

SUPPLEMENTARY INFORMATION REQUESTED ON THE BRIEF

Winchester City Council Business Support Service

1) Number of activity interactions for example information and training, one to one advice networking, and productivity activities

Please suggest how may can be delivered within budget and timescale. Bidders can charge for certain elements to supplement the budget.

2) Question around the content of information and training

We would like the subjects to be responsive to key issues, policies, business change and crises. An example of this would be supporting businesses through Brexit.

3) Defining activity to improve productivity

We are asking prospective bidders to suggest activities that would cover management, leadership, technology adoption and mentoring focusing on our key sectors (knowledge based, creative and tourism (including retail)).

4) Clarification of the budget

The budget is £20k per year. There is the opportunity for the bidder to augment the budget by charging for some elements of the service, to join up with other providers who have in house venues or trainers and to provide some services virtually via digital technology. If services are charged for they would need to be affordable for small/medium sized businesses.

There is no opportunity for the bidder to use Winchester City Council meeting rooms free of charge.

5) Clarification of the monitoring arrangements

We would like the bidder to suggest performance indicators in their bid. This can be both quantitative i.e. number of business interactions and qualitative i.e. capturing business progression and actions resulting from the help and support they receive.

The council will meet with the appointed contractor every two months when the contractor will report on performance against the performance criteria.

6) Please define the process for publicity approval

On inception we would like the bidder to produce a marketing plan. This would be approved by the Council's corporate communications team.

7) Do you have an existing business database that we can have access to?

We have an existing business database but we can't hand over the data for GDPR reasons. We can, however, help distribute marketing material to this database on your behalf. We would expect the organisation who wins the bid to lead on producing marketing information and we would be one distribution channel for that information.

8) Question around the information to be submitted to bid.

The general statement explaining how you meet the evaluation criteria for the commission is to be included in the clear description of around three to four pages on how you propose to deliver the service.

9) Who will be on the interview panel?

Susan Robbins	Head of Corporate Engagement	Winchester City Council
David Ingram	Head of Environmental Health and Licensing	Winchester City Council
Alison Woods	Business Engagement Manager	Winchester City Council
Zoe Sipsma	Economy and Arts Support Officer	Winchester City Council
Roya Croudace	EM3 Growth Hub Director	Enterprise M3 Local Enterprise Partnership

The panel will expect to meet the personnel who will actually be delivering the commission at interview.

10) Quality of video required to promote your approach to delivering the service

We will assess the content of the elevator pitch rather than the quality of the production. This means that videos can be recorded on any devices including a mobile phone.

11) When and how will the service fee be paid?

At the contract inception meeting payment terms will be agreed. This would usually be paid by BACS on a quarterly basis i.e. every three months

12) Would the successful bidder be able to work out of our offices?

We had envisaged that the bidder would work independently and would not be based at the Winchester City Council offices. A request to work from our offices would be considered but this would need to be taken into account when assessing value for money.

13) What is the service aiming to do?

- The Council Strategy 2018-2020 has an aspiration for Winchester to be a premier business location
- We'd like businesses from across the District to feel supported, well networked and easily able to access advice and information most needed
- To support our key sectors (refer to specification)
- To improve productivity (refer to specification)

14) Can you tell us what you mean by match funding

Different organisations and individuals will bring different aspects that add value to their bids.

15) Clarification over service provided

We are expecting the successful bidder to deliver the services outlined under '2) scope' in the specification rather than simply signposting to other business support organisations.