

**Invitation to Tender**

**‘Company Performance Benchmark Index’**

**A new feature for the Digital Growth Hub offering**

GFL/17/101/GH

**TENDERS MUST BE SUBMITTED IN ACCORDANCE WITH THE FOLLOWING INSTRUCTIONS. TENDERS NOT COMPLYING WITH THESE INSTRUCTIONS MAY BE REJECTED BY GFIRST LEP WHOSE DECISION IN THIS MATTER SHALL BE FINAL. THIS INFORMATION AND INSTRUCTIONS ARE PROVIDED FOR THE ASSISTANCE OF TENDERERS BUT DO NOT FORM PART OF THE TENDER DOCUMENT.**

**SECTION A – BACKGROUND INFORMATION**

**1.0 Background**

1.1 The Growth Hub opened in October 2014, as a very unique partnership between GFirst LEP and the University of Gloucestershire. We set out to help all growing Gloucestershire businesses accelerate their growth, boosting the economy and prosperity of the county. Further information can be found on our web site:

[www.thegrowthhub.biz](http://www.thegrowthhub.biz)

**2.0 The Requirement**

Summary

2.1 The Growth Hub have identified three new features to be added to enhance their Digital Growth Hub offering – one of these being the ‘Company performance Benchmark Index’. This feature will aid business owners in better understanding the performance of their organisation against their peers in the same sector locally, regionally and nationally, guide them to identify the areas which could benefit from independent and impartial support and to assist them in finding business development opportunities.

2.2 These features will be integrated into the existing Digital Growth Hub experience so as to provide a seamless customer journey through use of the features and maintain an auditable record of the clients’ interactions with the Growth Hub and use of these features.

2.3 It is required that all new features will be launched by 31 August 2018 and that the accompanying commercial arrangements ensure that there is adequate support and maintenance arrangements in place for the period to March 31st 2022.

Objective - Company Performance Benchmark Index

2.4 The Growth Hub, by providing ambitious Gloucestershire SMEs with fully funded independent and impartial business support, aim to empower these businesses to grow the Gloucestershire economy and to increase the number of jobs in the county. A powerful motivator for business owners to take action is a comprehension of how their performance compares with that of their peers; the Company Performance Benchmark Index will provide that capability.

Utilisation

2.5 The intended use of the Company Performance Benchmark Index is to allow Gloucestershire Growth Hub website users to assess their company’s financial performance relative to that of others in their sector across the county, region and nationally. The ideal scenario is that each Growth Hub website user will perform a benchmark assessment prior to or at the start of their early engagement with the Growth Hub, and then again at the end of their engagement so as to be able to identify the impact of the Growth Hub’s independent and impartial business support service. Additionally, as the Growth Hub is required by their funding bodies to ask client businesses for their financial information, this feature would offer businesses something in return for sharing this information with us, as well as offering an improvement to current experience of asking for this information.

Specification

2.6 The expectation for this feature is that it enables a business to identify their financial and productivity performance against other companies across a range of comparisons. Therefore key requirements for this feature are as follows:

(a) It must be possible for a user to enter key company financial data for comparison against a database of anonymised data from other organisations.

(b) The solution provider must already have a broad database of up to date comparative data from organisations in the UK.

(c) The database of comparative data should include a significant number of up to date reference points from Gloucestershire businesses.

(d) It should be possible for users to compare their performance against the following categories:

* All businesses
* Businesses in their main sector
* Businesses in Gloucestershire
* Businesses in the South West
* Businesses in other counties
* Businesses in other regions
* Businesses in England, Wales, Scotland, Northern Ireland, Great Britain and the UK.

2.7 This project seeks to seamlessly integrate a benchmarking solution into the existing Growth Hub website user experience, therefore it must be possible for the solution to be branded in-line with the Growth Hub brand guidelines.

2.8 The product must be able to integrate with the Growth Hub CRM’s API to facilitate the sharing of data to optimise the user experience and to align with the Growth Hub’s data protection policies and processes.

2.9 The product must be capable of providing outputs in both digital and printable formats.

2.10 It should be possible for the visual representation of the data results to be both static, to show the current performance, and interactive to forecast options to improve future performance.

2.11 It should be possible for users to create their own comparison reports from the data set.

2.12 The supplier should have controls and processes in place that ensure that user data is anonymised to prevent unlawful disclosure of information.

2.13 The supplier should have controls and processes in place to ensure that the information held within their database remains up to date and relevant to ensure that comparisons of company performance and associated indexing is accurate.

2.14 It is desired that the supplier supplements the user information database and indexing mechanisms with data publicly available from official sites such as Companies House and the Office of National Statistics, to improve accuracy of the comparison service.

**3.0 Procurement Timetable**

3.1 The anticipated procurement timetable for this opportunity is set out below; however no guarantee is implied by these dates.

| **Date** | **Activity** |
| --- | --- |
| 20 October 2017 | Publish ITT document pack. |
| 10 November 2017 | Deadline for clarification queries. |
| 20 November 2017 | Deadline for submission of tenders. |
| 21 November 2017 | Evaluation of tenders complete – supplier shortlist selected – maximum of 3 suppliers. |
| w/c 20 November 2017 | Option for GFirst LEP to invite suppliers to interview by the evaluation panel. The interview will start with suppliers giving an overview of their proposals. The purpose of any interviews will be for GFirst LEP to clarify that they have understood the suppliers proposals and for the suppliers to clarify that they have understood GFirst LEP’s requirements. This is not an opportunity for suppliers to score more marks by introducing new elements to their proposals. GFirst LEP reserves the right to adjust evaluation scores accordingly. |
| 24 November 2017 | Issue contract award notices. |
| 05 December 2017 | Start of contract. |

**4.0 Linkage and Support**

4.1 The selected supplier will need to liaise and work closely with:

- Growth Hub Manager

- Growth Hub Data Controller

- Growth Hub Digital Marketing Manager

- Growth Hub Business Navigators and Guides

- GFirst LEP Project Management

**5.0 Form of Contract**

5.1 The contract will be based on an agreed version of the Supplier’s own contract for services.

**SECTION B – TENDER INFORMATION and INSTRUCTIONS**

**1.00 Tender Evaluation**

1.01 Upon receipt of the tender submissions GFirst LEP will carry out a detailed evaluation process to shortlist a maximum of three suppliers for interview if required.

1.02 If interviews are conducted then they will start with the invited supplier(s) giving an overview of their proposals. The purpose of the interviews is for GFirst LEP to clarify that they have understood the suppliers proposals and for the suppliers to clarify that they have understood GFirst LEP’s requirements. This is not an opportunity for suppliers to score more marks by introducing new elements to their proposals. GFirst LEP reserves the right to adjust evaluation scores accordingly.

Interview schedule

|  |  |
| --- | --- |
| **Introductions** | **5 minutes** |
| **Presentation of outline proposal** | **30 minutes** |
| **Communication plan** | **15 minutes** |
| **Q&A/Discussion** | **40 minutes** |

1.03 The contract will be awarded to the partner submitting the most economically advantageous tender – 40% price and 60% quality.

**2.00 Completion of Pricing**

2.01 Potential suppliers are required to complete a method statement as requested below. Pricing should include VAT.

**3.00 Submission**

3.01 The tender should be submitted strictly in accordance with the tender documents and without qualifications. Failure to comply with this requirement may at the discretion of GFirst LEP, invalidate the tender.

3.02 To enable GFirst LEP to assess the supplier capability, please provide the following method statements using your own style.

3.03 Quality & Pricing Evaluation Method Statements

Suppliers are required to provide method statements in their own style that respond to the following criteria:

|  |  |  |
| --- | --- | --- |
|  | **Criteria – Quality** | **Marks** |
| 1 | **Experience**   1. Describe your experience of providing this type of service and of similar contracts. 2. Provide contact details of two references which GFirst LEP may check before awarding the contract. 3. Please provide CVs for the key members of your team that will be used to deliver the requirements. | 10  Pass/Fail  10 |
| 2 | **Skills and expertise**  Please outline the range of skills and expertise that you possess that will enable you to successfully deliver the Requirement.  Please include your service delivery management policies and processes. | 10 |
| 3 | **Service delivery proposal**  Please describe your service delivery proposal to show exactly what will be delivered and how it will meet all of the requirements contained in the Section A – paragraph 2.1 onwards.  Please include a product development road map. | 25 |
| 4 | **Sustainability**  GFirst LEP takes responsibility for sustainability and ethical sourcing seriously. Suppliers are therefore requested to comment on the sustainability credentials of the services and approach that they propose to provide. For example: Fair Trade, ethical sourcing, supply chain management, sustainably efficient means of communication, initiatives in the supply chain to reduce the use of energy, chemicals, water, packaging, initiatives to ensure employee rights, health and safety and welfare etc. | 5 |
|  | **Criteria – Pricing** | **Marks** |
| 6 | Please provide a schedule of pricing, including VAT, that includes:   1. Initial implementation costs, broken down by roles involved 2. Support and maintenance costs covering the period until March 31st 2022 | 40 |

**4.00 Tender Evaluation Criteria**

**Quality (60%)**

4.01 The evaluation of method statements will be made using the criteria listed above (3.03) and the marking scheme listed below:

|  |  |  |
| --- | --- | --- |
| **Description** | **Marking Range** | **Evaluation Criteria** |
| **Inadequate** | **0 to 1** | **Significant indications** that **supplier** lacks certain requirements in this area to achieve the required standard of service delivery / information totally inadequate. |
| **Concerns** | **2 to 4** | **Some concerns** that **supplier** may lack certain requirements in this area to achieve the required standard of service delivery. |
| **Potential** | **5 to 7** | Information, rather than examples, indicating **potential** to deliver outcomes. |
| **Capable** | **8 to 10** | Comprehensive and strong information and examples indicating **supplier** capable of delivering outcomes to required standard. |

The marks within each range will be awarded depending on the degree which the description of the evaluation criteria applies.

If a score of **0 to 1** is applied to the evaluation of any question, the tender will be **eliminated.**

If a score of **1** is applied, 10% ofavailable marks for that question will be awarded.

If a score of **2** is applied, 20% ofavailable marks for that question will be awarded.

If a score of **3** is applied, 30% ofavailable marks for that question will be awarded.

If a score of **4** is applied, 40% ofavailable marks for that question will be awarded.

If a score of **5** is applied, 50% ofavailable marks for that question will be awarded.

If a score of **6** is applied, 60% ofavailable marks for that question will be awarded.

If a score of **7** is applied, 70% ofavailable marks for that question will be awarded.

If a score of **8** is applied, 80% ofavailable marks for that question will be awarded.

If a score of **9** is applied, 90% ofavailable marks for that question will be awarded.

If a score of **10** is applied, 100% ofavailable marks for that question will be awarded.

***Example:***

There are **10** marks available for 3.03 (2) in the table above. If a score of **6** is applied to a supplier’s response, the supplier will be awarded **6 marks** for that response. (i.e. 60% of the 10 marks available).

**Important Note:** Suppliers should not assume members of the evaluation panel have any prior knowledge of their organisation. The assessment will be made on the written response provided.

**Pricing (40%)**

4.02 Pricing models will be reviewed and evaluated using the below methodology.

4.03 Following any required clarification with potential partners to ensure as far as possible that the pricing elements of the offers are being evaluated on a ‘like for like’ basis, marks will be awarded based on the lowest overall tender price for the preferred delivery model receiving 100% of the marks available. The other prices submitted for the similar delivery models from the other Potential suppliers will be compared to the lowest price and the difference between those prices will be expressed as a percentage of the lowest price.

For every one percent the price is above the lowest price the supplier will lose 1% of the marks available.

For example:

|  |  |  |  |
| --- | --- | --- | --- |
| **Tender Offer** | **Difference from lowest** | **% difference from lowest** | **Marks awarded out of 40** |
| £10,000 | £0 | 0% | 40 |
| £11,000 | £1,000 | 10% | 36 |
| £12,000 | £2,000 | 20% | 32 |
| £15,000 | £5,000 | 50% | 20 |
| £20,000 | £10,000 | 100% | 0 |

**5.00 Queries**

5.01 Any queries regarding the tender process should be raised as correspondence through the e-tendering portal

5.02 Any queries that may have a material effect on the costing of the tender will be circulated to all Suppliers along with GFirst LEP’s response. Queries received less than seven days before the closing date may not be answered. If a query gives rise to the need for an amendment to the original tender documents an extension to the closing date may be made, in which case all parties will be notified simultaneously. Please note the latest time for receiving queries relating to this tender is 1**2.30pm on Friday 10 November 2017**.

**6.00 Submission of Tender**

6.01 Tender submissions must be made via e-mail, with submissions e-mailed to [gfirstadminteam@gfirstlep.com](mailto:gfirstadminteam@gfirstlep.com) by **12.30pm on Monday 20 November 2017**

6.02 No other method of tender submission will be accepted. GFirst LEP may, after the opening of the tenders, enter discussions or post-tender negotiations with any potential partner.

**7.00 Contract Award**

7.01 The contract will be awarded to the potential partner submitting the most economically advantageous tender in terms of quality and price. (Quality Marks + Price Marks).

7.02 GFirst LEP reserves the right to cancel the process at any stage. However, assuming that a tender is successful, GFirst LEP will notify all Suppliers simultaneously about the intended award.