

Growth Platform

Invitation to Tender

Good Growth Business Activity

Background

Growth Platform is Liverpool City Region's economic enabler, designed to support people and businesses to realise their potential and generate growth. Our role is to strengthen and simplify our regional ecosystem, creating a sustainable economy that reflects the needs of all our business community across Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral.

We exist to enable change and growth that makes our economy work for everyone; to provide guidance, inspiration and support for businesses, create opportunities for growth and foster resilience.

www.growthplatform.org

Background

In 2023 Growth Platform collaborated with Firestarters to deliver a programme of events called 'Growth for Good'. The events were hosted in the city region's six boroughs and focused on six core subjects including Diversity and Inclusion, Net Zero Carbon and Fundraising & Investment. Through these events, valuable insights were gathered, revealing the business community's strong desire to understand how their organisations can have a more positive and meaningful impact and become a 'good growth business'.

Requirement

To begin to support business in their aim to become 'good growth businesses' and to build on the success of the Growth for Good events, we now wish to establish a shared language and common understanding of good business growth. This will be achieved through clear guidelines and the adoption of widely understood and utilised terminology complemented by an accompanying awareness campaign.

These initiatives are designed to capture the attention of key stakeholders and encourage their active participation in a city region wide movement towards improved, more ethical business practices.

The guidelines themselves will serve as a significant milestone, highlighting the innovative approach of the Liverpool City Region to purpose-driven business and its ambition to be a leader in this space nationally.

Through this work our aim is to enhance the reputation of the LCR as a hub for purpose driven business, provide meaningful support to businesses in all stages in their life cycle, challenge conventional practices to foster innovative thinking around what 'Good Growth' means to the LCR and offer businesses an opportunity to embrace a more comprehensive approach that encompasses a more holistic approach, including social and environmental impact.

To assist us with this activity we require a supplier to deliver the following;

- 1) Research and creation of a common language to support 'Good Growth Business'
- 2) Develop and produce 'Good Growth Business' Guidelines
- 3) Stakeholder engagement activities – with stakeholders from each of the 6 LCR boroughs
- 4) A supporting 'Good Growth Business' marketing campaign

We expect items 1-3 to be delivered by the end of March 2024 with the marketing campaign running through April & May.

All activity should be completed by 31st May 2024.

Timescales

Published	30 th January 2024
Deadline for supplier questions	2 nd February 2024 @ 12noon
Deadline for Growth Platform response to supplier questions	2 nd February 2024 @ 5pm
Deadline for tenders to lisa.duddridge@growthplatform.org	7th February 2024 @ 11:59pm
Clarification Interviews (if required)	w/c 12 th February 2024
Supplier notified of award of contract	w/c 12 th February 2024
Contracts issued	w/c 12 th February 2024
Contract Start date	19 th February 2024
Completion of activity	31 st May 2024

Indicative Budget

£40,000 inclusive of VAT.

Please indicate in your tender if you are VAT registered.

Supplier Questions

Any questions should be directed to Growth Platform's Point of Contact Lisa Duddridge, via email lisa.duddridge@growthplatform.org, on or before the 'deadline for suppliers questions' date stated in the above timeline.

All questions and answers will be made anonymous and disseminated to all potential suppliers on Growth Platform's tender page; <https://www.growthplatform.org/tenders/>

It will be the responsibility of suppliers to monitor the site for latest activity.

Proposal Format

Suppliers should demonstrate they have the capabilities and resources to deliver the above brief with a clear timeline for delivery.

Suppliers should cost each of the four elements separately.

Evaluation Criteria

When awarding this contract Growth Platform reserves the right not to accept the lowest price tender, but the most economically advantageous tender taking into consideration the award criteria below.

Quotes will be scored by Head of Business Growth and a High Growth Account Manager.

In the event that all tenders score under 65 the Growth Platform reserves the right to re-advertise the opportunity.

Quotations will be assessed and scored on the following criteria:

Quality: 80% made up of:	Weightings
Demonstrable understanding and knowledge of the LCR business and business support landscape	30%
Variety and engagement of stakeholders Who are seen as the key stakeholders and how will they be engaged	30%
Methodology and timescales for the delivery of the activities	20%
Price: 20%	
Price/ Value for money	20%

Scoring Methodology

The scoring mechanism for scored questions will be detailed as follows unless stated otherwise.

Score	Meaning
0	Unacceptable response. Requirement level is not met. Many important issues are completely un-addressed or response wholly inadequate or inappropriate. Concerns are serious and risk levels unacceptable for many areas.
2	Poor response. Requirement levels are adequate for only some important issues. Some important issues are largely incomplete. Concerns are serious and risk levels unacceptable for some areas.
4	Adequate response. Requirement level is partially met. Overall the proposals are satisfactory, but some issues are weak. Risk levels apply but Bidder has demonstrated understanding of how they will meet all minimum requirements.
6	Good response. Requirement level is partially met, competence is demonstrated in all areas but there is scope for more detail and more depth in some areas.
8	Very good response. Requirement level is met with only a few minor weaknesses or queries. Competent bid demonstrating overall understanding of requirements and experience in all areas.
10	Excellent response. Requirement level fully met. All key issues addressed. Range of examples of good practice, experience, understanding of requirements.



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Clarification Interviews

If it is felt that submissions require clarification, tenderers will be invited to a clarification interview. The representatives who attend should be the people who will be working on this contract.

Deadline and Submission

Proposals are required by **7th February 2024 @ 11:59pm** electronically to lisa.duddridge@growthplatform.org

Date Published

30th January 2024

Growth Platform actively encourages submissions from underrepresented groups.

Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current PCR limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.