both nationally and within CIOS. However, Apprenticeships remain a compelling proposition for all size employers in workforce and skills development - even during a pandemic.

During 2017/18 the County recorded 3,990 Apprenticeship starts, this rose to 4,242 in 2018/19. As at Quarter 3 for 2019/20 CIoS reported 2,800 year to date starts - lower than the same period the previous year. Unsurprisingly, the Covid lockdown, furloughing of staff and economic uncertainty has negatively impacted upon Apprenticeship starts.

The Employer Perspectives Survey run by the UK Commission for Employment and Skills found that in 2014 only 12% of employers in Cornwall and the Isles of Scilly offered formal apprenticeships. However, research conducted in 2018 on behalf of the CIoS Skills Hub, suggested 48% of businesses surveyed would take on an additional apprentice if grant funding was available and 67% of businesses surveyed, who already had Apprentices, would take on more apprentices if grant funding was available.

With recent Government announcements made under the [**‘Plan for Jobs’**](https://www.gov.uk/government/publications/a-plan-for-jobs-documents/a-plan-for-jobs-2020)**,** to include further funding for employers for Apprenticeships, we need to ensure employers are aware of the additional funding support available. Plus, how programmes like [**Traineeships**](https://www.gov.uk/guidance/traineeship-information-for-employers) and the Government’s new [**Kickstart**](https://www.gov.uk/guidance/check-if-you-can-apply-for-a-grant-through-the-kickstart-scheme) scheme, for 16-24 year olds, can provide a pathway to an Apprenticeship for both young person and employer.

# Commission

On behalf of the CIoS Skills Hub and CIoS Local Enterprise Partnership, CDC wishes to procure an apprenticeship campaign for the period Autumn 2020 – January 2023.

We want a ‘fresh’ campaign which continues to build awareness of Apprenticeships and Cornwall Apprenticeships within the County’s SME community. A compelling campaign, featuring locally curated content and apprenticeship employer case studies which should be relatable to our employers. The Campaign will not only need to clearly tell & show employers the steps to easily engage with Apprenticeships, but also where to go for impartial information, advice and guidance – namely, Cornwall Apprenticeships and CIoS Skills Hub.

The elements and outcomes the CIoS Skills Hub and CIoS Local Enterprise Partnership would like to see through this Innovation Fund Apprenticeship Campaign include (but not limited to, as ideas are welcomed):

|  |  |  |  |
| --- | --- | --- | --- |
|  | Campaign Elements | Activity | Outcomes |
| 1 | Cornwall Apprenticeship Website (WordPress) | Develop and add a clear, but simple, step-by-step process /roadmap for employers visiting the website.  Suggest and make any improvements to the existing website to enhance the user experience.  Write and regularly add new curated content, including case studies (see Element 3).  Improve information and visibility on training providers and available apprenticeship training provision.  Advance the visibility of Apprenticeship vacancies & explore possibility of new provider vacancy upload facility.  Setting up a specific section/page for Levy Transfers – using provided information.  Monitoring & reporting website analytics  Continue to allow for the CIoS LEP officer to make any minor amendments/additions to the website. | Main updates and website refresh to be agreed and completed no later than April 2021.  Ongoing update work and content updates may be required thereafter.  Website analytics which show increased ‘traffic’ to the website, exceeding the previous Campaign levels by 40%. |
| 2 | Social Media | A fresh and compelling social media campaign, with clear, localised apprenticeship messaging until January 2023.   * raise awareness of the benefits and dispel Apprenticeship myths/misconceptions * the available funding and training, why employers should engage or re-engage with Apprenticeships. * How and where they can find local, expert support, information and guidance. * helping to both drive traffic to the improved website and employers to take action/find out more * local case studies and use the ‘voice’ of real employers.   Utilising the current Cornwall Apprenticeship [Facebook](https://www.facebook.com/ciosapprentice), [Twitter](https://twitter.com/CIoSApprentice), [LinkedIn](https://www.linkedin.com/company/cornwall-apprenticeships/) & [Instagram](https://www.instagram.com/cornwallapprenticeships/) accounts.  Continue to allow for the CIoS LEP officer to add any content/make changes to the above social media pages. | Overall social media plan and detailed first 6-month schedule to be agreed within first 6-8 weeks of contract.  Thereafter, a rolling 6-month detailed social media plan, until January 2023 with regular reviews built in.  Bi-monthly reporting on social media analytics - showing increased traffic/hits to the refreshed Cornwall Apprenticeship website – see Element 1. |
| 3 | Case Studies/  Content Creation | Applicant’s suggestions for fresh and regular content for both the website and social media e.g. using written PR, blogs, case studies, video and photography.  CIoS LEP and Skills Hub will support with employer and apprentice leads/consents for case studies. | Agree a plan of content for the duration of the Campaign within 6-8 weeks of contract with regular reviews built in.  Production of at least 20 new, local employer case studies to be delivered over the duration of the Campaign - for use in a variety of formats.  Sufficient, new and locally relevant content to continually feed into the Campaign |

Please note:

The successful delivery organisation will be expected to work and communicate with both the CIoS Skills Hub Manager and the CIoS LEP Apprenticeships and Employment Officer to agree all elements and messaging and ensure the Campaign is aligned to other current employer focussed Campaigns.

The Skills Hub is part funded by the European Union and as such, the CIoS Apprenticeship Campaign must comply with current EU Branding & Publicity Guidelines (Annexe A).

Applicants may wish to read/consider suggestions and comments made within the 2020 report of the evaluation of the previous Cornwall Apprenticeship campaign (Annexe C). Plus, align responses with the CIoS Employment and Skills Strategy to support achievement of some key Apprenticeship aims within the Strategy, including increasing the awareness and demand for higher/degree level Apprenticeships.

# Budget

The budget available for the Cornwall Apprenticeship Campaign is a maximum of £44,000 to include all expenses excluding VAT and the Skills Hub is looking to commission one lead delivery organisation to design and deliver the Campaign for the period until January 2023.

# Tender Information & Requirements

This section provides instructions and defines the format Tenderers should use in responding to this ITT along with specific information Tenderers should supply and information on how the tenders will be assessed.

## Tender Timetable

This procurement will follow a clear, structured and transparent process at all times and all Tenderers will be treated equally.

The key dates for this procurement timetable are currently anticipated to be as follows:

|  |  |
| --- | --- |
| Timetable | |
| Event | Date |
| Issue ITT | 19/10/20 |
| Deadline for receipt of clarifications | 30/10/20 |
| Target date for responses to clarifications | 03/11/20 |
| Deadline for return of Tenders (Return Date) | 06/11/20 at 17:00 (5pm) |
| Evaluation of Tenders | 09/11/20 to 18/11/20 |
| Notification of contract award decision | 20/11/20 |
| Target contract Commencement Date | 25/11/20 |

CDC reserves the right to change the above timetable and Tenderers will be notified accordingly where there is a change in the timetable.

## Discrepancies, Omissions, Clarification and Enquiries

Should the Tenderer find discrepancies in, or omissions from, the Tender Documents, the Tenderer shall notify CDC immediately.

Any clarification queries arising from these Tender Documents which may have a bearing on the offer should be raised with the CDC contact (Skills Hub Manager via [hello@ciosskillshub.com](mailto:hello@ciosskillshub.com)) as soon as possible and in accordance with the Tender Timetable above. Responses to all relevant queries will be posted on Contracts Finder.

There will be no negotiation on any of the substantive terms of these Tender Documents. All clarifications need to be submitted by email to the CDC contact.

No representation by way of explanation or otherwise to persons or corporations tendering or desirous of tendering as to the meaning of the tender, Contract or other Tender Documents or as to any other matter or thing to be done under the proposed Contract shall bind CDC unless such representation is in writing and duly signed by a Director/Partner of the provider. All such correspondence shall be returned with the Tender Documents and shall form part of the Contract.

Where the Company considers any question or request for clarification to be significant, the anonymised query and response will be communicated to all Tenderers via Contracts Finder.

## Tender Submission

All tender returns must include a covering letter setting out the following;

1. That the provider has the resources available to meet the requirements outlined in the brief - and within the tender timetable.
2. That the provider will be able to meet the CDC Corporate Requirements (see below), to include confirmation that Equality and Diversity, Environmental policies and Data Protection policies are in place and if successful supporting documentation will be provided as evidence together with the appropriate conflicts of interest policy statement.
3. The provider shall provide confirmation that insurance policies are current and if they are due to expire during the course of the commission to provide renewal notices prior to their expiry date(s).
4. That the provider accepts all the Terms and Conditions of the Contract attached at Annexe B
5. The point of contact within your organisation in relation to this tender.

The Tender submission should also include:

* Project Summary stating:
  + How your proposal meets the issues, criteria and elements set out in this tender.
  + How your proposal aligns with the CIoS LEP Employment and Skills Strategy.
* Project Narrative detailing the Project Activity you aim to undertake stating:
  + Your experience related to delivering the Campaign – examples of 2 similar Campaigns you have delivered successfully.
  + Knowledge and understanding of Apprenticeships, how they operate, their benefits to employers and importantly how to ‘package’ the most appropriate and compelling messaging to engage employers to listen and take action (or how you will obtain this knowledge and understanding).
  + How you intend to deliver the Campaign elements and expected outcomes.
  + If you are using a sub-contractor, which elements will you be using them to deliver.
  + The project timescales and milestones.
  + What makes your proposal innovative in relation to the previous [Cornwall Apprenticeship Campaign](https://cornwallapprenticeships.com/)
  + Detail of the staff involved in the Campaign. Including maximum 2-page CV’s (not included in word count – see below).
  + How you will engage relevant stakeholders.
* Legacy
  + How you suggest we build sustainability/legacy into the Campaign
* Project Costs

Total project costs to deliver of each of the three Campaign elements as detailed in the commission above.

## Corporate Requirements

CDC wishes to ensure that its contractors, suppliers and advisers comply with its corporate requirements when facilitating the delivery of its services. It is therefore necessary to ensure that the Tenderer can evidence its ability to meet these requirements when providing the services under this commission.

All tender returns must include evidence of the following. This is a pre-requisite if the tender return is to be considered.

1. Equality and Diversity

CDC is committed to providing services in a way that promotes equality of opportunity. It is expected that the successful tenderer will be equally committed to equality and diversity in its service provision and will ensure compliance with all anti-discrimination legislation. If successful you will be required to provide a copy of your Equality and Diversity Policies/Practices

1. Environmental Policy

CDC is committed to sustainable development and the promotion of good environmental management. It is expected that the successful tenderer will be committed to a process of improvement with regard to environmental issues. If successful you will be required to provide a copy of your Environmental Policy Policies/Practices

1. Indemnity and Insurance

The consultant/supplier must effect and maintain with reputable insurers such policy or policies of insurance as may be necessary to cover the supplier’s obligations and liabilities under this commission, including but not limited to:

* Public liability insurance with a limit of liability of not less than £2 million;
* Employers liability insurance with a limit if liability of not less than £2 million;

All insurances shall cover for any one occurrence or series of occurrences arising out of any one event during the performance of this contract.

The Tenderer should note that the following Corporate Requirements will also apply;

1. Data Protection

The contractor will comply with its obligations under Data Protection Legislation (DPL), being the UK Data Protection Legislation and the General Data Protection Regulation (GDPR) and any other directly applicable European Union legislation relating to privacy.

The tenderer will be required to provide a copy of their Data Protection policy and privacy statement if successful in securing this contract.

1. Freedom of Information Legislation

CDC may be obliged to disclose information provided by bidders in response to this tender under the Freedom of Information Act 2000 and all subordinate legislation made under this Act and the Environmental Information Regulations 2004 (“the Freedom of Information Legislation”).

Tenderers should therefore be aware that the information they provide could be disclosed in response to a request under the Freedom of Information Legislation. CDC will proceed on the basis of disclosure unless an appropriate exemption applies. Tenderers should be aware that despite the availability of some exemptions, information may still be disclosed if it is in the public interest.

1. Prevention of Bribery

Tenderers are hereby notified that CDC is subject to the regulations of the Bribery Act 2010 and therefore has a duty to ensure that all tenderers will comply with applicable laws, regulations, codes and sanctions relating to anti-bribery and anti-corruption including, but not limited to, this legislation.

1. Health and Safety

The Consultant must at all times comply with the requirements of the Health and Safety at Work Act 1974, the Management of Health and Safety at Work Regulations 1992 and all other statutory and regulatory requirements.

1. Conflicts of Interest

Tenderers must provide a clear statement with regard to potential conflicts of interests.

Therefore, please confirm whether, to the best of your knowledge, there is any conflict of interest between your organisation and CDC or its project team that is likely to influence the outcome of this procurement either directly or indirectly through financial, economic or other personal interest which might be perceived to compromise the impartiality and independence of any party in the context of this procurement procedure.

Receipt of this statement will permit CDC to ensure that, in the event of a conflict of interest being notified/noticed, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

1. Exclusion

CDC shall exclude the tenderer from participation in this procurement procedure where they have established or are otherwise aware that the organisation, to include administrative, management or supervisory staff that have powers of representation, decision or control of the applicant’s company, has been the subject of a conviction by final judgment of one of the following reasons:

* Participation in a criminal organisation
* Corruption
* Fraud
* Terrorist offences or offences linked to terrorist activities
* Money laundering or terrorist financing
* Child labour and other forms of trafficking in human beings

Document Retention

All documentation (electronic and hard copy) produced as part of this contract will need to be returned to CDC at the end of the contract so that we can retain them for future reference/audit. The Contractor will not be expected to store these documents for future reference.

All documents must be written in English.

## Tender Return

Tenders may be returned by email or post, or by delivery in person.

Latest date to be returned: 5pm – 06 November 2020

If submitting by email, tenders should be sent electronically to [tenders@cornwalldevelopmentcompany.co.uk](mailto:tenders@cornwalldevelopmentcompany.co.uk) with the following message clearly noted in the Subject box;

‘Tender TEN 489 - Strictly Confidential – CAC Tender for Cornwall & Isles of Scilly Skills Hub’

Tenderers are advised to request an acknowledgement of receipt when submitting by email.

If submitting by post or in person, the Tender must be enclosed in a sealed envelope, only marked as follows:

‘Tender TEN 489 - Strictly Confidential – CAC Tender for Cornwall & Isles of Scilly Skills Hub’

For the attention of Nicky Pooley, Head of Corporate Services

Cornwall Development Company

Bickford House

South Wheal Crofty

Station Road

Pool, Redruth

Cornwall

TR15 3QG

The envelope should not give any indication to the Tenderer’s identity. Marking by the carrier will not disqualify the tender.

Note that if you are delivering the Tender by hand or by courier, it should be delivered during normal working hours (0900 – 1700 Monday to Friday) and an official receipt obtained. Tenders delivered by hand to any other location will not qualify and will be rejected.

PLEASE DO NOT EMAIL YOUR TENDER SUBMISSION TO THE CORNWALL DEVELOPMENT COMPANY OR THE CONTACT OFFICER.

# Evaluation of Tenders

Each Tender will be checked for completeness and compliance with all requirements of the ITT.

During the tender assessment period, CDC reserves the right to seek clarification in writing from the tenderers, to assist it in its consideration of the tender. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the following award criteria:

**Tender Evaluation Criteria**

|  |  |
| --- | --- |
| Section 1: Covering Letter |  |
| Covering letter (2 pages maximum) stating:   1. That the provider has the resources available to meet the requirements outlined in the brief - and within the tender timetable. 2. That the provider will be able to meet the CDC Corporate Requirements (see below), to include confirmation that Equality and Diversity, Environmental & Data Protection policies are in place and if successful supporting documentation will be provided as evidence together with the appropriate conflicts of interest policy statement. 3. The provider shall provide confirmation that insurance policies are current and if they are due to expire during the course of the commission to provide renewal notices prior to their expiry date(s). 4. That the provider accepts all the Terms and Conditions of the Contract attached at Annexe B 5. The point of contact within your organisation in relation to this tender. | Pass/ Fail |
| Section 2: Project Summary  Total 20% (as distributed below) |  |
| Summary (600 words maximum) of the project stating:   1. How your proposal meets the issues, criteria and elements set out in commission above. 2. How your proposal aligns with the CIoS LEP Employment and Skills Strategy. | 20 |
| Section 3: Project Narrative Total 50% (as distributed below) |  |
| Detail of the Project Activity (2000 words maximum) you aim to undertake stating:   * Your experience related to delivering the Campaign – examples of 2 similar Campaigns you have delivered successfully. * Knowledge and understanding of Apprenticeships and how to engage employers, or how you will obtain this. * How you intend to deliver the Campaign elements and expected outcomes. * Whether you will be using a sub-contractor to deliver any elements. * The project timescales and milestones. * What makes your proposal innovative in relation to the previous Apprenticeship campaign? * How you will engage relevant stakeholders. * Detail of the staff involved in the Campaign. Including maximum 2-page CV’s (not included in word count). | 50 |
| Section 4: Legacy Total 5% |  |
| Legacy (400 words maximum) stating:   * How you will suggest we build legacy into the Campaign. | 5 |
| Section 5: Budget  Total 25% |  |
| * Total project costs to deliver of each of the Campaign Elements. The lowest bid will be awarded the full 25 marks. Other bids will be awarded a mark that is proportionate to the level of their bid in comparison to the lowest bid i.e. Marks awarded = 25 x lowest bid / bid | 25 |

Assessment of the Tender

The Company is not bound to accept the lowest or any Tender. This Tender does not constitute an offer to enter into a contractual relationship. The Company will not reimburse any expense incurred by the Tenderers in preparing their responses to this Tender.

It is anticipated that the selection process will be carried out in one stage; assessment of the tender submission - reviewing ability to meet criteria listed above.

The reviewer will award a percentage of the marks depending upon their assessment of the applicant’s tender submission and will use the following scoring to assess the response:

|  |  |  |
| --- | --- | --- |
| Scoring Matrix for Evaluation Criteria | | |
| Score % | Judgement | Interpretation |
| 100 | Excellent | Exceptional demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required to support the response. |
| 80 | Good | Above average demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Majority evidence provided to support the response. |
| 60 | Acceptable | Demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with some evidence to support the response. |
| 40 | Minor Reservations | Some minor reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response. |
| 20 | Serious Reservations | Considerable reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response. |
| 0 | Unacceptable | Does not comply and/or insufficient information provided to demonstrate that there is the ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response. |

## Notification

Following evaluation of the Tenders, CDC will make a decision on which, if any, Tender shall be accepted. This decision will be based on the most economically advantageous tender response.

Any contract award will be conditional on the Contract being approved in accordance with the CDC’s internal procedures and CDC being generally able to proceed.

Intellectual Property

The client shall be entitled to share the outcome of the work in whole or part with others at its discretion. All outputs of the contract will remain the property of Cornwall Development Company.

Tender Award

Any contract awarded as a result of this tender process will be in accordance with the attached CDC standard terms and conditions (Annexe B).

# Further Information

The CIoS Skills Hub projects are in receipt of funding from the European Union and as such it is necessary for documentation (including every accessible/viewable option) to properly accredit the key support from the European Union. Principally, this will include use of the ESF logo as appropriate. More details can be found in Annexe A.

# Disclaimer

The issue of this documentation does not commit CDC to award any contract pursuant to the bid process or enter into a contractual relationship with any provider of the service. Nothing in the documentation or in any other communications made between CDC or its agents and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between CDC and any other party (save for a formal award of contract made in writing by or on behalf of CDC).

Bidders must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their tender responses. Information supplied to bidders by CDC or any information contained in CDC’s publications is supplied only for general guidance in the preparation of the tender response.

Bidders must satisfy themselves by their own investigations as to the accuracy of any such information and no responsibility is accepted by CDC for any loss or damage of whatever kind and howsoever caused arising from the use by bidders of such information.

Bidders shall be responsible for their own costs and expenses in connection with or arising out of their response.

CDC reserves the right to vary or change all or any part of the basis of the procedures for the procurement process at any time or not to proceed with the proposed procurement at all.

Cancellation of the procurement process (at any time) under any circumstances will not render CDC liable for any costs or expenses incurred by bidders during the procurement process.

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Annexe A – EU Branding & Publicity Guidelines

<https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/634288/ESIF_Branding_and_Publicity_Requirements.pdf>

## Annexe B: Terms and Conditions over £25,000

Annexe C: Evaluation of Cornwall Apprenticeship Campaign