

New Anglia Local Enterprise Partnership

EU Exit Consultancy Specification

Introduction

This invitation sets out the requirements for the delivery of business support services providing business across Norfolk and Suffolk with proactive and targeted 'one to one' advice and guidance on the United Kingdom's Departure of the European Union and the end of the Transition Period on the 31st December 2020.

Background

With the United Kingdom having left the European Union and the Transition period coming to the end on the 31st December 2020, there will be significant changes in the way that UK businesses will need to operate, particularly those importing or exporting to the European Union and those employing non UK workers.

To enable businesses to access to the information and guidance they need to make changes to their business operation, the Department for Business, Energy & Industrial Strategy (BEIS) have made £6.4 million available nationally, to Local Enterprise Partnerships (LEPs) and Growth Hubs, for them to deliver additional support to businesses around EU Exit issues.

New Anglia Local Enterprise Partnership (New Anglia LEP) has received some of this funding from BEIS to deliver this service across the counties of Norfolk and Suffolk, with local targets relating to the number of businesses engaged between December 2020 and the end of March 2021.

The funding is aimed at specific activity that will target business across Norfolk and Suffolk through the provision of proactive, targeted one to one business advice and support focused on key EU Exit issues.

Description of activity

This tender comprises of two parts, '**Outreach**' support and '**Specialist/In-Depth**' support. The winning contractor must be able to deliver both elements. Failure to deliver either element successfully will result in the termination of the contract with immediate effect and the recovery of any funding given to the contractor.

Outreach Delivery

The first element of delivery is 'Outreach'. This requires the successful applicant to provide advice and guidance to a minimum of 3,600 businesses to the period ending 31st March 2021. The advice and guidance must be delivered in a way that provides a minimum equivalent of fourteen hours per day of direct one to one support to business, excluding weekends and public holidays. This support must be provided between the hours of 8am and 6pm on weekdays.

For the purposes of this contract, outreach is classified as being direct outbound contact with businesses, by telephone, providing them with a greater awareness of, and the steps businesses need to take, before and after the end of the EU Transition period and beyond.

In terms of volume, the target of 3,600 businesses equates to an average of 57 business per day, based on a five-day week, assuming delivery starts on the 4th January 2021 and runs through to the 31st March 2021.

To claim an Outreach support call as successful, it must last at least ten minutes and provide the business with EU Exit help and advice on one of the range of subjects outlined in the Topic Section.

To ensure that the support and advice is given to as many businesses as possible and to ensure that business effected by EU Exit receive the help they need, New Anglia LEP will provide the successful applicant with a list of businesses that will need to be contacted by the contractor. This list will be in priority order and contain at least 10,000 businesses, so that the contractor has more contacts than they require to meet the needs of this tender specification. Any data provided by the LEP will be subject to all rules and laws governing data protection, including the EU's General Data Protection Regulation and the Data Protection Act 2018. See Section on Data Protection.

General Topics Covered

To ensure that the support provided meets the needs of businesses a wide range of EU Exit related topics need to be covered and the contractor must ensure that those providing the support are able to provide advice and guidance on the following topics, as an absolute minimum: -

- Basic information on the UK's exit of the EU
- Signposting to appropriate UK Government websites on key EU Exit issues
- Certification and the labelling of products and materials
- Customs, taxes and duties, and other import and export related issues
- Data use, particularly the use of personal data and data flows
- Hiring of non-UK staff inside and outside of the UK
- Immigration and employment issues
- Placing of goods on the market within EU and non-EU markets
- Providing services to EU and non-EU markets
- Transfer of personal data between the UK, EU and select third countries
- Travel, business and qualification recognition
- Any other relevant business-related issues related to the end of the Transition period

In-Depth/Specialist Advice

Some of the businesses contacted will require more in-depth and specialist advice and guidance, with some also requiring specialist advice and guidance. To ensure that the needs of these businesses are met, the contractor must be able to provide in-depth support and advice to at least 100 businesses. These businesses will have received Outreach support and advice, which will have identified the need for more in-depth support and advice.

For clarification, in-depth specialist support and advice is categorised as a business receiving more than three hours of support, either over the telephone or via a video call. To count as advice given, the call must be a separate event to the outbound outreach delivery call, i.e. an outreach call has taken place that results in the need for an in-depth consultation with the businesses that takes place at a different time.

The topics covered will be the same topics as the outreach service, but with the addition of more in-depth support and advice along with the provision of more specialist topics.

Specialist Topics Covered

To ensure that the specialist support provided meets the needs of businesses, the following EU Exit related topics need to be covered and the contractor must ensure that those providing the specialist support are able to provide advice and guidance on the general topics as well as the following specialist topics, as an absolute minimum: -

- Importing and Exporting of Goods from or into EU
- Northern Ireland Protocols
- Inco (Shipping) Terms
- VAT Arrangements
- Digital Service Exports
- Business to Consumer (B2C) exports
- Commodity Codes
- Controlled & Harmonised/Non-Harmonised Goods
- Rules & Declarations of Origin
- Generalised Scheme of Preferences
- UK Global Tariffs
- CE & UKCA product markings
- IP Rights & Trademarks
- Staff Hiring & Movement
- Bilateral Trade Agreements
- Trade Remedies

Monitoring and Data Recording

The contractor will be required to capture key information relating to the support provided, including the following information: -

- Name of business supported
- Name of individual supported
- Postcode of the business
- District of the business
- Nature/type of business
- The type of support provided
- Information on all the topics advised on
- The length of the call, in seconds

For clarity, in the case of both outreach and in-depth interactions, only one interaction can be counted with each business, and repeated interactions will only count as one interaction if they are with the same business.

Requirements

Applicants must be able to demonstrate the skill set and track record to provide advice to local businesses on a wide range of EU Exit issues and topics.

They will need to provide the following information:

- Their organisation details: trading name, registered company name (if different from trading name), address, telephone number, e-mail address, company registration number, VAT registration number and website address (if applicable). Name of main contact.
- An outline of how they will meet the requirements set out in this tender
- Examples of delivering similar types of work to that being tendered
- Details of the personnel that will be delivering the proposal
- Day/hour rates including any expenses

Sub-Contractors

No part or element of this tender may be sub contacted at any time without prior written permission from New Anglia LEP.

Value of Contract

The value of the contract is up to £110,000 (incl. VAT). This price includes the delivery of all elements outlined in this document. Any additional charges/cost variances will not be accepted unless signed off, in writing, by the LEP prior to spend.

Data Protection

This contract will involve the use of data that is regarded as personal data under European Union Data Protection Regulations and the Data Protection Act 2018. Therefore, it is vital that the contractor is fully aware of their legal obligations and confirms that they will comply with all existing and future data protection rules and regulations. Failure of the contractor to comply with any aspect of data protection rules and regulations will result in the contractor being reported to the Information Commissioners Office as well as the full value of the contract being returned to New Anglia LEP. In any such circumstances, New Anglia LEP reserves the right to take legal action against the contractor to recover any costs and for compensation due to date to the LEP's integrity.

Tender process

Decisions on applications will be based on the tender submissions on the following basis: -

Criteria	Weighting
Capability/similar examples of the type of work being contracted for	40%
The approach for satisfying the contract	20%
Personnel to be used and their experience	20%
Value for money	20%
Total	100%

How to Apply

Please send the information as per the "Requirements" section (no more than 10 pages in total) electronically to Rose Joy by **5 pm on Friday 18th December 2020** via email: rosemary.joy@newanglia.co.uk

Short-listed applicants will be invited by email to present their applications to a Panel as an arranged online meeting on **Tuesday 22nd December 2020**. If your organisation has been successful, you will be notified by **Wednesday 23rd December 2020**.

Potential Extension of the Contract

If the LEP secures additional funding for the expansion of the service, or the continuation of the service beyond the above-mentioned dates, the value of the contract could be increased, as well as the contract extended post March 2021.

Timescales and Milestones

- Proposals submitted - **by 5pm Friday 18th December 2020**
- Shortlisting and invitation to present proposals – **Monday 21st December 2020**
- Presentation by shortlisted applicants – **Wednesday 23rd December 2020**
- Approval of the contractor – **Wednesday 23rd December 2020**
- Start of the contract(s) delivery – **Monday 4th January 2021**

Main Contact

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