

TENDER SPECIFICATION DOCUMENT

Visitor Economy Sector Specialist Advice & Support Services

Tender for the supply of specialist advice services for Visitor Economy sector businesses in Greater Lincolnshire

Date: October 2021

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1. Introduction

- 1.1. East Midlands Business Ltd (EMB) is a private company which provides a range of business consultancy and programme management services.
- 1.2. EMB is seeking to procure a sector specialist adviser to deliver specialist business advice to Visitor Economy sector Small and Medium sized Enterprises (SMEs) in Greater Lincolnshire.

2. Background

- 2.1 EMB is contracted by Lincolnshire County Council (LCC) to deliver the Business Lincolnshire programme under the Greater Lincolnshire Local Enterprise Partnership (GLLEP) brand. The Business Lincolnshire programme is funded by the European Regional Development Fund (ERDF) and provides support to small and medium sized enterprises (SMEs) located in the Greater Lincolnshire area to help their businesses to thrive and grow. The support available from the programme includes:
 - General business advice provided by Growth Hub Advisers;
 - Thematic business advice, delivered by specialist Advisers;
 - Capital and revenue grants;
 - A programme of events covering a wide range of business topics.
- 2.2 The Programme has been delivering sector specialist advice and support to Visitor Economy sector businesses since October 2020. EMB is seeking a new Contractor to replace the existing contract incumbent. It is therefore anticipated that there will be a period of handover between the current Contractor and the new contractor to be appointed.

3. Tender Specification

- 3.1 EMB is seeking to appoint a sector specialist adviser who can deliver specialist advice to Visitor Economy sector SMEs.
- 3.2 The successful contractor will proactively engage SMEs within the tourism, leisure, and hospitality sector (Visitor Economy) in the Greater Lincolnshire and Rutland LEP area on behalf of the Business Lincolnshire Growth Hub Programme.
- 3.3 The Visitor Economy sector specialist adviser will:
 - (i) Work alongside the existing Team of Growth Hub Advisers to provide additional specialist advice and support to Visitor Economy sector businesses.
 - (ii) Undertake a high quality diagnostic to establish business needs, leading to effective impartial business advice and signposting / brokerage to appropriate solutions.

- (iii) Contribute towards the achievement of the programme objectives, including the achievement of any associated targets. Whilst these are subject to agreement between EMB and Lincolnshire County Council, it is anticipated that such targets will include number of businesses assisted, as well as new jobs created and existing jobs safeguarded.
- (iv) Work closely with Lincolnshire County Council's Place & Investment Team and the Destination Management Organisation 'Visit Lincoln', Tourism Officers, Discover Rutland and other relevant organisations as required.
- (v) Work closely with Lincolnshire County Council to assist with the continued development of a dedicated Visitor Economy website – including writing copy for inclusion on the website.

- 3.4 In response to the current COVID-19 Pandemic, Visit Britain has been working across the industry, and with the UK Government, to ensure that tourism is able to recover as quickly as possible. At the core of such recovery is ensuring that businesses are proactively adopting COVID-19 Secure measures to address consumer confidence. The pace of change in this area is fast moving. The advice and support to be delivered needs to be agile, targeted, and delivered in a timely manner in order to ensure that Lincolnshire is deemed to be a COVID-19 Secure destination.
- 3.5 As well as COVID-19 Secure advice, the future of tourism, hospitality, and leisure is adapting to become more digitally driven as the sector moves towards a 'pre-book' model. An understanding of digital adoption in the sector, and the ways that a business can adopt them will therefore also be key for this role.
- 3.6 Seasonality is key for economic recovery for the Visitor Economy sector, along with the ability to extend the duration of a typical season. With so much of the 2021 season already gone, a key purpose of this role will be to understand the seasonality within the Visitor Economy sector, and ways that it can be positively managed.
- 3.7 A good understanding of the full breadth of the Visitor Economy sector is also needed, such as business tourism, corporate travel, coach and travel trade, MICE, incentives market, and associates market.
- 3.8 In carrying out this contract, it is expected that the Visitor Economy Sector Specialist Adviser will:
- (i) Maintain a good relationship with relevant tourism organisations such as Visit Lincoln, and Visit Britain, along with Trade Associations which offer sector specific advice, ensuring that businesses comply with national best practice schemes;
 - (ii) Have an appreciation of the full Visitor Economy sector opportunities, such as small scale Business Tourism, MICE, Group Travel and Coach Travel, Associate markets etc.;

- (iii) Be able to keep up with travel and tourism trends that will shape consumer activity and therefore demand and business recovery / growth;
- (iv) Meet with local Universities, Colleges and Independent Training Providers to understand their offer to employers and their employer engagement activity;
- (v) Develop a thorough understanding of existing available sources of information to broker solutions;
- (vi) Understand any challenges that providers of learning face in meeting the needs of employers and develop solutions;
- (vii) Have a clear understanding of the Visitor Economy offer in Lincolnshire, and future aspirations for a Tourism Sector Deal etc.

3.9 A full Service Description for the contract is provided at Appendix B.

3.10 The successful contractor will deliver advice and support to eligible SMEs, ensuring that all required forms evidencing the support took place are completed and signed by the client.

3.11 The Visitor Economy Sector Specialist Adviser will issue an invoice to EMB on a monthly basis for all work completed in any given month. This invoice should be accompanied by a timesheet providing details of the activities delivered during the month, along with any supporting evidence and paperwork. The contractor will also be required to provide a written narrative report on a weekly basis to inform LCC reporting to the Department for Business, Energy & Industrial Strategy (BEIS).

3.12 All specialist advice services must be delivered under the Business Lincolnshire brand. The supplier's own brand should not be used when delivering services under this framework contract. Successful suppliers will be asked to comply with some simple brand guidelines.

4. Knowledge, Skills & Experience

4.1 Suppliers are required to demonstrate that they have the following knowledge, skills and experience relevant to the role:

- (i) Extensive knowledge and experience of working within tourism and hospitality, along with an understanding of the diversity of the sector (e.g. coach / travel trade / association market / business tourism).
- (ii) Knowledge of all aspects of running a business, including business development and growth, with the ability to identify and solve business issues.
- (iii) Extensive experience of working in a private sector environment to ensure credibility with clients.
- (iv) An understanding of digital advances in the visitor economy sector. It should be noted that an in depth knowledge is not essential as other partners can deliver this expertise. Suppliers should however

- demonstrate an awareness of how they are able to identify opportunities and growth avenues for future signposting.
- (v) An understanding of the latest visitor economy sector trends which sets the tone for business recovery / growth strategies.
 - (vi) An understanding of the challenges, needs, and issues experienced by small and medium sized businesses, and the support required to overcome these challenges – both pre and post COVID.
 - (vii) Knowledge and awareness of Government organisations, national business support organisations and initiatives, and policy and funding initiatives. An up-to-date knowledge of sources of finance available to small businesses is desirable.
 - (viii) The ability to quickly interpret complicated Government funding programmes and present them to businesses in a simple way.
 - (ix) Knowledge of local business support provision, including programmes, services and networks.
 - (x) Knowledge of sector specific trade support provision, including services and networks.
 - (xi) An understanding of the skills / marketing challenges, needs and issues within small and medium sized businesses.
 - (xii) Knowledge and awareness of skills funding organisations, training organisations and initiatives, funding initiatives, in particular an up-to-date knowledge of training/qualification support available to small businesses.
 - (xiii) Experience both of working as part of a team in a multi-project environment, as well as on a one-to-one basis with SMEs and carrying out in-depth diagnostic and training needs analysis.
 - (xiv) Familiarity with delivering complex publicly funded projects and associated reporting and propriety requirements.
 - (xv) Awareness of the business mix, growth sectors and profile in Greater Lincolnshire.
 - (xvi) Awareness of legislation regarding the collection of personal data and financial probity.
 - (xvii) Awareness of COVID-19 Secure measures for the visitor economy sector.
 - (xviii) Confidentiality – protection of brand reputation.

4.2 Suppliers are required to demonstrate experience of using creative and innovative interpretation and problem solving skills in a number of diverse areas, including:

- (i) Delivering an effective service in a rapidly changing external environment.
- (ii) Responding to change quickly and thinking outside the box on issues that have not been encountered before because of Coronavirus.
- (iii) Developing innovative solutions to problems.
- (iv) Writing potentially complex reports and action plans.
- (v) Assessing the options available and making recommendations based on the information and evidence available.

- (vi) Being flexible in their approach and thinking on their feet whilst still being mindful of the constraints in the funding allocation, ensuring that the eligibility of expenditure is maintained.
- (vii) Thinking innovatively to help businesses safeguard jobs after COVID-19.

4.3 Suppliers will be required to establish and maintain positive working relationships with a range of organisations such as external providers, businesses, business representatives and networks, and Jobcentre Plus.

The supplier will need to establish confidence, credibility and trust within all working relationships. This will require dealing with a range of complex and often contentious issues relating to projects. The role will involve resolving any conflicts that may occur. This will require the supplier to be professional and deal with issues with sensitivity.

The supplier may be required to regularly attend on-site meetings with SMEs across Greater Lincolnshire & Rutland, subject to COVID-19 secure measures being in place. If face to face meetings are not possible due to COVID-19, the supplier is required to demonstrate methods of innovative virtual delivery.

The supplier will have access to and deal with complex information which may be of a sensitive nature and will require a high level of confidentiality at all times.

It is expected that the Supplier will be in regular contact with the following:

- Business Lincolnshire Growth Hub – general and specialist advisory team
- Lincolnshire County Council Place & Investment Team
- Visit Lincoln (Visit Lincolnshire)
- Greater Lincolnshire Local Enterprise Partnership
- Commissioner for Economic Growth, Commissioning Manager for Enterprise Growth and County Commissioner of Economy & Place
- Business Lincolnshire Growth Hub Governance Board, Programme Board and partners
- Business Support organisations such as the Federation of Small Business, Institute of Directors, the Lincolnshire Chamber of Commerce and Industry.
- Senior representatives, Chief Executives, Director from the Private Sector
- Senior Representatives from FE, HE and independent training organisations
- Business Leaders
- Local Businesses
- Officers and managers from Lincolnshire County Council
- A range of business support agencies and providers

The Supplier will therefore be required to work closely with the partners listed above in the development of programme activities.

5. Duration of Contract

- 5.1 The contract is expected to commence on 1st November 2021 and will run for an initial 11 month period until 30th September 2022. The contract may be subject to an extension, dependent upon additional funding being allocated by Lincolnshire County Council.

6. Requirements

- 6.1 EMB is inviting tenders from suitably qualified suppliers for the provision of Visitor Economy sector specialist business advice services. Suppliers must be able to demonstrate a proven track record in delivering similar services to small and medium sized Visitor Economy sector enterprises.
- 6.2 Suppliers must be able to deliver throughout the Greater Lincolnshire and Rutland geographic area. This includes the Local Authority areas of North and North East Lincolnshire.
- 6.3 Suppliers should possess and maintain public and professional indemnity insurance and employer's liability insurance (if applicable). Evidence of current insurance policies and the limits of these policies must be provided as part of your tender submission.
- 6.4 Suppliers may refer their own ERDF-eligible clients into the programme, but only on the basis that the referred business will undertake a diagnostic with a Growth Hub Adviser alongside the specialist support being delivered.
- 6.5 The above specification points are not an exhaustive list. The successful tenderer may therefore be requested to provide additional services. Such services will be agreed between the supplier and EMB.

7. Payment

- 7.1 The maximum day rate payable is £300 + VAT. This is based on the contract being awarded outside the scope of IR35 regulations. The successful contractor will be subject to the HMRC CEST tool to determine on or off-payroll status. If the successful tenderer is deemed to be on-payroll under IR35 regulations, the day rate available will be adjusted to account for any Income Tax and National Insurance contributions that EMB are required to pay to HMRC.
- 7.2 Travel and subsistence expenses will be paid at the HMRC agreed rate of £0.45 per mile to a maximum of £50 per day.
- 7.3 The total budget available for the 11 month contract period is £62,200.

Suppliers should provide details of their proposed day rate when submitting their tender response. As per section 7.1 above, the determination of on or off-payroll will be undertaken through the completion of the HMRC CEST tool.

7.4 The Visitor Economy Sector Specialist Adviser will issue an invoice to EMB on a monthly basis for all work completed in any given month. This invoice should be accompanied by a summary of activities delivered during the month, along with any supporting evidence and paperwork.

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

8. Content of Tender Submission

8.1 A template for your response is attached at Appendix A. Potential suppliers are asked to provide the following within their submission:

- Your understanding of the requirements;
- The proposed methodology that you will use to deliver the specialist support and the expected outcomes from that support;
- Details of the key personnel who will be responsible for managing and undertaking the work, including their experience and professional qualifications;
- Copies of full 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 this 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 three years.
- Evidence of any membership of professional bodies that are relevant to this contract e.g. CIM Chartered Marketer status

7.2 Potential Suppliers should note that answering 'No' to questions in sections 4-7 inclusively of the template will not preclude your bid from being considered. These are standard questions that we include in all our procurement exercises.

8.2 If successful, you will be required to supply copies of any certificates for any standards identified in Sections 4 – 7 of the Response Template.

9. Evaluation of Tenders

9.1 Tenders will be evaluated by an Evaluation Panel, which will determine which of the submissions provides EMB Group with the most confidence that those suppliers have the relevant experience, personnel and capability to meet the requirement's objectives.

9.2 Scores will be agreed for each response in line with the Scoring Methodology and criteria set out below:

<i>Criteria:</i>	<i>Assessment / Score:</i>	<i>Weighting:</i>	<i>Total possible:</i>
Tenderers financial stability	Pass / Fail		
Understanding of the requirement	0(unacceptable)-4 (excellent)	5	20
Methodology	0(unacceptable)-4 (excellent)	5	20
Previous experience	0(unacceptable)-4 (excellent)	5	20
Personnel	0(unacceptable)-4 (excellent)	5	20
Total score available			80

9.3 Scores will be given based on the following assessment of responses:

Score:	Assessment:	Description of assessment:
0	Unacceptable	Nil or inadequate response. Fails to demonstrate an ability to meet the requirement.
1	Poor	Response is partially relevant and poor. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled.
2	Acceptable	Response is relevant and acceptable. The response addresses a broad understanding of the requirement but may lack details on how the requirement will be fulfilled in certain areas.
3	Good	Response is relevant and good. The response is sufficiently detailed to demonstrate a good understanding and provides details on how the requirements will be fulfilled.
4	Excellent	Response is completely relevant and excellent overall. The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full.

10. Instruction to Tenderers

10.1 Please submit your full tender submission by 12 noon, **Monday 25th October 2021** to: **tenders@embltd.co.uk**

10.2 Submissions should be titled "**Tender for Visitor Economy Sector Specialist Advice Services**".

10.3 Subject to the number of tenders received, tenderers may be invited to give a virtual online presentation which will form part of the final evaluation of the

tenders. Tenderers are therefore requested to reserve **28th October 2021** and will be notified should they be required to attend and present.

- 10.4 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.
- 10.5 Tenders submitted after the stipulated time and date advised will be rejected.
- 10.6 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 "*Tender for Visitor Economy Sector Specialist Advice Services*". No questions will be answered that provide a competitive advantage to any party tendering.
- 10.7 Should questions arise during the tendering period, which in our judgment are of material significance, we will post additional information in the Business Lincolnshire section on <https://www.emb-group.co.uk/our-businesses/east-midlands-business/> 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.

11. Conditions of Tender

- 11.1 Tenderers may contact EMB using the e-mail address tenders@embltd.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.
- 11.2 For the avoidance of doubt, the tender specification document shall include all requirements explicit or implied within the invitation to tender.
- 11.3 EMB reserves the right to withdraw this tender document and all funding contained within it without notice.
- 11.4 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.
- 11.5 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.

12. Collusive Tendering

12.1 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.

12.2 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.

13. Timetable for Submission

13.1 The procurement timetable is as follows:

Date	Activity
7 th October 2021	Invitation To Tender published
18 th October 2021	Deadline for queries
12 noon on 25 th October 2021	Tender submission deadline
26 th / 27 th October 2021	Panel Tender scoring and review
28 th October 2021	Tender presentation meetings (if applicable)
29 th October 2021	Decision on selected supplier(s) and notification to unsuccessful bidders
1 st November 2021	Contract commencement

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

Appendix A: Template for Response

Section 1	Applicant information	
Question number	Question	Response
1.1(a)	Full name of the potential supplier submitting the information	
1.1(b) – (i)	Registered office address (if applicable)	
1.1(b) – (ii)	Registered website address (if applicable)	
1.1(c)	Trading status a) public limited company b) limited company c) limited liability partnership d) other partnership e) sole trader f) third sector g) other (please specify your trading status)	
1.1(d)	Date of registration in country of origin	
1.1(e)	Company registration number (if applicable)	
1.1(h)	Registered VAT number (if applicable)	
1.1(i)	Are you a Small, Medium or Micro Enterprise (SME) ¹ ?	YES <input type="checkbox"/> NO <input type="checkbox"/>
1.1(j)	Details of immediate parent company (if applicable): - Full name of the immediate parent company - Registered office address - Registration number - Head office DUNS number - Head office VAT number (Please enter N/A if not applicable)	
1.1(k)	Details of ultimate parent company (if applicable): - Full name of the ultimate parent company - Registered office address - Registration number - Head office DUNS number - Head office VAT number (Please enter N/A if not applicable)	

¹ See EU definition of SME https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en

1.1(l)	Would the parent company be willing to provide a guarantee if necessary?	YES <input type="checkbox"/> NO <input type="checkbox"/>
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Section 2	Previous experience and contract examples
2.1	<p>Please provide details of three different instances where you have provided similar support to that outlined in the specification during the past three years.</p> <p>The named customer contact should be willing to provide written evidence to confirm the accuracy of the information provided below which we reserve the right to verify.</p>

	Instance 1	Instance 2	Instance 3
Name of customer organisation			
Contact person in the organisation			
Position in the organisation			
E-mail address			
Description of support and the impact it had.			
Support start date			
Support completion date			

2.2	If you cannot provide at least one example for question 2.1, in no more than 500 words please provide an explanation for this, e.g. your organisation is a new start-up
Response:	

Section 3	Financial and Economic Standing	
	Please indicate which of the following you have provided to demonstrate your economic/financial standing:	
3.1	a) Copies of your full accounts for the last two years	YES <input type="checkbox"/> NO <input type="checkbox"/>
	b) A statement of the turnover, Profit and Loss Account/Income Statement, Balance Sheet/Statement of Financial Position and Statement of Cash Flow for the most recent year of trading for this organisation.	YES <input type="checkbox"/> NO <input type="checkbox"/>

	c) A statement of the cash flow forecast for the current year and a bank letter outlining the current cash and credit position.	YES <input type="checkbox"/> NO <input type="checkbox"/>
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Section 4 Quality		
Is your organisation assessed and certified to a recognised Quality Management Standard? (e.g. ISO 9001)	YES <input type="checkbox"/>	NO <input type="checkbox"/>
If YES, please attach a copy of your current certificate with your submission and go to Section 5		
If NO, please answer the following questions:	YES	NO
Do you have a written Quality Policy?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a Quality Manual and/or Quality Procedure?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a system which ensures control of Documents?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a system for controlling non-conforming products?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a system for traceability and maintain records?	<input type="checkbox"/>	<input type="checkbox"/>
Do you monitor and audit your suppliers?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a system for calibration of inspection, measuring and test equipment?	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly carry out internal audits of your Quality Management System?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a system in place for monitoring/resolving customer complaints?	<input type="checkbox"/>	<input type="checkbox"/>

Section 5 Environmental Management		
Is your organisation assessed and certified to a recognised Environmental Management Standard? (e.g. ISO 14001)	YES <input type="checkbox"/>	NO <input type="checkbox"/>
If YES, please attach a copy of your current certificate with your submission and go to Section 6		
If NO, please answer the following questions:	YES	NO
Do you have a written Environmental Policy?	<input type="checkbox"/>	<input type="checkbox"/>
Have you identified and assessed the main environmental impacts of your business activities?	<input type="checkbox"/>	<input type="checkbox"/>
Do you carry out internal environmental audits?	<input type="checkbox"/>	<input type="checkbox"/>
Have you ever been prosecuted for breaches of environmental legislation?	<input type="checkbox"/>	<input type="checkbox"/>
Do you segregate/recycle any of your waste?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have any energy reduction programmes in place?	<input type="checkbox"/>	<input type="checkbox"/>

Section 6 Health & Safety		
Is your organisation assessed and certified to a recognised Health & Safety Management Standard? (e.g. OHSAS 18001)	YES <input type="checkbox"/>	NO <input type="checkbox"/>
If YES, please attach a copy of your current certificate with your submission and go to Section 7		
If NO, please answer the following questions:	YES	NO
Do you have a written Health & Safety Policy?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a Health and Safety at work management system in place?	<input type="checkbox"/>	<input type="checkbox"/>
Do you carry out Risk Assessments of your business activities/processes?	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly carry out internal audits of your Health & Safety Management System?	<input type="checkbox"/>	<input type="checkbox"/>
Are there controls in place for visitors and contractors attending your premises?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a system for reporting accidents and near miss incidents?	<input type="checkbox"/>	<input type="checkbox"/>

Section 7 Information Security		
Is your organisation assessed and certified to a recognised Information Security Standard? (e.g. ISO27001, Cyber Essentials Plus)	YES <input type="checkbox"/>	NO <input type="checkbox"/>
If YES, please attach a copy of your current certificate with your submission and go to Section 8		
If NO, please answer the following questions:	YES	NO
Do you have an Information Management System?	<input type="checkbox"/>	<input type="checkbox"/>
Do you utilise an email and web filter?	<input type="checkbox"/>	<input type="checkbox"/>
Do you take regular back-ups and store copies off site?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have information security systems in place i.e. up-to-date Anti-Virus Software, perimeter firewalls, regular patching of software and computer operating systems?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have independent penetration testing of your networks and websites?	<input type="checkbox"/>	<input type="checkbox"/>
Have you experienced a cyber attack that has disrupted your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have staff awareness training in place to raise awareness of cyber security risks?	<input type="checkbox"/>	<input type="checkbox"/>

Section 8 Data Protection				
Is your organisation registered with the Information Commissioner's Office (ICO) under the Data Protection Act?			YES <input type="checkbox"/>	NO <input type="checkbox"/>
If YES, please provide your registration number and then go to Section 9				
If NO, please answer the following questions:			YES <input type="checkbox"/>	NO <input type="checkbox"/>
Do you comply with the Data Protection Act (DPA) 2018?			<input type="checkbox"/>	<input type="checkbox"/>
Do you use personal information fairly and lawfully?			<input type="checkbox"/>	<input type="checkbox"/>
Do you collect only the information necessary for a specific purpose(s)?			<input type="checkbox"/>	<input type="checkbox"/>
Do you ensure it is relevant, accurate and up to date?			<input type="checkbox"/>	<input type="checkbox"/>
Do you only hold as much as you need, and only for as long as you need it?			<input type="checkbox"/>	<input type="checkbox"/>
Do you allow the subject of the information to see it on request?			<input type="checkbox"/>	<input type="checkbox"/>
Has your organisation experienced a data breach that has resulted in the loss or revealing of personal data?			<input type="checkbox"/>	<input type="checkbox"/>

Section 9 Requirement Specific Questions	
9.1	Please provide details of the key personnel who will be responsible for managing and undertaking the work, including their experience and relevant qualifications. Please identify one named Account Manager who will co-ordinate your services.
Response:	
9.2	Please outline your understanding of our requirements and your proposed methodology for meeting our requirements. Please include details of likely outcomes of the support delivered.
Response:	

Section 10 Insurances			
Do you have Public Liability Insurance?	<input type="checkbox"/> Yes	Limit: £	<input type="checkbox"/> No
Do you have Employers Indemnity Insurance?	<input type="checkbox"/> Yes	Limit: £	<input type="checkbox"/> No
Do you have Product or Professional Indemnity Insurance?	<input type="checkbox"/> Yes	Limit: £	<input type="checkbox"/> No
If yes, please attach evidence with your submission.			

Section 11	Contact Details and Declaration
	<p>I declare that to the best of my knowledge the answers submitted and information contained in this document are correct and accurate.</p> <p>I understand that the information will be used in the selection process to assess my organisation's suitability to be invited to participate further in this procurement.</p> <p>I understand that the authority may reject this submission in its entirety if there is a failure to answer all the relevant questions fully, or if false/misleading information or content is provided in any section.</p> <p>I am aware of the consequences of serious misrepresentation.</p>
Contact name:	
Name of organisation:	
Role in organisation:	
Phone number:	
E-mail address:	
Postal address:	
Signature (electronic is acceptable):	
Date:	

Appendix B: Service Description

1	Proactively identify and engage with SMEs that are already trading within the Visitor Economy sector. Ascertain their COVID-19 situation and build an effective relationship which either enables growth opportunities or sustainably brings staff off furlough in a managed way whilst safeguarding jobs. Build effective working relationships and proactively work with clients to support their recovery.
2	Follow up on leads and enquiries generated by both the Growth Hub's marketing activities as well as Visit Lincoln and partners, and Local Authority Tourism Officers.
3	Working closely with Visit Lincoln and Visit Britain to ensure latest COVID-19 secure guidance is adopted by tourism and hospitality businesses. Have a clear understanding of the diversity of the sector and align specific trade.
4	Undertake a robust diagnostic, to include provision of 1 to 1 advice and guidance (where required) in order to support a recovery plan / growth plan based on correct and informed recommendations. It is envisaged there will be particular emphasis on providing 1 to 1 consultations to support businesses affected by COVID-19 and the continued recovery period for the industry. A passion and interest in visitor economy and upcoming trends and trade association knowledge would be of benefit.
5	Examine in detail the elements and structure of the client business in order to diagnose barriers to and opportunities for their growth – supporting COVID19 recovery and growth in future years.
6	Accurately identify client support and development needs, identifying support required to improve their operations and support growth. Demonstrate a clear understanding of the diversity of the sector and the most relevant advice from local partners (Business Lincolnshire / Visit Lincoln) as well as trade association (B&B Association / UK Hospitality / Inbound UK).
7	Effectively develop and support SMEs, focusing on businesses that are ineligible for existing targeted support programmes, by means of using diagnostic tools, business planning (including generic business support), financial/management accounting and the use of specialist support
8	Attend and present at relevant meetings, networking, events and exhibitions to promote the holistic service and provide support to tourism/hospitality SMEs attending. Deliver workshops, individual and group briefing sessions where appropriate and advise businesses on the services aims and objectives. Be a passionate advocate for the sector across Greater Lincolnshire and Rutland.
9	Prioritise activity and agree a written action plan (including a marketing plan) with the client to support the growth of the business. Have a robust client management plan.
10	Signpost/broker and refer to appropriate business support provision including Visit Britain, Visit Lincoln, as well as existing local programmes, particularly those that fall under the Business Lincolnshire Growth Hub umbrella. Look at the visitor economy sector in a holistic way that cuts boundaries and offers the best countywide support.
11	Work on a one-to-one basis with SMEs who require specific support with skills needs

12	Develop a training plan where necessary with the SME following completion of a Training Needs Analysis. Utilise the training provisions that are being developed and identify gaps where new programs could be built by partners.
13	Support the SME to make links with relevant Universities, Colleges and Training Providers
14	Follow up with the SME once training has taken place to ensure that provision has met the needs of the employer
15	Provide information to the LEP via the Greater Lincolnshire Employment and Skills Board about persistent gaps in training provision where demand exists. Also feedback trends, weaknesses, threats and opportunities to the GLLEP Visitor Economy Board to feed into the Tourism Sector Deal / Visitor Economy Action Plan development. Also support with key lobbying role by identifying issues that need escalating to DCMS etc.
16	Where the cohort size from one employer is too small, and the same training is needed by other employers, find ways of joining these together to ensure that training takes place
17	In carrying out this role it is expected that the Adviser will: <ul style="list-style-type: none"> • Maintain a good relationship with relevant tourism organisations such as Visit Lincoln and Visit Britain and trade association which offer sector specific advice, ensuring businesses comply with national best practice schemes. • Have an appreciation of the full visitor economy sector opportunities such as small scale Business Tourism, MICE, Group Travel & Coach Travel, Associates market etc. • Be able to keep up with travel and tourism trends that will shape consumer activity and therefore demand and business growth/recovery. • Meet with local Universities, Colleges and Independent Training Providers to understand their offer to employers and their employer engagement activity; • Develop a thorough understanding of existing available sources of information to broker solutions; • Understand any challenges that providers of learning face in meeting the needs of employer needs and develop solutions; • Have a clear understanding of the visitor economy offer in Lincolnshire and future aspirations for a Tourism Sector Deal etc.
18	Measuring, recording and monitoring client satisfaction and responding to feedback from Customer Satisfaction Surveys.
19	Establish and maintain effective working relationships with existing business support providers within the GLLEP area such as Visit Lincoln, Federation of Small Business, the Lincolnshire Chamber and Institute of Directors in order to signpost to their service effectively and meet their identified gaps in provision
20	To inform the Growth Hub team on new business support offers and funding to ensure that the web portal content is up to date.
21	Build relationship with the GLLEP priority sector leads to support their economic growth
22	Act as an ambassador for the Business Lincolnshire Growth Hub and the GLLEP

23	To perform other such duties as reasonably correspond to the general character of the post and are commensurate with its level of responsibility.
24	Generate leads through networking and attendance of events