Growth Platform

Invitation to Tender

Cluster Mapping

Background

Growth Platform is Liverpool City Region's Growth Company, designed to support people and businesses to realise their potential and generate growth. Our role is to strengthen, simplify and coordinate the business support landscape for businesses across Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral.

Our mission is to deliver growth across the City Region – through business support, attracting investment and cluster development to create a fairer, greener and more inclusive economy for all who live and work here.

www.growthplatform.org

Background and Context

Funded by the UK Shared Prosperity Fund (UKSPF) Growth Platform is developing and leading on three business support projects: Supply Chain, Inward Investment and Export. These projects have been strategically linked to align symmetries and foster complementarity. By coordinating efforts across these initiatives, Growth Platform aims to maximise their impact and create a cohesive ecosystem that supports businesses in various aspects of their growth journey. This integrated approach ensures that business can benefit from a comprehensive range of support services, enabling them to strengthen their supply chains and expand their export capabilities. Stronger more resilient clusters will further support our inward investment offer.

Overview

As part of the Liverpool City Region UKSPF Programme, Growth Platform is seeking a sector specialist(s) to conduct detailed analysis of the three priority clusters in the Liverpool City Region (LCR). The Cluster Mapping is divided in to three Lots, and suppliers have the option to bid for more than one Lot. Suppliers should clearly indicate in their response which Lot(s) they are tendering for, ensuring transparency and clarity in their proposal.

- **Lot 1** - Advanced Manufacturing
- **Lot 2** - Health and Life Sciences
- **Lot 3** - Digital and Creative

The analysis will help to shape and develop future growth opportunities within the cluster areas, create a better understanding of their composition and provide insights for export, supply chain and inward investment activities within UKSPF funded activities (and beyond).

By gaining a greater understanding of our priority clusters, we can effectively inform the strategy and policy of the Liverpool City Region Combined Authority (LCRCA) and collaborate with national and government bodies to benefit the city region. This understanding will enable us to identify market failure and develop targeted specialist interventions to address them.

The analysis will also serve as an evidence base for the Cluster Boards and guide development of Cluster Action Plans as required by the Business and Enterprise Board.

Growth Platform has undertaken initial desk-based research and has collated a database of active companies for each cluster area. Each database includes details of individual company metrics, history and corporate structure, where available. By analysing these databases, we have identified companies that operate in multiple cluster areas. Thie finding from this initial desk-based research will be shared with the successful supplier to underpin further quantification of the economic impact of each cluster area.

Requirement

We require the analysis to thoroughly examine the strengths and weaknesses of each cluster, while also identifying economic opportunities for growth. It is important to adopt a data driven approach that utilises quantifiable data and analysis to accurately assess the size and composition of each cluster. The analysis should be conducted with rigour, ensuring that assets and capabilities are evaluated objectively, avoiding any optimism bias.   To provide a comprehensive evaluation, the strengths and weakness should be benchmarked against comparable and aspirational markets both nationally and internationally.

The resulting report should primarily focus on interventions that sustain economic activity within the clusters, whilst also highlighting growth opportunities driven by innovation, technology or market demands. It should consider the broader context of the LCR, including factors such as skills, sites and premises, enabling infrastructure, supply chains and innovation assets. The report will provide valuable insights and recommendations to support the sustainable growth and development of these clusters and serve as a solid foundation for developing Cluster Action Plans. To ensure easy adoption by partners, it is essential that the report includes infographics and shareable content. These visual elements will effectively explain each cluster, its key partners, stakeholders and opportunities.   By utilising infographics, the information can be easily understood and shared among partners.

Considerations for the report should include –

- Define the cluster, not just the vertical sector but the wider cluster ecosystem. Include number of enterprises, numbers employed within the LCR both on site and as remote workers, the economic impact generated by businesses and the cluster, its historical performance and key organisations/ stakeholders.

- Consider the factors that anchor these clusters to the city region. This includes proximity to infrastructure and other historical reasons that have played a role in their development. Assess the future resilience of those factors, taking into account potential changes and challenges that may impact on their stability.

- Assess the existing skill sets present in the cluster and identify gaps and any potential areas of growth. By considering future trends, such as emerging technologies anticipate the evolving skill requirements within the clusters and how LCR is currently

positioned to respond to these changing skill requirements. Identify opportunities for improvement to enable LCRCA to proactively address skill gaps and enhance its response to meet the evolving needs of the clusters.

- Examine the sub-sectors or areas of specialisation within the cluster, as well as adjacent markets. Identifying the specific industries or niches within the cluster that have the potential for global expansion. Proving insights into areas where the city region can capitalise on emerging trends and leverage its strengths to maximise economic potential.

- Examine the spatial elements of the clusters – consider their geographical context within the LCR and their relationship to neighbouring regions.

- Identify and analyse the key players in the supply chain within the cluster. Identifying gaps or areas where there may be need for additional prime or mid-level firms to enhance the supply chain and opportunities for growth and development.

- Consider the type of real estate that will facilitate or hinder growth within the cluster. Assessing factors such as availability, suitability and affordability for real estate within the city region. Include indicators such as power availability especially to potential manufacturing sites.

- Examine the transport and logistical infrastructure of the LCR and its impact on the growth potential of the cluster. Evaluate how the existing infrastructure facilitates or hinders cluster growth. Consider factors such as transportation networks, connectivity, accessibility to markets and any constraints that impede growth. Identify opportunities for improvement and highlight limitations that may exist.

- Examine the cluster in a global context. Explore synergies and potential collaborations that can be leveraged internationally. Identify opportunities for collaboration and knowledge exchange with other regions and countries which allow for growth and development. Identify strategic partnerships and initiatives that can be pursued to maximise their potential and expand reach beyond local markets.

- Examine net zero interventions for the cluster and their potential for growth. Assess how the transition to net zero may constrain or enable growth, evaluating the challenges and opportunities associated with achieving net zero emissions, such as changes in energy sources, technological advancements and regulatory frameworks. Identify what support businesses in the sectors need on their journey to net zero that will enable their transition and allow them to capitalise on the opportunities it presents.

- Consider the impact of technology on the cluster taking into account both positive and negative factors, such as increased efficiency, enhanced communication and collaboration, innovation and research, job displacement, cybersecurity risks, digital divide, dependency and reliability.

- Make a series of recommendations that become the building blocks of a cluster action plan – for example market opportunities, skills development, innovation, adoption, decarbonisation and business support.

Timescales

Invitation to Tender Published	30th November 2023
Deadline for supplier questions	11th December 2023
Deadline for Growth Platform response to supplier questions	12th December 2023
Deadline for tenders to lisa.duddridge@growthplatform.org	**5th January 2024 @ 12noon**
Clarification Interviews (if required)	w/c 8th January 2024
Supplier notified of award of contract	w/c 8th January 2024
Contracts issued	w/c 15th January 2024
Contract Start date	15th January 2024
Final Reports Due	12th April 2024

Indicative Budget
Up to £50,000 inclusive of VAT per Lot. **Please indicate in your tender if you are VAT registered.**

- **Lot 1** - Advanced Manufacturing
- **Lot 2** - Health and Life Sciences
- **Lot 3** - Digital and Creative

Supplier Questions
Any questions should be directed to Growth Platform's Point of Contact Lisa Duddridge, via email lisa.duddridge@growthplatform.org, on or before the 'deadline for suppliers questions' date stated in the above timeline.

All questions and answers will be made anonymous and disseminated to all potential suppliers on Growth Platform's tender page; https://www.growthplatform.org/tenders/

It will be the responsibility of suppliers to monitor the site for latest activity.

Proposal Format
The successful company should demonstrate they have the capabilities, knowledge and resources to deliver the above brief.

Suppliers should clearly indicate in their response which Lot(s) they are tendering for.

Evaluation Criteria
When awarding this contract Growth Platform reserves the right not to accept the lowest price tender, but the most economically advantageous tender taking into consideration the award criteria below.

Quotes will be scored by the relevant Cluster Manager and Internationalisation Manager.

In the event that all tenders score under 65 the Growth Platform reserves the right to re-advertise the opportunity.

Quotations will be assessed and scored on the following criteria:

Quality: 80% made up of:	Weightings
Technical and professional capacity to deliver the brief including an understanding and knowledge of the relevant cluster	30%
Methodology for the delivery of the brief, including detail of resources and staffing to be allocated to the contract	25%
Timescales – timeline of activity to demonstrate timely delivery to deadlines	25%
Price: 20%	
Price	20%

Scoring Methodology

The scoring mechanism for scored questions will be detailed as follows unless stated otherwise.

Score	Meaning
0	Unacceptable response. Requirement level is not met. Many important issues are completely un-addressed or response wholly inadequate or inappropriate. Concerns are serious and risk levels unacceptable for many areas.
2	Poor response. Requirement levels are adequate for only some important issues. Some important issues are largely incomplete. Concerns are serious and risk levels unacceptable for some areas.
4	Adequate response. Requirement level is partially met. Overall the proposals are satisfactory, but some issues are weak. Risk levels apply but Bidder has demonstrated understanding of how they will meet all minimum requirements.
6	Good response. Requirement level is partially met, competence is demonstrated in all areas but there is scope for more detail and more depth in some areas.
8	Very good response. Requirement level is met with only a few minor weaknesses or queries. Competent bid demonstrating overall understanding of requirements and experience in all areas.
10	Excellent response. Requirement level fully met. All key issues addressed. Range of examples of good practice, experience, understanding of requirements.

Clarification Interviews

If it is felt that submissions require clarification, tenderers may be invited to a clarification interview. The representatives who attend should be the people who will be working on this contract.

Deadline and Submission

Proposals are required by **5ᵗʰ January @ 12noon** electronically to lisa.duddridge@growthplatform.org

Date Published

29ᵗʰ November 2023

This project is funded/ part funded by the government through the <u>UK Shared Prosperity Fund.</u>

Growth Platform encourages submissions from underrepresented groups.

Conditions of Tender

- **Feedback on unsuccessful Bids**: Due to the relatively low indicative budget for this work (i.e. less than the current PCR limits) there is no regulatory obligation for us to provide feedback if your bid is unsuccessful.

- **Right to Discontinue Tender Process**: We reserve the right to discontinue this tender process at any time and may chose not to award a contract. This decision will be made at Growth Platform's discretion based on various factors.

- **Non-Reimbursement of Costs**: Regardless of the outcome of this tender process, you will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender. This applies to all stages of the exercise, whether your organisation is successful or not.