

Invitation to Quote

Business Telesales Services

Ref Q2450

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1. Introduction

The aim of this document is to select and appoint a provider for the following activity/service:

Business telesales services.

This document presents the detailed purpose and requirements of providers wishing to submit a quote for this contract.

2. About the Growth Company (GC)

The Growth Company group is a not-for-profit organisation dedicated to economic development, inward investment, skills, employment and enterprise.

The Growth Company Limited is an accredited social enterprise (Social Enterprise Mark), established in 1989, formerly as Manchester Training & Enterprise Council and then Economic Solutions. With a turnover of £120m, employing over 1,500 staff, it provides a wide range of services through a number of subsidiary companies.

As for our ethos, GC is driven by its successes and leaves a lasting legacy of growth wherever we work and whoever we work with. We're focused on positive change and tangible outcomes in three key areas:

Enabling growth: We're dedicated to economic, personal and professional growth that delivers a better quality of life for all.

Creating Jobs: From basic skills and employment, to understanding demographics and working directly with key influencers - we're invested in people and place.

Improving Lives: We boost the skills of employers, young people, help adults to overcome barriers to employment and create the entrepreneurs and leaders of the future. Our reason for being is to leave a lasting legacy of growth for people and businesses everywhere.

GC delivers a wide range of business and people-facing services. These include:

Business Consultancy, Business start-up, business growth, inward investment, business finance, and international trade services

- Skills training for individuals and businesses
- Organisational development services
- Non-for-profit, ethical recruitment agency
- Employment services
- Careers advice and guidance
- Official Tourist Board for Greater Manchester.
- Promotion of Greater Manchester nationally and internationally
- Inward investment agency for Greater Manchester

Further information regarding GC can be found at the GC website www.growthco.uk.

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3. Requirement

Background

The Growth Company has been commissioned as the result of a successful tendering process to support Boost, Lancashire's Business Growth Hub in delivering expert business growth support services under the current UKSPF programme up to March 2025.

Boost is led by Lancashire County Council (LCC) and endorsed by Lancashire LEP. Since 2013, it has supported over 14,000 businesses, helped create over 3,500 jobs while adding over £100m to the economy. As a Growth Hub, Boost's mission is to work in partnership with ambitious Lancashire businesses to help them realise their growth potential, create jobs and boost the economy. Boost does this by:

- Bringing together and simplifying the local, regional and national support landscape, helping people in business find the right business support at the right time from the right providers.
- Providing a range of funded business growth support programmes delivered by highly skilled experts.
- Connecting Lancashire's business community and creating a catalyst for rewarding, purposeful and productive relationships.
- Working collaboratively across the private and public sectors to help businesses.

Under the latest Boost model, Start, Grow, Thrive are the evolving delivery model themes and these have been translated into corresponding services, which were recently commissioned by Lancashire County Council and build on more than 10 years of experience these are:

- Boost Gateway & Business Advice Service
- Flying Start
- Growth Catalyst
- Scale to Thrive

The Growth Company has been selected to deliver both the Growth Catalyst and Scale to Thrive services. This tender focuses on supporting the roll out of the Growth Catalyst service, by assisting in the recruitment of businesses identified who are likely to meet the project criteria.

Growth Catalyst service

The Growth Catalyst service is aimed at established businesses, typically over 3 years old, that have secured a place in the market, experienced organic growth and are now ready to take their business through planned strategic growth. They will be guided to take a step back from the consistent day-to-day running of the business and give priority and time to looking forward and planning activities to achieve sustainable growth.

The programme will provide the business with the tools and know-how to develop their strategy and execute plans, overcome barriers to growth and/or exploit opportunities, put in place systems and processes, establish a management structure to grow their teams and reduce owner/leader input, and attract new talent and new customers.

The Growth Company is delivering the Growth Catalyst programme and will offer a tailored package of support, from a combination of masterclasses, workshops, advice & resources, mentoring and coaching support, networking, peer to peer networks and ongoing account management.

This service is specifically aimed at ambitious business and owners leaders, with a focus on building a growth mindset and to develop the core skills and systems required to drive sustainable growth amidst an ever changing economic and business landscape. The key objectives of the programme must be to:

- Harness ambition and build resilience to support sustainable growth.
- Stimulate sustainable economic growth through strategic planning.
- Create impact through employment creation and improved business productivity/turnover/profit.
- Increase business survival rates and safeguarding of jobs.
- Establish long term relationships with beneficiaries.

- Facilitate the coming together of like-minded business-people and create cluster, networks and communities of entrepreneurs and business leaders.
- Showcase the very best of Lancashire support and the benefits to growing businesses.

Growth Company is aiming to engaging a minimum of 500 established Lancashire businesses, with 400 of these onboarded to participate in the project. Of these 160 will be new to Boost. This engagement will lead to: Headline outcomes such as 600 New jobs created, 200 safeguarded, 300 businesses with improved productivity and 135 entering new markets (full deliverables as set out in the tender).

Businesses must:

- Have typically been trading for over 3 years.
- Have experienced organic growth in turnover and employees.
- Have a business owner/leader with ambition and drive to grow their business revenue and/or turnover Is based in and trading from one of the Local Partner District postcode areas. A postcode check on the eligibility of potential clients must be carried out by the Service Provider.

Participating businesses can be micro, small, medium or large in size, but must meet the eligibility and suitability criteria for the project.

Supplier requirements

The suppliers role is to support the early roll out of the Growth Catalyst service by contributing to the recruitment of eligible and suitable businesses onto the project during a window beginning in mid-October 2023 and ending at the end of February 2024 at the latest.

The supplier is expected to contact a target list of businesses identified by the Growth Company from Growth Flag data and those referred by other services if appropriate. This will include previous Boost clients and new clients to Boost.

Growth Flag is the result of a collaboration between RedFlag Alert and the Growth Company. The platform that utilises a number of algorithms and data sources to forecast the propensity (likelihood) of growth occurring. Access to other data sources to assist in this process may be required and supplier advice on this will form part of the engagement.

The chosen supplier is expected to:

- Develop a call script and supporting information for the telesales team.
- Provide a plan for the telesales campaign.
- Adhere to industry standards, legal requirements and best practice for telesales calls.
- Undertake quality assurance monitoring of the telesales process.
- Act as a data processor for Growth Company under UK GDPR.
- Generate between 90 and 150 business leads that meet the eligibility / suitability criteria.
- Record and refer warm leads to the Growth Catalyst team for follow up calls and where appropriate business engagement and project registration.
- Provide weekly updates throughout the telesales campaign and attend progress meetings/calls.

4. Period of delivery and Budget

The requirement for **Business telesales services** will run from the award date (expected w/c 16th Oct 2023) to the end of February 2024.

The maximum value of the expenditure is £9,500 exclusive. of VAT. The value may increased to £24,950 exclusive of VAT, should the project commission be extended by 36 months from April 2024.

5. Evaluation

Only Quotation Forms completed in full will be considered.

Quotations will be assessed on the following criteria:

- Overall price, including expenses (25%)
- Proposed number of days to deliver this proposal including key delivery dates. (25%)
- Evidence of your availability and capability to deliver the project objectives to industry standards, including forecast number of leads (40%)
- Experience of the proposed personnel to be employed on this project. (10%)

6. Quotation Format

Please complete the attached Quotation Form B including any appendices. Only Quotation Forms completed in full will be considered.

Bidders are asked to submit a proposal for the above services by completing the questions set in Quotation B

7. Quotation Return

Please complete the Quotation Form including any additional information by 16:00 on Monday 16th October 2023 to:

Nick Batty
Procurement Manager
Email: nick.batty@growthco.uk

8. Your Information and Data

At the Growth Company we recognise the importance of the privacy and the security of your personal information. Please see the below link to our Group Privacy Notice which explains how we process and look after your personal information and data.

<http://www.growthco.uk/privacy-policy/>

Please note that by submitting a response to one of the Growth Company's procurement opportunities, your bid (whether successful or unsuccessful in obtaining the contract) will be held and processed in accordance with our Privacy Policy. In order to demonstrate our competitive procurement procedures for future audit and contractual compliance (such as those required by our funders) your response to GC's procurement will be held and archived for a period of 25 years following the end of the contracted period.