



TENDER SPECIFICATION DOCUMENT

Midlands Engine Export Research Project

**Tender for the supply of a study into exporting and international trade across
Local Enterprise Partnership Areas in the Midlands Engine area**

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1. Introduction

East Midlands Business Ltd (EMB) is a private company which provides a range of business consultancy and programme management services. EMB is the Department for International Trade's delivery partner in the East Midlands and is responsible for delivering international trade development services.

2. Background

- 2.1 The Government has set a number of national targets based around increasing the scale and value of exports from the UK. Specifically the aims are to:
 - Double UK exports to £1 trillion a year by 2020;
 - Get 100,000 more UK companies exporting by 2020;
 - Get one in four UK companies to export (European average), rather than the current one in five.
- 2.2 Although Local Enterprise Partnerships have been in place in most areas since October 2010, there is little data available beyond that produced by the Office of National Statistics or Local Enterprise Partnerships themselves.
- 2.3 Currently export data (values and numbers of exporters) is only available from HMRC at the regional spatial level, so there is little opportunity to assess current levels of exporting, or numbers of exporters at the Local Enterprise Partnership area level. Equally, there is currently no scope to assess the numbers of businesses that currently do not export, but which do have export potential.
- 2.4 Research into LEPs in the East Midlands Region was conducted in 2014 but there is no comparator for LEPs in the West Midlands Region.

3. Tender Specification

- 3.1 EMB is inviting tenders from suitably qualified suppliers for the provision of research services to establish baseline data on export/international trade at the spatial level of Local Enterprise Partnerships (LEPs) in the Midlands Engine area to evaluate the local importance of international trade and increase understanding of the profile of exporting businesses and the top overseas markets.

For the purposes of this project, Local Enterprise Partnerships in the Midlands Engine area are:

- Black Country Local Enterprise Partnership (BCLEP)
- Coventry and Warwickshire Local Enterprise Partnership (CWLEP)
- Derby, Derbyshire, Nottingham and Nottinghamshire Local Enterprise Partnership (D2N2LEP)
- Greater Lincolnshire Local Enterprise Partnership (GLLEP)
- Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP)
- Leicester and Leicestershire Local Enterprise Partnership (LLEP)



- Marches Local Enterprise Partnership (MLEP)
- South East Midlands Local Enterprise Partnership (SEMLEP)
- Stoke-on-Trent and Staffordshire Local Enterprise Partnership (SSLEP)
- Worcestershire Local Enterprise Partnership (WLEP)

Prospective suppliers should note that the research data must be robust at an individual LEP level, in addition to providing Midlands Engine-wide data on an aggregated basis.

Examples of the topics that should be covered by the research include:

- % of businesses that export per LEP area
- Current overseas markets for existing exporters per LEP area
- Target overseas markets for existing exporters per LEP area
- How do businesses identify their export customers (are they aware of DIT's Export Opportunities service?)
- Barriers to exporting more for existing exporters per LEP area
- Drivers for exporting more for existing exporters per LEP area
- Consideration should be given as to how to identify the drivers behind exporting behaviour via analytical techniques e.g. regression analysis

- % of businesses thinking about exporting per LEP area
- Drivers for considering export
- Barriers that may impede these plans coming to fruition
- Target overseas markets

- % of businesses that aren't considering export
- Barriers for non-exporting businesses per LEP area
- Drivers for non-exporting businesses per LEP area

- % of business per LEP engaged in e-commerce
- % of businesses per LEP engaged in international e-commerce
- Barriers to engaging with e-commerce
- Drivers to engaging with e-commerce

- Where do businesses look for support to export currently?
- Awareness of Exporting is Great campaign
- Awareness of local Growth Hubs
- Which channels are the most effect to a) communicate what support is available for businesses b) to deliver that support (How important is digital in this mix and could it be used more effectively?)

The key outputs from the research would be:

- An outline assessment of the levels of exporting currently taking place in each Midlands Engine Local Enterprise Partnership area, including numbers of exporting companies and values of exports by sector and company size.
- An outline assessment of which sectors, products and services contribute most to the level of exports from each LEP area, and which are the main overseas markets that each LEP area exports to.

- An overview of the barriers and factors contributing to, or preventing, a organisation's ability to export and an outline of the scale of businesses, by size and sector, which have the potential to export but currently are not trading internationally.
- A review of the support channels that are currently utilised by businesses and their receptiveness to using digital resources for support.
- The development of a methodology that will enable DIT to assess and regularly review the levels of actual and potential exporting (both numbers of companies and value) required in each Local Enterprise Partnership to contribute to the regional and national targets.

The methodology will need to utilise current mechanisms for data collection as well as suggesting additional means of capturing the necessary data - for example we would envisage that this may involve the use of additional surveys to gain a robust picture. We would also require that the tender demonstrates how it will take into account any potential issues raised by overlapping Local Enterprise Partnership area boundaries.

3.2 Outputs

The successful tenderer will be required to provide one unbound copy of the completed research report, along with an electronic copy in a format to be agreed. The compiled data should also be provided in Excel or csv format.

3.3 Period of Contract

The contract shall run from December 2016 and work should be completed and invoiced by no later than 31 March 2017.

3.4 Working Arrangements

The project will be managed by EMB, which will act as the contracting body.

The successful tenderer will be expected to identify one named Project Manager through whom all enquiries can be filtered.

3.5 Additional Requirements

The above specification points are not an exhaustive list. The successful tenderer may therefore be required to adhere to additional requirements or may wish to suggest additional activity that would benefit the project. Such requirements will be agreed between the successful tenderer and EMB.

4. Budget

A maximum budget of £40,000 (exclusive of VAT) is available to fund the Midlands Engine Export Research project.



Tenderers are required to provide a detailed breakdown of costs for delivering the project.

EMB's normal payment terms for approved invoices is 30 days.

5. Content of Tender Submission

Tenderers are asked to provide the following within their submission:

- Your understanding of the requirements;
- Your proposed methodology for undertaking the project;
- Details of the key personnel who will be responsible for managing and undertaking the work, including their experience and professional qualifications;
- Proposed timetable for undertaking the project;
- Costs for undertaking the project, including charge rates and number of days/hours involved. Please show all elements of expenditure relating to the contract. If applicable, VAT should be shown separately.
- Copies of audited accounts for the last two years;
- Evidence of current insurance policies and value of indemnity (as a minimum this should include public and professional indemnity and employers liability if applicable);
- Evidence of previous work relevant to the contract (including client details, approximate scale of work, and dates / confirmation of delivery);
- Names and contact details of two referees to whom you have provided a similar service in the last two years.

6. Evaluation of Tenders

Tenders will be evaluated by a team of staff from EMB and the Department for International Trade.

Tenders will be assessed and scored against the following criteria:

<i>Criteria:</i>	<i>Assessment / Score:</i>	<i>Weighting:</i>	<i>Total possible:</i>
Tenderers financial stability	Pass / Fail		
Methodology	1(poor)-5 (excellent)	6	30
Previous experience	1(poor)-5 (excellent)	5	25
Personnel	1(poor)-5 (excellent)	3	15
Price	1 - 30	-	30
Total score available			100

The scoring matrix below sets out how scores will be applied:

Score	Acceptability	Bidder response demonstrates
0	Unacceptable	The information is either omitted or fundamentally unacceptable.
1	Poor	The information submitted has insufficient



		evidence that the specified requirements can be met and/or does not demonstrate acceptable level of quality of the proposed quote.
2	Fair	The information submitted has some minor omissions against the specified requirements and/or demonstrates only limited level of quality of the proposed quote.
3	Satisfactory	The information submitted meets the requirements and/or demonstrates an adequate level of quality of the proposed quote.
4	Very Good	The information submitted provides good evidence that the specified requirements can be met and/or demonstrates a good level of quality of the proposed quote.
5	Excellent	The information submitted provides strong evidence of best of sector capability to deliver the specified requirements.

7. Instruction to Tenderers

Please submit your full tender submission by 12 noon on **23rd November 2016** to: tenders@embltd.co.uk

Submissions should be titled "**Tender for Midlands Engine Export Research**".

Subject to the number of tenders received, tenderers may be invited to give a final presentation which will form part of the final evaluation of the tenders. Tenderers are therefore requested to reserve Friday 2nd December 2016 for presentations and will be notified should they be required to attend and present.

Tenderers should note that in the event that a bid is considered to be fundamentally unacceptable on a key issue, regardless of its other merits, that bid may be rejected.

Tenders submitted after the stipulated time and date advised will be rejected and returned to the tenderer, unless clear evidence of posting (by first class post on a day preceding the closing date) is available.

Late tenders despatched other than by post, will be automatically rejected. Tenders may not be submitted by fax.

If you require further information concerning the tender process, or the nature of the proposed contract, in the first instance please contact tenders@embltd.co.uk with the subject line "Midlands Engine Export Research Tender". No questions will be answered that provide a competitive advantage to any party tendering.

Should questions arise during the tendering period, which in our judgment are of material significance, we will post additional information on our website to explain the nature of the question, and our formal reply. All tenderers should then take

that reply into consideration when preparing their own bids, and we will evaluate bids on the assumption that they have done so.

8. Conditions of Tender

8.1 Representations

A tenderer may contact EMB using the e-mail address tenders@embtld.co.uk to obtain any further information about the requirements of the contract or the tendering procedures if these are not evident or clear from the documents supplied to tenderers.

8.2 Specification

For the avoidance of doubt, the tender specification document shall include all requirements explicit or implied within the invitation to tender.

EMB reserves the right to withdraw this tender document and all funding contained within it without notice.

8.3 Tenders Excluded

No tender will be considered for acceptance if the tenderer has indulged or attempted to indulge in any corrupt practice or canvassed the tender with an officer of EMB. If a tenderer has indulged or attempted to indulge in such practices and the tender is accepted, then grounds shall exist for the termination of the contract and the claiming of damages from the successful tenderers.

It is unlikely that any tender will be accepted which (a) is incomplete or inaccurately or inadequately completed or which purports to impose conditions other than those provided in the contract documents and (b) is delivered out of time or in a manner other than specified in the specification.

8.4 Collusive Tendering

In submitting a tender against this contract, the tenderer confirms that he has not fixed or adjusted the amount of the tender by or under or in accordance with any agreement or arrangement with any other person.

The tenderer also certifies that at no time, before or following the submission of the tender, has the tenderer carried out any of the following acts:

- (i) communicating to a person other than the person calling for the tenders the amount or approximate amount of the proposed tender, except where such disclosure is required for the purpose of obtaining insurance;
- (ii) entering into any agreement or arrangement with any person that he shall refrain from tendering or as to the amount of any tender to be submitted;



- (iii) offering or paying or giving or agreeing to give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tender or proposed tender for the said work any act or thing of the sort described above. The context of this clause the word 'person' includes any persons and any body or association, corporate or unincorporated; and 'any agreement or arrangement' includes any such transaction, formal or informal, and whether legally binding or not.

8.5 Freedom of Information

Information in relation to this tender may be made available on demand in accordance with the requirements of the Freedom of Information Act 2000.

Tenderers should state if any of the information supplied by them is confidential or commercially sensitive or should not be disclosed in response to a request for information under the Act. Tenderers should state why they consider the information to be confidential or commercially sensitive. This will not guarantee that the information will not be disclosed but will be examined in the light of the exemptions provided in the Act.

It is important to note that information may be commercially sensitive for a time (e.g. during a tender process) but afterwards it may not be. The timing of any request for information may be extremely important in determining whether or not information is exempt. However Tenderers should note that no information is likely to be regarded as exempt forever.

9. Timetable for Submission

Date	Activity
2 nd November 2016	Invitation To Tender published
12 noon on 23 rd November 2016	Tender submission deadline
28 th November 2016	Panel Tender scoring and review
2 nd December 2016	Tender presentation meetings (if applicable)
5 th December 2016	Decision on appointed supplier and notification to unsuccessful bidders

Bidders should note that although the submission date is set, the remainder of this timetable may be subject to change.