

**Winchester City Council
Business Support Service**

SPECIFICATION

SUMMARY

Winchester City Council is appointing a new dynamic and innovative business support service. This entrepreneurial service will seek new ways of engaging and make the most of digital technology to support businesses within the Winchester District.

This cutting edge service should encourage business start up, particularly in emerging sectors, and support existing businesses to increase productivity and to expand.

1) The brief

The business support service is for a two year period from July 2019 to June 2021. This brief sets out the nature of the opportunity, and provides further information about submitting a bid, the evaluation process and contractual arrangements.

Bids are invited from any individual or organisation in the private, public or voluntary sector with the expertise and capacity to deliver the service.

2) Scope

The brief should include the provision of the following:

Activity	Content	Audience
Information and training	Subjects to be responsive to key issues, policies, business change, crises	To target as many businesses as possible
One to one advice and networking	Bespoke to client	Focusing on start up and fledging businesses
To improve productivity	Covering management, leadership, technology adoption and mentoring	Focusing on key sectors: knowledge based, creative and tourism (including retail)

The council is asking potential bidders to respond to the brief, with further details of how they would deliver the activities listed above.

The bidder will also be responsible for publicising the service and will credit Winchester City Council in any publicity material which must be approved by the Council in advance.

3) Dimensions

The bidder should take account of the following dimensions when putting together their bid and planning their service provision. The service needs to:

- be responsive and innovative in its approach
- encourage new ways of engaging
- support businesses in investment capacities, increasing productivity and adopting new technology
- be District wide – as well as the city centre area the Winchester District also includes the vibrant towns of Whiteley, Alresford, Bishop's Waltham, Denmead and Wickham
- encourage businesses to join in with national and local programmes and activities, for example Small Business Saturday, Winchester Business Excellence Awards, the Green Impact Awards and [promotional opportunities through the council's tourism marketing team](#)
- support businesses in responding to key issues, for example Brexit, and changes to legislation and policy
- work closely with other local business groups
- add value and complement existing business support for example from [growth hubs](#)
- encourage businesses to improve the health and well-being of their workforce
- support and encourage businesses to adopt environmentally friendly working practices.
- be data protection and GDPR compliant
- record unique client numbers and interactions (not just repeat users and throughput)
- capture business progression and actions resulting from the help and support

4) Fee

The fee for the service is **£20,000 per annum for two years** (i.e. £40,000 total). The fee includes all costs associated with the service including: venue hire, business support consultants, trainers and speakers as well as management costs. Bidders can choose to charge for training courses in order that delegates place a value on the training and help to supplement the budget. Bidders need to include a breakdown of their anticipated costs as part of their bid. There should be no anticipation of further funding from the council for the costs of running the service.

5) Timetable

Date	Activity
20 March 2019	Specification published on South East Business Portal and Contracts finder and opportunity to submit expressions of interest
3 May 2019	Deadline for full written bids, including a video pitch, received by the council
14 May 2019	Evaluation panel meeting: bids scored and shortlist invited for presentation stage
29 May 2019	Presentations to evaluation panel and determination of preferred service provider
To be agreed	Contract inception meeting at council offices
1 July 2019	New contract starts

6) Your bid

Please submit your bid to Carol Hussey chussey@winchester.gov.uk by 3 May 2019.
Economy and Art Support Officer
Winchester City Council
Colebrook Street
Winchester
SO23 9LJ

For an informal discussion about the service please contact Alison Woods at awoods@winchester.gov.uk to arrange a phone appointment.

A full bid should include:

- a description of the organisation(s) including governance arrangements, or – for individuals – a current CV, and the expertise available for delivery
- a clear description of around 3 - 4 A4 pages of how you propose to deliver the service including: how you expect to provide the activities outlined in section 2; an operational model showing how enquiries would be handled and prioritised, an indication of how you would publicise the service and a set of possible performance indicators
- a short video, in the style of an elevator pitch, promoting your approach to delivering the service. This can be sent electronically if the file sizes are less than 10mb or supplied on a memory stick and posted to the address above or
- a copy of the most recent annual accounts, latest management accounts and an up to date balance sheet
- a break down of costs (exc VAT); please also state whether you are VAT-registered
- a simple project plan, a risk assessment and evidence of appropriate insurance
- a general statement explaining how you meet the evaluation criteria for the commission set out below
- two referees for work of a relevant or comparable nature

7) evaluation process and criteria

The evaluation criterion that will be applied to full bids are as follows:

a) the quality of the business support activities proposed based on:

- the response to the brief
- ability to work with local authorities
- use of new innovation and technology
- an understanding of the key issues facing businesses
- proposed performance indicators
- enhancements to the service

60% quality

b) value for money of the bid

- match funding, collaboration
- adding value to other business support activities

40% value for money

Any quotation that is accepted will be awarded to the most economically advantageous in accordance with the following award criteria:	
Each of the quality sections within this submission will be scored based on the method detailed below:	
Exceptional demonstration by the supplier of the relevant ability, understanding, skills, facilities and quality measures required to provide the services with evidence to support the response, where appropriate.	5 – Excellent
Good demonstration by the Supplier of the relevant ability, understanding, skills, facilities and quality measures required to provide the services with evidence to support the response, where appropriate.	4 – Good
Satisfactory demonstration by the Supplier of the relevant ability, understanding, skills, facilities and quality measures required to provide the services with evidence to support the response, where appropriate.	3 – Satisfactory
Contains minor shortcomings in the demonstration by the Supplier of the relevant ability, understanding, skills, facilities and quality measures required to provide the services with evidence to support the response, where appropriate and/or is inconsistent or in conflict with other proposals with little or no evidence to support the response.	2 – Minor Reservations
Satisfies the requirement but with considerable reservations of the supplier's relevant ability, understanding, skills, facilities and quality measures required to provide the services, with little or no evidence to support the response.	1 – Serious Reservations Submissions which receive a '1 – serious reservations' will not be considered further
No response or irrelevant response provided.	0 – no score – Fail Submissions that 'Fail' will not be considered further

8) Background documents

The latest economic research	www.winchester.gov.uk/business/economic-development (click on 'Economic Profile of the Winchester District' and 'Winchester Sub-Area Economic Profile')
Winchester District Economic Strategy 2010-2020	www.winchester.gov.uk/business/economic-development/
Culture, Innovation and the Winchester Economy	www.winchester.gov.uk/community-recreation/arts/cultural-network-group
Council Strategy 2017 to 2020	www.winchester.gov.uk/about/strategies
Map of the Winchester District	www.winchester.gov.uk/elections/ward-map
Enterprise M3 LEP Strategic Economic Plan	www.enterprisem3.org.uk/strategic-economic-plan