

Tender Specification

Tender Title	PR1919 -VGH Workshops 2018
Procurement Process N ^o	PR 1919
Issue of Specification	18 th December 2017
Closing date	23/01/2018 – 5pm
This tender opportunity is part funded by ERDF and form part of the Velocity ERDF Project.	

About us

The South East Midlands Local Enterprise Partnership (SEMLEP) was set up in May 2011 as one of 38 Local Enterprise Partnerships (LEPs) in England. Established by the Coalition Government. LEPs play a central role in determining local economic priorities and undertaking activities that drive economic growth and the creation of local jobs. More information can be found on its website www.semlep.com.

SEMLEP is formed as a company limited by guarantee. It has many partners including 14 local authorities, local businesses, business organisations and many other private and public organisations. In addition to the work that SEMLEP carries out we also have a business support arm, called Velocity Growth Hub which provides free business support to small and medium-sized enterprises (SME) www.VelocityGrowthHub.com

Velocity Growth Hub was established by [SEMLEP](#) in 2014 with funding from the Regional Growth Fund through Lancaster University. The Velocity Growth Hub aims to connect small and medium sized businesses in the South East Midlands with tailored support to enable them to grow.

The main elements of the Growth Hub are:

- A business information portal
- A team of six business advisers
- Revenue and capital grants for business support
- A programme of business workshops
- Focussed business development within the four showcase sectors identified by SEMLEP

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Background

Velocity Growth Hub has delivered over 200 workshops on a variety of topics such as Smash your Sales Targets, Introduction to Digital Marketing, How to Win Business Using Social Media, Sales B2B, Enhancing your Brand, and Leadership for Growth.

SEMLEP wishes to appoint a sub-contractor to prepare and deliver 48 business support workshops for small to medium sized business across the South-East Midlands between March 2018 and October 2018. Workshop dates should ideally be outside of school holidays.

The workshops will need to be a seamless part of the Velocity business support offer to high growth SME's in the South-East Midlands, which includes one-to-one support from six business advisers, a grants programme, and various workshops.

Requirements

Overview

Velocity Growth Hub run by SEMLEP, wish to appoint a sub-contractor to:

- To deliver a total of 48 workshops between March 2018 and October 2018 to SME's in South East Midlands area (Aylesbury Vale, Bedford, Central Bedfordshire, Cherwell, Corby, Daventry, East Northamptonshire, Kettering, Luton, Milton Keynes, Northampton, South Northamptonshire, and Wellingborough).
- Each workshop duration will be no less than 4 hours, running on a working day. Workshops will start at 9.30am and end at 1:30pm. We are looking to only run one workshop per day.

Below are 11 topics to be covered, please note that the final titles and content will be agreed after the inception meeting. The notes are a guidance only of the minimum requirement that we can expect that will be covered regarding each topic.

Topic	Notes
Choosing and Using the Right Social Media for your Business (wi-fi required)	Intermediate/Advanced Level This workshop provides an overview of Facebook, Twitter, LinkedIn, Pinterest and Instagram for your business
Finance for Business Owners	This workshop should cover understanding their finance, costing and pricing methods, profit and loss, forecasting and budgeting, keeping financial records, future planning.

How to Master Facebook (wi-fi required)	Intermediate/Advanced Level How to get the most benefit from your Facebook business page
How to Master LinkedIn for your Business (wi-fi required)	Intermediate/Advanced Level How to use your LinkedIn account to win more business
Marketing Strategy	This workshop covers getting it right for their business, the market analysis, the marketing mix combined with growth strategies, and the different stages of the customer journey.
Mastering and Monitoring your Twitter Success (wi-fi required)	Intermediate/Advanced Level How to use twitter to get business, how to use the twitter reporting tools
Planning to Grow	This workshop will look at strategies adopted by successful businesses and help you to create a strategy to grow your business.
Presentation and Negotiation Skills	Planning the presentation, presentation styles, understanding objectives, understanding the audience/client, the stages of negotiation, completion and conversion.
Recruiting, Managing Performance and Retaining the Best People	This workshop will look at ways to effectively manage the recruitment process and to performance manage staff to improve retention rates and achieve the better results for your business.
Project Planning (wi-fi might be required)	How to schedule project tasks, activities and milestones, project team structures, ensuring the project management plan is complete (templates must be provided to attendees as part of the workbook).
Project Risk and Issue Management (wi-fi might be required)	'Best practise' of risk and issue management policies, procedures and planning techniques. The difference between project risks and issues. Create an efficient risk management plan and issue log/register (templates must be provided to attendees as part of the workbook).

Estimated workshop plan

Below is an estimation of the dates and locations of the 48 workshops. This is currently just a guide and the final agenda will be agreed after the inception meeting.

Estimated workshops numbers per month	
Mar-18	5
Apr-18	8
May-18	9
Jun-18	7
Jul-18	4
Aug-18	0
Sep-18	9
Oct-18	6
Total	48

Workshop Requirements

- The provider must have and demonstrate experience (e.g videos, links or testimonials) of delivering training / workshops on the required topics, to groups of around 15-25 individuals **with a track record of success** with suitable professional qualifications and accreditations
- Ability to work with a wide range of clients from many different backgrounds and to adapt style to meet the needs of different client groups.
- Flexible availability with the ability to respond rapidly to need as it arises.
- Good understanding of the business context and business services environment

The workshop should include the following:

- Presentation on the theory that is relevant to SME owners/directors.
- Examples of how they can use it in their business
- Exercise(s) to get the businesses involved
- Any other relevant information for an SME owner/director in order to assist growth within the business.
- Workshop content and slides for each workshop must be approved by SEMLEP, this will be commissioned with the provider and in line with the ESIF branding and publicity guidance, the final work would belong to SEMLEP.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/564432/esif_branding_and_publicity_requirements.pdf

Workbooks

- The winning bidder will be required to produce and print A4 full colour printed workbooks for the workshops. These are usually 16-20 pages long depending on the topic.
- The front and back page of the workbook must be agreed with the contractor as it will be a standard page promoting the Velocity ERDF business support offer.
- The workshop books will include exercises and spaces for the delegates to write their notes. It will also include an action plan for the workshop.
- This will need to fit with Velocity Growth Hub's branding guidelines and the ESIF Branding and Publicity guidelines.

Audience

- The target audience is owners and managers of high-growth SMEs based in the South East Midlands who are seeking advice on immediate issues relating to growing their business.
- SEMLEP expects up to 25 delegates to attend each workshop.

Event Management/ Admin

At each workshop the successful tender party will be expected to:

- Manage the delegate sign-in process and return the wet-signed signing-in sheet(s) provided by SEMLEP.
- Collect enrolment forms and/or confirmation of assistance forms from the delegates, where applicable.
- Hand out and encourage the completion of Velocity customer satisfaction surveys and return these wet-signed forms to SEMLEP, in a timely fashion. You will be required to update a spreadsheet with this information.
- Send a scanned copy of all forms back to SEMLEP on the same day as the workshop (if a SEMLEP representative is not present at the workshop), as well as giving the hard copies of the form(s) to a SEMLEP staff member within an agreed timeframe.
- Promote and explain the overall Velocity Growth Hub programme (business support/grants) within their presentation.
- Use only Velocity marketing material – e.g. leaflets, workbook, workshops brochures
- Ensure that ERDF branding (pop up banner) is appropriately displayed at the venue, in accordance with EU branding and publicity guidelines.
- Ensure the venue has set up signage to direct delegates to the workshop room.
- Taking photos/videos of the workshop and sending to SEMLEP for use on our social media/website.

Venues

- Venue arrangements for all Velocity workshops are the responsibility of the successful tender party. Venues will need to be able to accommodate at least **25 delegates** in either a u-shape or cabaret style.
- The winning bidder must book venue hire, AV equipment (screen and projector, flipchart, flipchart paper and whiteboard pens) and refreshments (tea, coffee, water and biscuits) for the workshops. Tea, coffee, water and biscuits will need to be provided before the delegates arrive and at a break halfway through the workshop. The successful bidder must ensure that there will be two rounds of biscuits to be served if required.
- The winning contractor needs to make sure that all the venues are wheelchair accessible and have accessible parking spaces. Venues **must have free car parking spaces** and ideally can be accessed by public transport.
- We will be asking delegates to bring their laptops to the social media/website workshops; therefore, the venues will need to have free wi-fi and a good broadband speed.
- Venues need to be innovation centres, hotels or business centres. We **will not** accept pubs or libraries as venue suggestions.

Please see below a sample list of the types of venues we have used previously:

- Whittlebury Hall
- Mitchell Hall (Cranfield)
- Towcester Racecourse
- Icon Innovation Centre (Daventry)
- The Gateway Conference Centre (Aylesbury)

As additional information in your application you will need to list your proposed venues and how they meet SEMLEP's requirements. As guideline of our venue requirements, we have attached a venue site visit checklist form, we are not expecting to receive this form filled out with your application but for you to use it as guidance when checking your proposed venues.

Bookings

- SEMLEP will be responsible for taking the bookings for the workshops and SEMLEP will send across the attendee list for each workshop.

Marketing

- Velocity Growth Hub will lead the marketing and advertising for the events programme, through the use of social media, paid advertisements and leaflets. We will require the successful party to work with directly with the marketing team to develop the marketing collateral. This may include, but not limited to, wording for online leaflets, teaser campaigns, and promotional video about the content to be covered, as well as collecting photographs of the workshops on the day for use on social media.

- We encourage the winning bidder to promote the workshops on their social media and website. Although it needs to be clear that these are Velocity workshops and eligibility criteria applies.
- Presenters must not promote their own (or any other business) to delegates, as they will be operating under the Velocity Growth Hub brand.

Data rights

- SEMLEP wishes to retain any ongoing rights to the presentations and workbooks developed, including data about delegates and their levels of satisfaction with the event. SEMLEP will provide a questionnaire for delegates to complete on the day to record their level of satisfaction with the workshop.

Quality control

- SEMLEP reserves the right to withdraw one or more topics after the initial tender if it feels that there is not sufficient quality of content offered by tender submissions.

Application Form

You will find attached to this brief, SEMLEP's tender application form that must be completed and send by email to procurement@semlep.com by the deadline stated on the procurement process timescale section below, together with any additional information that you believe will be relevant to this tender opportunity. Our tender evaluation panel will assess received applications as per the selection and award criteria stated below.

Selection and Award Criteria

The tender application has a two-stage process: Part A and Part B. The first stage will assess Part A in accordance with the Selection Criteria that assess the ability of the tenderer to perform a contract based on qualitative information related to the economic and financial standing of the applicant, suitability, equalities and insurance. If the application passes stage one that is Part A, it will be assessed under the Award Criteria "Part B", stage two.

Stage One – Selection Criteria

Section 6 to 9 of the application form is Part A. Questions 1, 3, 5, 6 and 7 are pass / reject. If you fail any of these questions, your application will be rejected.

Stage Two – Award Criteria

If your application passes on "Part A" it will progress to "Part B", which is the Award Criteria. The applications will be scored under the Award Criteria set out below:

AWARD CRITERIA EVALUATION

Criteria	Score	Score	Score	Score	Weighting (%)	Weighted Score
Price: It is necessary to illustrate the value for money in the proposal and how your proposal will deliver the best value per £ of public funds.	Exceptional, covered thoroughly, prices are very good and better than other suppliers. Score 8-10	Average. Brief covered adequately, Prices are reasonable. Score 4-7	Bidder meets or does not meet requirements of brief. Score 0-3		30%	
Ability to deliver the required service quality and within timescales: Provide details of how you would provide the service based on the "Requirements of the Brief". Outline what is to be delivered, the workshop content, and how it will be delivered. Based on the estimated timescales provided please clarify how you intend to deliver the contract.	Exceptional, covered thoroughly, Score 8-10	Average. Brief covered adequately, Score 4-7	Bidder meets or does not meet requirements of brief. Score 0-3		30%	

Overall quality of submission: Give clarity of offer and structure of proposal.	Exceptional, covered thoroughly, have provided a very good response, covered the structure of proposal and have provided 2 referees. Score 8-10	Average. Brief covered adequately, haven't provided 2 referees or have not provide a good structure proposal. Score 4-7	Bidder meets or does not meet requirements of brief. Score 0-3		20%	
Quality of delivery: Details about the quality of delivery indicating key members of the team that will be working on the project and relevant experience of the facilitators in delivering the requested topics and content. Please provide links or testimonials to videos of previous workshop presentations and/or CVs of workshops facilitators that will be involved in delivering this project.	Exceptional, covered thoroughly, have provided a satisfactory information of the key members that will be involved on the project delivery and their relevant experience compared to the requirements of the brief. Has provided very good response, covered the structure of proposal and 8-10	Average. Has provided adequate / fair information regarding the key members that will be involved on the project delivery and their relevant experience compared to the requirements of the brief 4 - 7	Poor, have not provided satisfactory information 0-3		15%	

Social Value: The proposal needs to show the social value of the contract and how your business contributes to the society and community in which you operate.	Exceptional, covered thoroughly, providing apprenticeship and placements, helping local charities and other community work. Score 8-10	Average. Brief covered adequately, Do community and charity work but do not provide apprenticeship / placements or vice versa. Score 4-7	Does not meet requirements of brief. Score 0-3		5%	
Total					100%	

Key Dates

Inception Meeting (estimated date, subject to appointment of successful bidder) – 14th February 2018

Scoping – Two weeks

Start of Workshops Campaign – March 2018

Contract end date – 31st October 2018

Indicative Budget

The total budget is £60,000 including VAT.

All prices submitted shall be in Pounds Sterling, including any travel expenses, extra costs and VAT.

Tender Process time scale

<i>Issue the Tender</i>	<i>18th December 2017</i>
<i>Tender deadline for return – 5pm</i>	<i>23rd January 2018</i>
<i>Compliance Check/ applications assessment</i>	<i>24th – 26th January 2018</i>
<i>Short listing of bidders</i>	<i>29th January 2018</i>
<i>Estimate date of Interview/Presentation (If required for clarification) – 11am to 1pm</i>	<i>30th January 2018</i>
<i>Estimate date of Appointment of successful bidder</i>	<i>31st January 2018</i>

<i>Estimate date of Inception Meeting – 10am</i>	<i>14th February 2018</i>
<i>Estimate date of Award of contract</i>	<i>15th February 2018</i>

Please read carefully the instructions and answer all questions on the application form. If you have any queries regarding completion of the response please email procurement@semlep.com We reserve the right to distribute the response provided to your question to other interested applicants if required under FOI legislation.

Please send your completed forms and any supporting information electronically to procurement@semlep.com with the name of the tender in the subject header. Please note we **do not** want hard copies to be sent in the post.

If you have any queries please contact us on 01234 436100.

The Quotation response must include:

- SEMLEP's Open Tender Application Form fully completed

Please note:

All tender submissions may be subject a credit check.

All the questions received will be answered and published at SEMLEP website under the recruitment and procurement page.

We only accept submissions in Word or PDF of less than 10mb.

SEMLEP's Application Form and Terms and Conditions are attached.

SUMMARY OF INELIGIBILITY CONDITIONS

- a) is bankrupt or is being wound up, where his affairs are being administered by the court, where he has entered into an arrangement with creditors, where he has suspended business activities or is in any analogous situation arising from a similar procedure under national laws and regulations;
- b) is the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court or of an arrangement with creditors or of any other similar proceedings under national laws and regulations;
- c) has been convicted by a judgment which has the force of res judicata in accordance with the legal provisions of the country of any offence concerning his professional conduct;

- d) has been guilty of grave professional misconduct proven by any means which the contracting authorities can demonstrate;
- e) has not fulfilled obligations relating to the payment of social security contributions in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;
- f) has not fulfilled obligations relating to the payment of taxes in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;
- g) is guilty of serious misrepresentation in supplying the information required under this Section or has not supplied such information;
- h) has been the subject of a conviction for participation in a criminal organisation, as defined in Article 2(1) of Council Joint Action 98/733/JHA;
- i) has been the subject of a conviction for corruption, as defined in Article 3 of the Council Act of 26 May 1972 and Article 3(1) of Council Joint Action 98/742/JHA3 respectively;
- j) has been the subject of a conviction for fraud within the meaning of Article 1 of the Convention relating to the protection of the financial interests of the European Communities;
- k) has been the subject of a conviction for money laundering, as defined in Article 1 of Council Directive 91/308/EEC of 10.6.1991 on prevention of the use of the financial system for the purpose of money laundering. Statement confirming that items (a) to (k) do not apply.

Please remember to email this response to procurement@semlep.com before the deadline specified in Timescales.

END OF TENDER DOCUMENT