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Invitation to Quote

Project Evaluation Telephone Survey Services Ref Q2131

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Business Growth Hub is a trading name of GM Business Support Limited. Registered Office: Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW
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European Union
European Regional
Development Fund

Introduction

The aim of this document is to select and appoint a provider for the following activity/service:

Project Evaluation Telephone Survey Services

This document presents the detailed purpose and requirements for providers wishing to submit a quote for this contract.

About the GC Business Growth Hub

GC Business Growth Hub service helps ambitious business people to realise the growth potential of their business by offering access to a range of practical services, from assessing growth options to unlocking finance or accessing experienced business mentors.

The GC Business Growth Hub service is offered by GM Business Support Limited (GMBS), which is part of The Growth Company.

For more information about Business Growth Hub, which is a trading name of GM Business Support Limited, please visit us at: <http://www.businessgrowthhub.com>

Accountable to the Greater Manchester Local Enterprise Partnership and Greater Manchester Combined Authority (GMCA), GC Business Growth Hub's challenge is to ensure that companies across Greater Manchester, and beyond in some instances, reach their full potential and are able to access the right support and services to meet their needs. These include:

- Personal support to identify and address business growth opportunities and challenges;
- Business to business networking through growth lunches and specialist events;
- Dedicated account management for business who meet certain growth criteria;
- Expert growth advice and planning for those with Growth and Scale up potential,
- Specialist services for Growth Start-up, Leadership and Workforce Development, Mentoring, Digital Growth, and Access to Finance, Innovation, Sector Support, (such as for Manufacturing and Low Carbon goods and services) and Green Growth;
- Access to a wealth of public and private sector business and professional partners with a range of specialist knowledge and skills including a network of committed private providers who share our vision for supporting growth.

Complementary support is also provided by DIT Trade and Investment services, MIDAS, with a focus on attracting inward investment and support re-investment by companies and GC Business finance offering Start-up loans and access to GC Angles.

The delivery of those services supported under ERDF requires GM Business Support Limited to comply with ERDF and public procurement guidelines. As a result this tender is designed to enable GM Business Support Limited to demonstrate compliance with these guidelines, ensure value for money and offer the opportunity to deliver the proposed support services for this project in an open and competitive way.

Overview

GMBS is committed to continuously developing and improving its services by better understanding the customer experience and learning how these services benefit clients.

As part of this commitment GMBS undertakes regular evaluations of the services it delivers including by using telephone surveys. This provides valuable feedback for our teams and funders on the effectiveness and quality of service received by customers.

Since April 2018 GMBS through the GC Business Growth Hub has been delivering a £48M Business Productivity and Inclusive Growth Programme (BPIG), which is due to complete in March 2022 and consists of four distinct modules of activity, which are:

- A - Start-up support
- B – Business Growth Programme
- C - Greater Manchester Targeted Programme
- And D - Other services

The programme combines £21.9M GMCA and partner match funds with £26.1M of levered ERDF (the European Regional Development Fund) funds bringing together a fully integrated package of services designed to reach out across Greater Manchester to support businesses and deliver inclusive growth.

To assess the performance and impact of this programme GMBS has appointed an evaluation provider Hatch Regeneris, with the aim of undertaking a complete review of the programme's performance and its impact, this will include service level findings. An overall report will inform the Growth Company Board, Greater Manchester Local Enterprise Partnership and Greater Manchester Combined authority about the performance of the programme and the social and economic impact it has delivered.

In accordance with ERDF (the European Regional Development Fund) requirements GMBS will need to the suppliers to breakdown the evaluation into a series of individual service (project) evaluations in compliance with Summative Assessment Guidance (see accompanying Guidance documents ESIF-GN-1-033 and Appendices ESIF-GN-1-034).

To support the evaluation provider, GMBS are also seeking to appoint a Project Evaluation Telephone Survey Services supplier to undertake customer insight surveys to draw out satisfaction and deeper learning about the programme between November and January 2021/22 (as set out in the following sections). The surveys will contribute to either final, or interim evaluations of delivery contracts (where these are ERDF funded) and final evaluations where these are funded solely by GMCA funds. Sample sizes will need to be representative to ensure the quality of the findings and these are provided in the next section.

The services to be surveyed under the modules are:

Module A - Start-up support

- **StartSmart** – Supports start-up businesses through a series of workshops and one to one advice enabling them to start trading and achieve growth.

Module B – Business Growth Programme

- **Growth Services** – Provides one to one Advice and workshop programmes, for ambitious SMEs looking to achieve growth, develop their workforce, find business mentors, Start-up or scale-up. This breaks down into:

- SME Account Management
 - Leadership and Management
 - Workforce Development
 - Mentoring
- **Access to finance** – Provides independent and impartial one to one Advice and workshops for businesses seeking finance, enabling them to become investment ready and connect with funders, including Business Angels.
 - **Innovation** – Delivers specialist Advice and support for SMEs seeking to develop new products, processes and services including through access to external research facilities and expertise. The service includes four elements:
 - Universal Innovation Advice
 - Digital Innovation
 - Eco-Innovation
 - and Large Company R&D collaboration opportunities
 - **Carbon Reduction** – Provides Advice and grant funding for SME, who would benefit from support to improve their resource efficiency, reduce energy consumption and overall impact on the environment.
 - **Sectors** – Provides targeted sector specific growth advice and workshop programmes for SMEs in key Greater Manchester sectors through separate and distinct service offers:
 - Digital and Creative Industries,
 - Health and Life Sciences,
 - Manufacturing
 - and Low Carbon Goods and services sectors.

Module C - Greater Manchester Targeted Programme

- **Large Companies** – Provides Key Account Management for large companies and includes in-depth diagnostic and facilitates introductions to services designed to help large companies in specific areas of their business e.g. good employment, innovation, EDI or sustainability.
- **Global Scale Up** – Designed for SME's interested in expanding their overseas markets, this service provides dedicated Account Management and a range of elements to help develop and refine the businesses international goals.
- **Exceed (Now known as Amplify)** – This SME focused cohort-based service is dedicated to the DCT sectors and combines different elements of support designed to enable the sustainable growth of each company.
- **Manufacturing** – delivered under the Made for Manufacturing brand, this service offers manufacturing businesses support via short online sprints and workshops with

the aim of helping businesses improve quality, customer satisfaction and lead times and to reduce costs.

Module D - Other services

- **Co Angels (Tech co investments)** – This funding service has focused on increasing the supply of early-stage risk capital to young GM businesses using a co-investing model and has supported an increase in the stock of viable early-stage tech businesses through a structured and professionally managed co-investment fund.

Additional requirement (outside the above telephone surveys)

In addition to the main focus of this invitation to quote on the evaluation of the BPIG programme the provider is also asked to quote for surveys support for the Summative Assessment evaluation of the following parallel programme:

- **Pan LEP Manufacturing** – Covering Greater Manchester, Lancashire, Cumbria, Cheshire and Liverpool City Region. This assists Manufacturing SMEs to improve their productivity through advice and access to grant funding for manufacturing and product improvement projects using external expertise and capital equipment.

In each case more details will be provided to the successful supplier as part of the contract briefing process. This may include meetings with service managers if required to better understand the service activity and shape the survey question set.

Survey design and length

To start this process, GMBS has engaged the appointed evaluation provider to support GMBS and GMCA (Greater Manchester Combined Authority) in managing the evaluation and analysis process working closely with both organisations, to deliver an independent evaluation of the BPIG Growth Hub services. The evaluation provider will work directly with the project evaluation telephone survey services supplier to agree and direct activities.

Based on our experience of previous evaluations two activities are already underway:

- The drafting of a survey questionnaire (see current working example at Annex A) – This currently contains 14 core questions used across all services, typically between 5 and 10 service specific questions and 16 impact evaluation questions. Currently this means each complete survey may therefore be between 35 and 40 questions in length (including circa open questions) and may take on average an estimated 20-25 mins to complete. The supplier is asked to work with GMBS to develop and refine the survey reducing the question set to 20-25 questions and an average duration of no more than 15 – 20 mins.
- Pulling together client contact databases for each of the services which will provide named contacts, phone and email contact details for the survey provider.

Scale of the survey activity

The table below sets out the total number of customers associated with each of the above services and proposes the representative survey sample size for each for the purpose of quoting. Providers are asked to indicate the sample size they believe to provide a robust evaluation outcome. As the programme is still ongoing, we are providing a range from a minimum number and a stretch target for the representative samples for each service. These are based on current output performance and contract targets.

BPIG services	Contract target (businesses assisted/supported)	Minimum sample (size +/- 10% confidence interval at 95% confidence level)	Stretch target (+/- 10% confidence interval at 95% confidence level)	Type of ERDF evaluation where co-financed
Module A				
StartSmart**	350	79	79	Interim
Module B				
Growth Services*	900	85	87	Interim
Access to finance	426	68	79	Interim
Innovation*	580	75	83	Interim
Carbon Reduction	374	68	77	Interim
Sectors	667	78	85	Interim
Module C				
Large Company	162	24	61	
Global Scale up	50	27	34	
Amplify	45	24	31	
Manufacturing	50	33	34	
Module D				
Co Angels (Tech co investments)	47	21	32	
Other				
Pan LEP Manufacturing**	259	47	47	Interim – Lancs Final – all other regions
Total	3,910	629	729	

***We would like to make provision for boosted sample sizes for both Innovation and Growth Services which contain sub services. This will increase the number of survey responses respectively to 185 from 72 (+113) for Innovation and 205 (+120) for Growth Services. This increases the total sample size overall for the survey from 629 to 862 for the minimum sample size.**

**Note: The target to end of the programme is 350 for Start SMART (Phase 2) and 359 for Pan LEP Manufacturing Phase 2, but as the services have already overachieved against these targets, the stretch target remains the same as the minimum and target.

Requirement

GMBS requires a telephone research company to help shape survey questionnaire set and undertake a survey of businesses that have received support from the portfolio of services listed above. This should provide statistically representative samples for each service for robustness of the survey results. The parameters of this input will be:

Methodology: telephone survey

Target number of responses: 862 responses including boosted samples across the services – we will not be specifying precise numbers of responses for each of the services but would like bidders to explain how they would prioritise getting responses from those services with relatively small numbers of clients so that we can have confidence in these survey findings through boosted survey numbers.

Interview length: Average of 15–20 mins (estimated for most surveys).

Timescale: surveying to conclude by the **14 January 2022**. Telephone research company to provide regular phone/email progress updates to the nominated Research lead and Growth Hub representative/s throughout the process.

Piloting – We would expect the appointed supplier to carry out limited field trial to test the survey with businesses and make final adjustments, with the agreement of GMBS before full roll out.

Results: Anonymised survey responses to be provided in raw MS Excel format to the Lead Research Consultant – no additional analysis (e.g. cross tabulations or filtering) will be required.

We anticipate that a small amount of input will be required from the telephone research company at the outset in reviewing and operationalising the draft questionnaires, uploading them and testing them for glitches.

A prior warning email will be sent to all companies in the client databases provided to the research company, alerting them to the survey work and encouraging them to participate.

The supply of client data, will be subject to a UK GDPR compliant data sharing agreement and the selected supplier will be expected to adhere to this agreement at all times.

Whilst this activity is commissioned as a whole, quotations submitted will need to be broken down per service and invoicing for the above work will also need to be broken down on a service by service basis. For Pan LEP Manufacturing invoicing will need to be split between 6 geographic areas where surveys are completed. For Access to finance this will need to be split for Greater Manchester and Lancashire.

Period of Delivery and Budget

The activity will be delivered between the **9th November and 14 January**. The budget for this activity is £20,000 (exc. VAT); however, the maximum value of the expenditure is not expected to exceed £25,000 (exc. of VAT) depending on final question set and survey length.

Evaluation Criteria

Quotations will be assessed on the following criteria:

- Overall value for money (30%).
- Methodology (30%)
- Skills and ability of the proposed personnel to carry out the requirements set out in the objectives and brief above (30%).
- Evidence of your availability to deliver the requirements set out in the objectives and brief above and, to provide the organisational status information listed in the attached Quotation Form (10%).

Scoring of Quality Questions

Responses to each of the quotation questions will be scored out of a maximum of five marks, using a standard method of scoring as set out in the table below:

Classification	Score	Scoring Guidance
Exceptional	5	Addresses the majority of the requirements at a very high level.
Above Average	4	Addresses most of the requirements at a high level.
Average	3	Addresses some of the requirements at a high level.
Below Average	2	Addresses some of the requirements at a basic level.
Poor	1	Does not address / barely addresses the requirements.
Unacceptable	0	Does not meet requirements / no response.

In order to ensure consistency of scoring, each tender submission will be scored out of five by at least two members of the project team across all submitted quotations and will then be weighted accordingly to give a final score.

Quotation Format

Please complete the attached Quotation Form B including any appendices. Only Quotation Forms completed in full will be considered.

Bidders are asked to submit a proposal for the above services by addressing the areas covered in the Evaluation Criteria

Return Instructions and Date

Please return a copy of your completed quotation form and additional information by 5pm on the 8 November 2021 to: nick.batty@growthco.uk

Timescales

Invitation to quote advertised	29, October, 2021
Closing date for submissions	8, November, 2021
Contract awarded	10, November, 2021

Contract Conditions

The Contract and all tasks carried out under the agreement will be governed by GM Business Support Limited Contract Conditions.

Your Information and Data

At the Growth Company we recognise the importance of the privacy and the security of your personal information. Please see the below link to our Group Privacy Notice which explains how we process and look after your personal information and data.

<http://www.growthco.uk/privacy-policy/>

Please note that by submitting a response to one of GC Business Growth Hub's procurement opportunities, your bid (whether successful or unsuccessful in obtaining the contract) will be held and processed in accordance with our Privacy Policy. In order to demonstrate our competitive procurement procedures for future audit and contractual compliance (such as those required by our funders) your response to GC Business Growth Hub's procurement will be held and archived for a period of 25 years following the end of the contracted period.