**The Creative and Digital Industries D2N2**

**Consortium for Increased SME Competitiveness**

**Project**

**Competitive Call Out for Creative Business Coach**

**to support the**

**Big House**

**Real Creative Futures - Digital**

**Project**

This project is supported by the European Regional Development Fund

**6th September 2019**

# The Big House: Real Creative Futures - Digital Project – Summary

**Aims**

To provide continued support to the growth of the creative and digital sectors in Derby and Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership (D2N2) as an important component of the local economy.

To reinforce New Art Exchange’s position as leader in developing the creative and digital sectors in the local economy.

**Objective**

To continue to deliver a programme of business advice and coaching, supported by a programme of workshops and events to individuals and micro businesses across the D2N2 area primarily in Nottingham and Derby over the period January 2020 to September 2022. In certain circumstances, a further year’s extension of the project to September 2023 maybe available subject to funding.

**Background**

The Big House: Real Creative Futures project originated in 2015, and subsequently expanded into a collaboration project which successfully delivered a programme of business support and advice to participants the creative sector.

In 2016, a joint consortium called the Big House, involving eight partner organisations across Nottingham and Derby, was successful in attracting c£4.5m European Regional Development Fund (ERDF), Creative Local Growth Fund from Arts Council England (ACE) and partner matched funding to deliver a programme of support to promote increased SME competitiveness. The programme period was January 2017 to September 2019.

The Big House programme has supported over 1,617 individuals and businesses. The Big House: Real Creative Futures project supported 173 individuals and businesses and has delivered:

* 213 business coaching sessions (300 hours)
* 80 mentoring sessions (245 hours)
* 110 workshops
* 6 showcase events
* 24 networking events

Following independent evaluation by Carney Green, the outcomes from the programme identified that the strengths of the programme were related to its flexibility, creative approach and interactivity which created a ‘creative ecosystem’ which participants valued as presenting the creative sector.

**Delivery**

Following a successful EOI for ESIF funding, the Big House consortium are in the process of finalising an extension to funding for the programme for the period October 2019 to September 2022. New Art Exchange working in partnership with the other partners will jointly deliver The Big House: Real Creative Futures-Digital commencing in January 2020.

The Big House: Real Creative Futures-Digital project will remain largely the same as the original project, delivered through a comprehensive programme of business support advice, coaching, workshops, showcase events and networking opportunities. The only significant change is the manner in which the programme will be delivered.

Following the experience of delivering the Big House programme, the next stage will involve delivering a programme divided into at least seven 12-week cohorts over the course of the period, geared to streamlining the delivery, as follows:

* Period 1 early-January to early-April
* Period 2 mid-April to mid-July
* Period 3 mid-September to mid-December

Each cohort will include:

* business & specialised coaching
* core workshop series
* bespoke workshops
* co-working series

Coaching will take three forms:

* initial diagnostic - undertaken by Big House: Real Creative Futures team
* creative business coaching – undertaken by SEFDI accredited coach, total 150 days
* specialised business coaching – including digital, undertaken by industry specialists, total 45 days

The core workshop series will be commissioned and repeated in each cohort and include a range of topics based on:

* business planning and business development
* resilience and validation
* on-line marketing & brand identity and social media for business
* finance & funding
* embracing digital technology

The bespoke workshops will be commissioned to reflect one-off individual demand and concentrate on developing skills and include elements geared to key groups: e.g. designers, musicians, photographers etc

The co-working events will be held regularly at fixed venues/times

A series of Big House monthly networking events called ‘creative club’ will take place in Nottingham and ‘digital drop-in’ in Derby, where participants will be encouraged to take part. A series of bespoke networking events will also take place which will feature on the website.

Each series will be supported by on-line resources

Delivery model:



**Partners**

Partners in the Big House are:

* Creative Quarter
* NBV Enterprise Solutions Ltd
* New Art Exchange
* Nottingham Trent University
* QUAD, Derby
* University of Derby (incl, Derby Theatre)

Nottingham City Council are the accountable body.

**Audience**

The CDI sector is considered for this project to consist of areas including; IT, software, games and digital publishing, advertising and marketing, product, graphic and fashion design, architecture, photography, film & video, broadcasting, TV & radio, music, crafts, visual and the performing arts.

Big House: RCF-Digital will support the following types of creative individual or enterprise:

* entrepreneurs and start ups
* creative individuals who are actively seeking to register a business within 6 months
* micro-businesses, with growth ambitions to employ more people
* postgraduates who wish to remain and start a business
* businesses already established in the network of creative studio spaces

In addition, the project will provide particular focus to address the sectoral challenges faced by certain groups experiencing barriers to enterprise, including:

* individuals from culturally diverse groups within the community, e.g. BAME
* other groups, underrepresented in the CDI sector, e.g. women
* people with disability e.g. mental health
* people living in particular deprived parts of the area e.g. Hyson Green

NAE will collaborate with existing groups representing these audiences e.g. Africa Institute and Refugee Forum and work in collaboration to design a bottom-up approach.

Other secondary audiences will include partners, stakeholders and intermediaries in the locality and sub-regionally.

**Marketing & Communications**

The Big House has produced a marketing and communications plan to support the delivery of the project. All information about the programme will be available through the website [www.bighouse.org.uk](http://www.bighouse.org.uk).

**Outputs**

The outputs are divided into two groups: entrepreneurs and businesses

:

* Number of enterprises receiving support
* Number new jobs created
* Number of new products of services
* Number of potential entrepreneurs assisted to be enterprise ready
* Number of new businesses (incl. social enterprises)

**Budget**

The total budget (including matched funding) for the entire Big House project is c£4.5m.

**Funding**

The funding to deliver the project is provided by the European Regional Development Fund and matched funding from partners.

**Operations**

The project necessarily will have to operate under stringent rules to meet the exacting requirements of the funding partners. These include: procurement, staff timesheets, records of work with individuals or businesses and recording of attendance at events, failure to do so may result in partial clawback of grant payments.

The Big House is managed through a joint CRM system which records all recipients of support and forms the mainstay of the data we collect on individuals enrolled on the programme. It will be the responsibility of all contractors and suppliers on the project to provide up to date information to maintain this database, to include number of hours where coaching took place and a signed record of meeting sheet.

**Timetable**

The Big House programme has been extended from the 1st October 2019 to 30th September 2022. It is anticipated that the programme delivery will commence on the 1st January 2020 to allow sufficient time for the programme to be procured in accordance with EU regulations.

**Recruitment of a Creative Business Coach**

NAE is looking to employ a qualified Creative Business Coach for the Big House: Real Creative Futures project based at NAE starting in January 2020 for a period of two-and-a-half-years up to June 2022.

The role of the Creative Business Coach would be to provide general and specialist business coaching to individuals or SME’s in the creative and digital sector participating in the Big House: Real Creative Futures programme. Specifically, this will involve:

* Facilitating the exploration of needs, motivations, desires, skills and thought processes to assist the individual or business in making real, lasting change to their business, to produce an individual Business Development Plan to guide their progress through the programme
* Using questioning techniques to facilitate client's own thought processes in order to identify solutions and actions rather than takes a wholly directive approach
* Supporting clients in setting appropriate business goals and methods of assessing progress in relation to these goals
* Observing, listening and asking questions to understand the client's business situation
* Creatively applying tools and techniques which may include one-to-one business training, facilitating and networking
* Encouraging a commitment to action and the development of lasting business growth and change
* Producing Action Plans, Business Plans and reports where necessary in language that is easily understood
* Collating financial and other information to evidence outputs
* Building credibility by creating and maintaining strong links with intermediaries, local authorities and other business support organisations
* Keeping up-to-date and be aware of business support developments and new business opportunities
* Continually assessing and developing business support services relevant to the delivery and contracts, the needs of the clients, the changing market place and developments in the economy
* Having responsibility for the regular maintenance and provision of various client records, tracking database and filing systems
* Providing input into the Big House: Real Creative Futures project team where appropriate
* Providing appropriate level of input into the design and delivery of the Big House: Real Creative Futures programme of workshops, masterclasses, showcase and networking events
* Maintaining appropriate standards of working and ensure compliance with company policies and practices at all times for self and team

In a change from the previous programme, the initial diagnostic will be undertaken by the Big House team, including members of the Big House: Real Creative Futures team. It is anticipated that the Creative Business Coach or their associates, will be responsible for undertaking the 1-2-1 coaching of individuals/businesses together with managing any requirements for specialist coaching.

The nature of the coaching will remain the same, where a preferred day(s) will be nominated in the week and initial appointments will be made by the Big House: Real Creative Futures team over the course of the day (max. three appointments per day) Each appointment will take on average one and a half hours and participants will be informed from the outset how many sessions they will likely receive over a given period. This is to support the delivery of the wider core programme through a series of regular of cohorts.

Where the Creative Business Coach considers that the individual/business requires specialise support, then with agreement with the Big House: Real Creative Futures Project manager, a specialist coach will be instructed to provide coaching support over a fixed period. The Big House: Real Creative Futures project already has access to a variety of specialist coaches who provide support on a freelance basis. This can be augmented by associates or contacts of the Creative Business Coach.

A specific focus for this programme will be exploring the opportunities for digital in the creative sector and how individuals/businesses can take advantage. An element of the coaching will seek to support this aspect of the programme.

The Big House: Real Creative Futures will provide suitable meeting room accommodation in situ or elsewhere in the area to meet the requirements of both parties.

The Creative Business Coach will be responsible for supporting the production of client action and business plans.

The Creative Business Coach will be responsible for providing records and data of each session to maintain the Big House CRM system in accordance with our GDPR guidance.

The Creative Business Coach will also be encouraged to work with the Big House: Real Creative Futures team todevelop new ideas for the bespoke workshop programme, building on information from interactions with the participants.**Creative Business Coach – Project Value**

The total revenue budget for the Creative Business Coach contract, based on a two-and-a-half-year period, will be in the region of up to a maximum of **£60,000** inclusive of VAT.

An additional sum up to a maximum of **£15,000** inclusive of VAT over the period is available to commission specialist creative business coaching to meet the demands of particular clients.

**Creative Business Coach – Project Period**

The Creative Business Coach contract will not exceed a total of 150 days, calculated from the previous project, based on approximately six days per month, (allowing for holidays) commencing in January 2020 for a period of up to two-and-a-half-years up to 30th June 2022. However, this total will be subject to monitoring of demand for the service and may vary accordingly.

**Creative Business Coach – client meetings**

The variable nature of the programme will necessitate a flexible approach to meeting clients. It will be the responsibility of the Creative Business Coach, in consultation with the Big House: Real Creative Futures Project Manager, to manage the portfolio of client meetings in the most efficient manner to ensure that time is used most effectively. In most instances a single day will be identified and clients will be encouraged to arrange appointments for that day. It is anticipated that this will equate to three one and a half to two-hour sessions per day. The base for the majority of meetings will be NAE unless it is more appropriate to meet off site or at the clients’ business premises.

**Creative Business Coach – Fee payment**

The NAE standard fee payment for business coaching ranges from **£3-400** per day plus appropriate expenses agreed in advance. The precise fee agreed will be subject to negotiation as part of the appointment process. Where the Creative Business Coach is required to attend separate events as part of the Big House: Real Creative Futures programme they will be paid on an agreed hourly rate.

**Creative Business Coach – Insurances**

You or your company will need to demonstrate that you have the following insurance where appropriate:

|  |  |
| --- | --- |
| **Insurance** | **Cover (minimum)** |
| Public Liability Insurance | £10m |
| Professional Indemnity Insurance | £2m |
| Employers Liability Insurance | £5m |

**Procurement**

The procurement for this call out for quotation conforms to the Public Contracts Regulations 2015 and the ESIF 2014-20 programme requirements.

As an organisation/consultancy that has expressed an interest in submitting quote for the project, you will need to demonstrate that you have the appropriate qualities and resources to successfully deliver the required activity. The project partners reserve the right to reject an organisation/consultancy for unsatisfactory, incomplete or missing information given in the call out document.

**Publicity**

The publicity for this call-out for quotation conforms to the Government ERDF Guidance. The successful individual or company must ensure that they deliver the project fully in accordance with the publicity guidance for the each of the funding bodies.

NAE reserve the right, on the selection of the Creative Business Coach, to publicise the appointment of the individual or company in press, media and publicity materials including on its website and social media, subject to prior approval.

Equally, NAE will agree to an individual or company promoting their appointment in press, media and publicity materials including on its website and social media, subject to prior approval.

**Timescale for appointment**

|  |  |
| --- | --- |
| **Activity** | **Timings\*** |
| Deadline for submission | 11th October 2019 |
| Shortlisting completed | 18th October 2019 |
| Candidates informed of outcome | 25th October 2019 |
| Interviews commence | w/c 11th November 2019 |
| Notification  | w/c 25th November |
| Contract discussions commence | w/c 2nd December 2019 |
| Contract awarded by | 31st December 2019 |
| Contract period starts | 1st January 2020 |
| Contract period ends | 30 June 2022 |

***NB: \*this timescale maybe subject to change as a result of requirements by the funding body***

**Assessment criteria**

The successful quotation will be expected to demonstrate the criteria listed below.

|  |  |  |
| --- | --- | --- |
|  | **Criteria** | **Score available** |
| 1. | **Track record** | 30 |
|  | *Reputation and credentials in relation to this type of activity.* |  |
| *Current and previous experience of providing services similar in scale and requirement.* |
| *Relevant skillsets and experience of the individual or team.*  |
| 2. | **Ability to meet requirements** | 30 |
|  | *A clear and demonstrable understanding of the requirements of the brief.* |  |
| *Ability to meet project requirements and accommodate the needs of Real Creative Futures’ clients.* |
| 3. | **Skills and experience**  | 30 |
|  | *Details of the individual who will be managing and delivering the work and their experience, skills and qualifications.* |  |
| 4. | **Cost** | 10 |
|  | *The cost of the service.* |  |
| *A clear and detailed breakdown of the pricing structure of the proposal showing all elements of expenditure relating to the contract, including the use of associate coaches* |

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| **BASIC DETAILS OF YOUR ORGANISATION** |
| Name of the supplier in whose name the quote is submitted: - |  |
| Contact name for enquiries about this submission: |  |
| Contact position (Job Title): |  |
| AddressPost Code |  |
| Telephone number |  |
| Mobile |  |
| Email address |  |
| Website address (if any) |  |
| Company registration number (if this applies) |  |
| Date of registration |  |
| Registered address if different from the abovePost Code |  |
| VAT registration number (if applicable) |  |  |
| Is your organisation(Please tick **one** from i) to viii)as appropriate) | i) a public limited company |  |
| ii) a limited company  |  |
| iii) a partnership |  |
| iv) a sole trader |  |
| v) Small to Medium Enterprise (SME) |  |
| vi) Black and Minority Ethnic Organisation |  |
| vii) Community and Voluntary Organisation |  |
| viii) other (please specify) |  |
| Name of (ultimate) parent company (if this applies) |  |
| Companies House registration number of parent company (if this applies) |  |
| Does your organisation have a written Health and Safety Policy? \*  | Yes / No  |
| Does your organisation have a written Equality and Diversity Policy, to avoid discrimination? \* | Yes / No  |
| Does your organisation hold any accreditations such as ISO 9001 or IIP? | Yes / NoIf yes, which accreditation(s) does it hold? |
| Does your organisation have a quality management system? \* | Yes / No  |
| **FINANCIAL INFORMATION** |
| What was your turnover in the last three years (if this applies)? | for year ended | for year ended | for year ended |
| Has your organisation met the terms of its banking facilities and loan agreements (if any) during the past year? | Yes / No |
| If “**No**” what were the reasons, and what has been done to put things right? |
| Has your organisation met all its obligations to pay its creditors and staff during the past year? | Yes / No |
| If “**No**” please explain why not: |
| What is the name and branch of your bank (who could provide a reference)? | Name:  |
| Branch:  |
| Contact Details:  |
| If asked, would you be able to provide a copy of your most recent accounts (for the last two years if this applies) | Yes / No  |
| **INSURANCES** |
| Do you hold Employers Liability Insurance? If yes please detail: | Yes / No |
| Insurer |  |
| Policy No |  |
| Extent of cover |  |
| Expiry Date |  |
| Do you hold Public Liability (third party) Insurance? If yes please detail: | Yes / No |
| Insurer |  |
| Policy No |  |
| Extent of cover |  |
| Expiry Date |  |
| Do you hold Professional Indemnity Insurance? If yes please detail: | Yes / No |
| Insurer |  |
| Policy No |  |
| Extent of cover |  |
| Expiry Date |  |

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| **1** | **TRACK RECORD** |
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| **2** | **ABILITY TO MEET REQUIREMENTS** |
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| --- | --- |
| **3** | **SKILLS AND EXPERIENCE** |
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| **4** | **BREAKDOWN OF COSTS** |
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| --- | --- |
| **5** | **REFERENCES** |
| **Please provide details of three recent contracts that are relevant to NAE’s requirements**. If you cannot provide three references, please explain why. |
|  | Reference 1 | Reference 2 | Reference 3 |
| 5.1 | Customer Organisation (name and address) |  |  |  |
| 5.2 | Customer contact name |  |  |  |
| 5.3 | Contact e-mail address |  |  |  |
| 5.4 | Customer contact phone number |  |  |  |
| 5.5 | Date contract awarded |  |  |  |
| 5.6 | Contract reference and brief description |  |  |  |
| 5.7 | Value |  |  |  |
| 5.8 | Date contract was completed |  |  |  |
| 5.9 | May we contact them without further reference to yourselves? | Yes/No | Yes/No | Yes/No |
| 5.10 | Have you had any contracts terminated for whatever reason in the last three years, or any contracts where damages have been claimed? | Yes/No |
| 5.11 | If “**Yes**” please give details |

*\*Please note that New Art Exchange will contact referees given here unless asked not to do so by the individual or company submitting the quote.*

**Conditions**

* The partners wish to assess your company’s capability in respect of providing evaluation services for all aspects of the Big House Real Creative Futures project.
* It will be necessary for the respondents to this questionnaire to demonstrate an understanding of issues relating to this form of procurement and successful delivery of the same in the past.
* New Art Exchange does not undertake to accept any, or all of any quote even if all requirements are met.
* Your completed response should be sent by e-mail to arrive by no later than 12:00 noon on Friday 11th October 2019 via the portal.

WHEN YOU HAVE COMPLETED THE QUESTIONNAIRE PLEASE READ AND SIGN THE DECLARATION

**Declaration**

I am authorised by the Organisation/Consultancy (and all relevant associated companies and organisations/sub-contractors) to supply the information given in this tender response.

I declare that, at the date of signing this declaration, the information given is complete and accurate to the best of my knowledge having made reasonable enquiries.

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| **Completed by:** |
|  | Electronic signature: | Date: |  |
|  | Name:[PRINT NAME] | Position held in the company:  |  |

*Note: The declaration must be signed (as applicable) by an authorised signatory on behalf of the Organisation/Consultancy (and any associated companies and organisations or sub-contractors). Where an electronic signature is used, this will be cross referenced if the application progresses to the next stage.*

*Please return this form with your completed questionnaire.*