TENDER SPECIFICATION DOCUMENT

**Digital Sector Growth Manager**

**Tender for the supply of Digital Sector Growth Manager role to support the Mosaic Digital Hub and Digital and Tech sector SMEs across Greater Lincolnshire**

Date: March 2022

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# Introduction

* 1. East Midlands Business Ltd (EMB) is a private company which provides a range of business consultancy and programme management services.
  2. EMB is seeking to procure a Digital Sector Growth Manager on behalf of Lincolnshire County Council and the Business Lincolnshire Growth Hub to support the Mosaic Digital Hub and Digital and Tech sector businesses across Greater Lincolnshire.

# Background

* 1. EMB is contracted by Lincolnshire County Council (LCC) to deliver the Business Lincolnshire programme under the Greater Lincolnshire Local Enterprise Partnership (GLLEP) brand.
  2. The Digital Sector is of increasing importance in Lincolnshire with a number of fast growing tech businesses and digital agencies having established themselves in the county in recent years. This is complemented by rapid digitisation in a number of key traditional sectors such as manufacturing, agriculture, food production and defence. To support this emergent sector, the Mosaic Digital Hub has been established in Lincoln City Centre and comprises state of the art workspace which opened in November 2019.
  3. The development of the Mosaic Digital Hub has been guided to date by the Mosaic Steering Group, which is a private sector led body comprising of representatives from small and large businesses and strongly supported by Lincolnshire County Council. The Hub is an innovative concept in business community, partnership, and collaboration and this is a unique and highly rewarding opportunity to take a leading role in delivering this initiative from its beginning.

# Tender Specification

* 1. EMB is seeking to appoint a Digital Sector Growth Manager on behalf of Lincolnshire County Council to work as part of the Business Lincolnshire Growth Hub Team to support the Mosaic Digital Hub to be a highly successful centre of excellence.
  2. The role of the Digital Growth Sector Manager is to work with local Digital and Tech sector SMEs in order to create and develop the Hub community as well as other organisations that make up the Digital Sector support ecosystem across Greater Lincolnshire and beyond. The role will include working with businesses and the Business Lincolnshire Growth Hub to identify support measures to address any key weaknesses in the sector such as recruitment, skills and access to finance. It will also involve the creation of dynamic networks bringing together small and large businesses and key partners such as universities and colleges.
  3. Whilst the role will operate under contract to East Midlands Business Ltd, the Digital Growth Services Manager will report to the Enterprise Growth Manager at Lincolnshire County Council and be based at Mosaic for a minimum of 2 days per week, whilst working closely with members of the Lincolnshire Co-operative Society team who manage the Hub building and aspects of the Hub member support. The successful contractor will also report activity to the Mosaic Steering Group who will provide input and guidance to help shape future direction.
  4. A typical week as the Digital Sector Growth Manager is likely to include the following:
* Acting as the Lincolnshire Digital Business Community expert and ambassador, by establishing a clear understanding of the Lincolnshire Digital, Creative and Tech sector, including the businesses within it and the local and national support organisations that wrap around it.
* Working with other businesses, local support organisations, intermediaries, education providers and office and incubation space providers to ensure that digital organisations across Lincolnshire are aware of the Hub, its services, and the membership opportunities.
* Implementation of communication activities that celebrates sector successes and highlights opportunities for knowledge building, collaborative working and growth.
* Commissioning and delivering small projects on behalf of the Business Lincolnshire Growth Hub that support sector growth.
* Driving the delivery of activities within the digital sector growth strategy, which includes developing and maintaining a rolling calendar of events and networking initiatives and developing content for Mosaic, Business Lincolnshire Growth Hub, and wider partner websites and other relevant communication channels.
* Supporting the drive to grow the wider Hub community and develop the cultural ecosystem within this community which encourages collaboration, joint projects and the sharing of skills and knowledge.
* Developing effective networks and useful connections between organisations both within the Hub membership and externally with other local and national organisations, including Corporate Partners and other professional service providers.
  1. The volume of work in the role is likely to be vary week on week, so where there is a requirement for a physical presence at the hub at least 2 days every week, outside of this requirement, the hours worked each week can flex depending on what activity is underway at a point in time. As well as hours being flexible, location of work can also flex and may include home working, visiting organisations, etc.
  2. Suppliers should also be aware, that there will be an element of working outside of normal office hours as business events that will be run as part of an ongoing calendar may be run as both breakfast / evening events as well as day time activity.

# Knowledge, Skills & Experience

* 1. Suppliers are required to demonstrate that they have the following knowledge, skills and experience relevant to the role:
     1. A good understanding of the digital sector, preferably as it relates to SMES and the challenges of scaling-up early stage businesses.
     2. Good communication skills with sound project management and event delivery skills.
     3. Strong leadership experience and the ability to engage and motivate people and act as a champion for the digital sector.
     4. Excellent interpersonal skills and the ability to communicate with employees, colleagues, customers, and corporate clients.
     5. A full clean driving licence and ability to travel locally and nationally (as required).
     6. 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.
     7. The ability to quickly interpret complicated Government funding programmes and present them to businesses in a simple way.
     8. Knowledge of local business support provision, including programmes, services and networks.
     9. Knowledge of sector specific trade support provision, including services and networks.
     10. 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 diagnostics.
     11. Awareness of the business mix, growth sectors and profile in Greater Lincolnshire.
     12. Awareness of legislation regarding the collection of personal data and financial probity.
     13. Confidentiality – protection of brand reputation.

# Duration of Contract

* 1. The contract is expected to commence on 3rd May 2022 and will run for an 18 month period until 31st October 2023. The contract may be subject to an extension, dependent upon additional funding being allocated by Lincolnshire County Council.

# Requirements

* 1. EMB is inviting tenders from suitably qualified suppliers for the delivery of the Digital Sector Growth Manager role. Suppliers must be able to demonstrate a proven track record in delivering similar services to Digital and Tech sector SMEs.
  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.
  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.
  4. 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.

# Payment

* 1. The total budget available for the 18 month contract period is £92,625.
  2. Suppliers are asked to provide details of their proposed day date for delivery of the contract when submitting their tender response.
  3. An assessment will be undertaken during the tender scoring phase to determine whether the contract is to be awarded inside or outside the scope for 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 provided in the tender response must allow for any Income Tax and National Insurance contributions that EMB will be required to pay to HMRC.
  4. Travel and subsistence expenses will be paid at the HMRC agreed rate of £0.45 per mile to a maximum of £50 per day.
  5. The Digital Sector Growth Manager 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.
  6. EMB’s normal payment terms for approved invoices is 30 days.

# Content of Tender Submission

* 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.

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

# Evaluation of Tenders

* 1. Tenders will be evaluated by an Evaluation Panel, which will determine which of the submissions provides EMB Group and Lincolnshire County Council with the most confidence that those suppliers have the relevant experience, personnel and capability to meet the requirement’s objectives.
  2. Scores will be agreed for each response in line with the Scoring Methodology and criteria set out below:

| *Criteria:* | *Assessment / Score:* | *Weighting:* | *Total possible:* |
| --- | --- | --- | --- |
| 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 |

* 1. 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. |

# Instruction to Tenderers

* 1. Please submit your full tender submission by 12 noon, **8th April 2022** to: [**tenders@embltd.co.uk**](mailto:tenders@embltd.co.uk)
  2. Submissions should be titled “**Tender for the** **Digital Sector Growth Manager role**”.
  3. 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.
  4. Tenders submitted after the stipulated time and date advised will be rejected.
  5. 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](mailto:tenders@embltd.co.uk) with the subject line “*Tender for the Digital Sector Growth Manager role*”. No questions will be answered that provide a competitive advantage to any party tendering.
  6. 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/> 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.

# Conditions of Tender

* 1. Tenderers may contact EMB using the e-mail address [tenders@embltd.co.uk](mailto: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.
  2. For the avoidance of doubt, the tender specification document shall include all requirements explicit or implied within the invitation to tender.
  3. EMB reserves the right to withdraw this tender document and all funding contained within it without notice.
  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.
  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.

# Collusive Tendering

* 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.
  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:

1. 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;
2. 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;
3. 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.

# Timetable for Submission

* 1. The procurement timetable is as follows:

| **Date** | **Activity** |
| --- | --- |
| 23rd March 2022 | Invitation To Tender published |
| 1st April 2022 | Deadline for queries |
| 8th April 2022 (12 noon) | Tender submission deadline |
| 12th – 19th April 2022 | Panel Tender scoring, review and moderation |
| 22nd April 2022 | Decision on selected supplier(s) and notification to unsuccessful bidders |
| 3rd May 2022 | Contract commencement |

* 1. 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

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| **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   1. public limited company 2. limited company 3. limited liability partnership 4. other partnership 5. sole trader 6. third sector 7. 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]](#footnote-1)? | **YES**  **NO** |
| 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) |  |
| 1.1(l) | Would the parent company be willing to provide a guarantee if necessary? | **YES**  **NO** |

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| **Section 2** | **Previous experience and contract examples** |
| **2.1** | Please provide details of three different instances where you have provided similar support to that outlined in the specification during the past three years.  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. |

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| --- | --- | --- | --- |
|  | **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 |  |  |  |

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| **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:** |  |

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| **Section 3** | **Financial and Economic Standing**  Please indicate which of the following you have provided to demonstrate your economic/financial standing: | |
| **3.1** | 1. Copies of your full accounts for the last two years | **YES**  **NO** |
| 1. 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**  **NO** |
| 1. A statement of the cash flow forecast for the current year and a bank letter outlining the current cash and credit position. | **YES**  **NO** |

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| **Section 4** | **Quality** | | |
| Is your organisation assessed and certified to a recognised Quality Management Standard? (e.g. ISO 9001) | | **YES** | **NO** |
| **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? | |  |  |
| Do you have a Quality Manual and/or Quality Procedure? | |  |  |
| Is there a system which ensures control of Documents? | |  |  |
| Is there a system for controlling non-conforming products? | |  |  |
| Do you have a system for traceability and maintain records? | |  |  |
| Do you monitor and audit your suppliers? | |  |  |
| Is there a system for calibration of inspection, measuring and test equipment? | |  |  |
| Do you regularly carry out internal audits of your Quality Management System? | |  |  |
| Do you have a system in place for monitoring/resolving customer complaints? | |  |  |

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| **Section 5** | **Environmental Management** | | |
| Is your organisation assessed and certified to a recognised Environmental Management Standard? (e.g. ISO 14001) | | **YES** | **NO** |
| **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? | |  |  |
| Have you identified and assessed the main environmental impacts of your business activities? | |  |  |
| Do you carry out internal environmental audits? | |  |  |
| Have you ever been prosecuted for breaches of environmental legislation? | |  |  |
| Do you segregate/recycle any of your waste? | |  |  |
| Do you have any energy reduction programmes in place? | |  |  |

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| **Section 6** | **Health & Safety** | | |
| Is your organisation assessed and certified to a recognised Health & Safety Management Standard? (e.g. OHSAS 18001) | | **YES** | **NO** |
| **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? | |  |  |
| Do you have a Health and Safety at work management system in place? | |  |  |
| Do you carry out Risk Assessments of your business activities/processes? | |  |  |
| Do you regularly carry out internal audits of your Health & Safety Management System? | |  |  |
| Are there controls in place for visitors and contractors attending your premises? | |  |  |
| Do you have a system for reporting accidents and near miss incidents? | |  |  |

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| **Section 7** | **Information Security** | | |
| Is your organisation assessed and certified to a recognised Information Security Standard? (e.g. ISO27001, Cyber Essentials Plus) | | **YES** | **NO** |
| **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? | |  |  |
| Do you utilise an email and web filter? | |  |  |
| Do you take regular back-ups and store copies off site? | |  |  |
| 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? | |  |  |
| Do you have independent penetration testing of your networks and websites? | |  |  |
| Have you experienced a cyber attack that has disrupted your business? | |  |  |
| Do you have staff awareness training in place to raise awareness of cyber security risks? | |  |  |

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

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| --- | --- |
| **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:** |  |

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| --- | --- | --- | --- | --- |
| **Section 10** | **Insurances** | | | |
| Do you have Public Liability Insurance? | | **Yes** | **Limit: £** | **No** |
| Do you have Employers Indemnity Insurance? | | **Yes** | **Limit: £** | **No** |
| Do you have Product or Professional Indemnity Insurance? | | **Yes** | **Limit: £** | **No** |
| If yes, please attach evidence with your submission. | | | | |

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| --- | --- |
| **Section 11** | **Contact Details and Declaration**  I declare that to the best of my knowledge the answers submitted and information contained in this document are correct and accurate.  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.  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.  I am aware of the consequences of serious misrepresentation. |
| Contact name: |  |
| Name of organisation: |  |
| Role in organisation: |  |
| Phone number: |  |
| E-mail address: |  |
| Postal address: |  |
| Signature (electronic is acceptable): |  |
| Date: |  |

1. See EU definition of SME <https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en> [↑](#footnote-ref-1)