

**RM3669 - L0379; Support Provision under the Mutuels Support Programme
Croydon School Support Services.**

Value Statement - Consultancy

Section 1 - Consultancy Value Statement: Value to be delivered					
Supplier Name	Radero Limited				
Title of Contract	RM3669 L0379; Support Provision Under The Cabinet Office Mutuels Support Programme – Croydon School Support Services.				
Requirement Summary	<p>Croydon School Support Services, the “Potential Public Service Mutual” (“Potential PSM”), are due to go to Cabinet with a business case and five year business plan to spin out of Croydon Council, the “Parent Body”, a range of statutory and non-statutory services which include: school improvement; governor services; educational psychology; education welfare services; literacy centre; work experience; IT for schools; Finance for schools, and; HR for schools. An options appraisal was conducted and presented to Cabinet in September 2013, and in-principal agreement was given to develop a detailed business case and business plan to ensure the viability of a mutual model for delivering school support services going forward.</p> <p>The current proposal is to establish a not-for-profit company limited by guarantee with a mixed ownership model that includes three groups of members: the Parent Body, Croydon Head Teachers Association and employees from the Potential PSM. The Parent Body views this partnership approach as vital to ensure the buy in from schools, who would be both customers and members.</p> <p>The following deadline has been given to the key deliverable:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Deliverable</th> <th style="text-align: center;">Deadline</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Marketing and Branding Support</td> <td style="text-align: center;">By 31 January 2015</td> </tr> </tbody> </table>	Deliverable	Deadline	Marketing and Branding Support	By 31 January 2015
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Financial Value Statement	<p>The services identified in scope for the mutual have been operating an in-house charging model for the last three years with steady growth year on year. The 2013/14 traded services income is in the region of £3.6m.</p> <p>Given the high level of savings required by the Parent Body, the success of the new mutual will strongly rely on the Potential PSM growing its business by selling to additional schools or expanding their offer to existing clients. Additional support with Marketing and Branding is now seen as a crucial work stream in terms of enabling the Potential PSM to reach its potential and secure new business.</p> <p>The maximum Contract Value for this is £34,800 (exclusive of VAT, but inclusive of all expenses and disbursements).</p>				
Non-financial Value Statement	<p>Following Cabinet sign off at the end of June 2014, support to the Potential PSM to develop a robust marketing and branding strategy, to include tools and resources, which will enable the new mutual to fulfil their potential and win new business. Part of this will include assistance with the procurement of a new web domain for the potential PSM.</p> <p>Building on the existing marketing approaches currently in place for the services in scope, the Supplier is required to provide all technical and advisory support necessary, <u>but not including</u> project management support, interim resource or backfill, to enable the Potential PSM to develop and implement its marketing strategy with accompanying marketing campaign. Key aspects of this requirement should include, but should not be limited to, support for the following:</p>				

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	<ul style="list-style-type: none"> ➤ Develop a strategic marketing plan for the PSM to include associated marketing resources Work with each service manager to develop a communications plan in line with each of the service areas identified and produce a cohesive communication strategy that will be embedded across the PSM. ➤ Work with each service manager and the Potential PSM as a whole to develop appropriate marketing materials which flows from an overall corporate marketing and communication strategy. This should include marketing templates, flyers, brochures and standard electronic communications. ➤ Building on the work of the Potential PSM’s staff group, supporting the development and finalising of the mutual’s new brand, to include a Name, Logo, Brand Values and Brand Design Work. ➤ Develop a shell website for the Potential PSM, to include support to the staff group to develop web content in line with the Potential PSM’s wider marketing strategy. A key part of this support requirement is to ensure appropriate IT skills transfer to the Potential PSM
Section 2 - Consultancy Value Statement: Actual Value Delivered	
Financial Value Statement	The value attached to the scope of work delivered by the supplier is £0
Non-financial Value Statement	<p>The value attached to the scope of work delivered by the supplier is:</p> <p>Marketing and branding support: £34,800 excl VAT</p> <p>All of the deliverables and objectives for this contract have been met.</p>