

# Tender Specification

<b>Tender Title</b>	<b>Telemarketing Campaign</b>
<b>Procurement Process N°</b>	<b>PR 1917</b>
<b>Issue of Specification</b>	<b>24/11/2017</b>
<b>Deadline</b>	<b>3<sup>rd</sup> January 2017 – 5pm</b>
<b>This tender opportunity is part funded by ERDF and form part of the Velocity ERDF Project.</b>	

## About us

The South East Midlands Local Enterprise Partnership (SEMLEP) was set up in May 2011 as one of 38 Local Enterprise Partnerships (LEPs) in England. Established by the Coalition Government. LEPs play a central role in determining local economic priorities and undertaking activities that drive economic growth and the creation of local jobs. More information can be found on its website [www.semlep.com](http://www.semlep.com).

SEMLEP is formed as a company limited by guarantee. It has many partners including 14 local authorities, local businesses, business organisations and many other private and public organisations.

In addition to the work that SEMLEP carries out we also have a business support arm, called Velocity Growth Hub which provides free business support to small and medium-sized enterprises (SME) [www.VelocityGrowthHub.com](http://www.VelocityGrowthHub.com)

Velocity Growth Hub was established by [SEMLEP](http://www.semlep.com) in 2014 with funding from the Regional Growth Fund through Lancaster University. The Velocity Growth Hub aims to connect small and medium sized businesses in the South East Midlands with tailored support to enable them to grow.

The main elements of the Growth Hub are:

- A business information portal
- A team of seven business advisers
- Revenue and capital grants for business support
- A programme of business workshops

- Focussed business development within the four showcase sectors identified by SEMLEP

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## Overview

Velocity Growth Hub is a free advice service for SMEs in South East Midlands and operating in business-to-business markets that are looking to grow.

SEMLEP wishes to appoint a sub-contractor to deliver a telemarketing service to attract Small to Medium-sized Enterprises (SMEs) to use the services of the Velocity Growth Hub, particularly its business adviser-support, business workshops and revenue grants programme.

## Requirements

The telemarketing campaign will target SMEs in Bedford, Luton, Central Bedfordshire, Wellingborough, East Northamptonshire, Corby, Kettering, Northampton, Cherwell, Daventry, Milton Keynes and South Northamptonshire that are trading in business-to-business markets and will be interested in receiving at least 13 hours of business support /grant because they are actively investing in business development activities and will create new jobs in 2018.

Success for this campaign will look like:

- Approx. 150 eligible SMEs will have been engaged with the first meeting with our advisers and made aware of the services, from the businesses engaged, we expect that:
- **75%** of the appointments will have been made for our advisers with businesses that are interested in receiving at least 13 hours of support from 1-2-1 business support or workshops.
- **25%** of the appointments will have been made for our advisers to assist enterprises that have a new to the market product or service or new to the firm product or service.

A full definition of the ERDF outputs related to new to the market and new to the firm products is available in the attached document.

### **The successful bidder will be required to:**

- a. Source their own data on SMEs to be targeted through the telemarketing campaign.  
Ideally the successful bidder will be able to demonstrate current active engagement and

contact with businesses across the South East Midlands across a range of eligible sectors, which can be utilised for the purposes of this campaign.

- b. Demonstrate the number of businesses to be contacted for the specified budget and the number anticipated to seek further information on and/or use the services of the Velocity Growth Hub.
- Undertake initial eligibility checks to confirm SME status of businesses identified as potential project participants to ensure their suitability / likelihood to proceed to apply for a grant or to receive a minimum of 12 hours support. A copy of the EU User Guide to SME definition can be found at: [http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en).
  - Ensure that businesses working in the following, ineligible, sectors are not contacted:
    - Fishery and aquaculture sectors
    - Primary production, processing and marketing of agricultural products
    - Coal, steel and shipbuilding sectors
    - The synthetic fibres sector
    - Generalised education
    - Banking, accountants and insurance companies
    - Medical
    - Construction
    - Hotels and accommodation
  - Draft the script for the telemarketing campaign, for approval by SEMLEP.
  - Develop appropriate systems to monitor the profile of businesses engaged to ensure that they meet the eligibility and output requirements of the project as necessary and be willing to adapt to changing requirements to ensure that project targets are met.
  - Report back to SEMLEP on the progress of the campaign regularly and produce monthly reports.
  - Ensure that ownership of any business data purchased resides with SEMLEP, particularly in relation to Data Protection guidelines and provide a database of business contacts generated through the campaign for future use by SEMLEP.
  - SEMLEP is committed to diversity and equal opportunities. Please demonstrate as **additional information** with SEMLEP's application form, how you will actively address this in the context of the project and the SMEs engaged through this contract.

## **SEMLEP provides the following services to SMEs:**

### **Velocity Growth Business Advisers**

Velocity business advisers are a free resource that can help a business to grow. They can help develop a business plan, improve sales, access finance or develop their workforce. The business will receive at least 13 hours of free 1-1 support.

### **Velocity Growth Workshops**

Free workshops to help business to grow on subjects like sales, marketing strategy, digital marketing, RH and finance. Velocity will have over 60 workshops to deliver until the end of October 2018.

### **Velocity Growth Grant**

Revenue grants of between £1,000 and £10,000 will fund up to 33% of the total project cost. To be funded, a project must create new jobs in the business. Revenue grants can fund business development projects including market research, marketing activities, CRM systems and new I.T hardware.

## **Application Form**

You will find attached to this brief, SEMLEP's tender application form that must be completed and send by email to [procurement@semlep.com](mailto:procurement@semlep.com) by the deadline stated on the procurement process timescale section below, together with any additional information that you believe will be relevant to this tender opportunity. Our tender evaluation panel will assess received applications as per the selection and award criteria stated below.

## **Selection and award criteria Introduction**

The tender application has a two-stage process: Part A and Part B. The first stage will assess Part A in accordance with the Selection Criteria that assess the ability of the tenderer to perform a contract based on qualitative information related to the economic and financial standing of the applicant, suitability, equalities and insurance. If the application passes stage one that is Part A, it will be assessed under the Award Criteria "Part B", stage two.

### **Stage One - Selection Criteria**

Section 3 to 5 of the application form is Part A. Questions 1, 3, 5, 6 and 7 are pass / reject. If you fail these questions, your application will be rejected.

## Stage Two - Award Criteria

If your application passes on “Part A” it will progress to “Part B” that is the Award Criteria. The applications will be scored under the Award Criteria set out below:

### AWARD CRITERIA EVALUATION

Criteria	Score	Score	Score	Score	Weighing (%)	Weighted Score
<b>Price:</b> It is necessary to illustrate the value for money in the proposal and how your proposal will deliver the best value per £ of public funds.	Exceptional, covered thoroughly, prices are very good and better than other suppliers. Score 8-10	Average. Brief covered adequately, Prices are reasonable. Score 4-7	Bidder meets or does not meet requirements of brief. Score 0-3		30%	
<b>Ability to deliver the required service quality and within timescales:</b> Outlines what is to be delivered and how will be delivered.	Exceptional, covered thoroughly, Score 8-10	Average. Brief covered adequately, Score 4-7	Bidder meets or does not meet requirements of brief. Score 0-3		30%	
<b>Overall quality of submission:</b> Give clarity of offer and structure of proposal.	Exceptional, covered thoroughly, have provided a very good response, covered the structure of proposal and have provided 2 referees. Score 8-10	Average. Brief covered adequately, haven't provided 2 referees or have not provide a good structure proposal. Score 4-7	Bidder meets or does not meet requirements of brief. Score 0-3		20%	

<b>Quality of delivery:</b> Provide details about the quality of delivery indicating key members of the team that will be working on the project and relevant experience	Exceptional, covered thoroughly, have provided a satisfactory information of the key members that will be involved on the project delivery and their relevant experience compared to the requirements of the brief. Has provided very good response, covered the structure of proposal and 8-10	Average. Has provided adequate / fair information regarding the key members that will be involved on the project delivery and their relevant experience compared to the requirements of the brief 4 - 7	Poor, have not provided satisfactory information 0-3		15%	
<b>Social Value:</b> The proposal needs to show the social value of the contract and how your business contributes to the society and community in which you operate.	Exceptional, covered thoroughly, providing apprenticeship and placements, helping local charities and other community work. Score 8-10	Average. Brief covered adequately, Do community and charity work but do not provide apprenticeship / placements or vice versa. Score 4-7	Does not meet requirements of brief. Score 0-3		5%	
				<b>Total</b>		<b>100%</b>

## Key dates

Inception Meeting (estimated date, subject to appointment of successful bidder) – 24th January 2018

Scoping - Two weeks

Start of Telemarketing Campaign – 12th February 2018

Contract end date- 10th September 2018

## Indicative Budget

The total budget is £20,000 including VAT. All prices submitted shall be in Pounds Sterling, including any extra costs and VAT.

## Tender Process time scale

<i>Issue the Tender</i>	<i>24th November 2017</i>
<i>Tender deadline for return – 5pm</i>	<i>3rd January 2018</i>
<i>Compliance Check/ applications assessment</i>	<i>4th and 5th January 2018</i>
<i>Short listing of bidders</i>	<i>8th January 2018</i>
<i>Standstill period</i>	<i>10 days after short list of bidders</i>
<i>Interview/Presentation (If required for clarification)</i>	<i>10th January 2018</i>
<i>Estimate date of Inception Meeting</i>	<i>24th January 2018</i>
<i>Estimate date of Award of contract</i>	<i>25th January 2018</i>

Please read carefully the instructions and answer all questions on the application form. If you have any queries regarding completion of the response please email [procurement@semlep.com](mailto:procurement@semlep.com) We reserve the right to distribute the response provided to your question to other interested applicants if required under FOI legislation.

Please send your completed forms and any supporting information electronically to [procurement@semlep.com](mailto:procurement@semlep.com) with the name of the tender in the subject header. Please note we **do not** want hard copies to be sent in the post.

If you have any queries please contact us on 01234 436100.

### The Open Tender response must include:

- SEMLEP's Open Tender Application Form fully completed
- The additional information should cover items A and B from the requirements section of the Open Tender
- Any other relevant supporting information e.g case studies or processes to generate the leads

### Please note:

All tender submissions may be subject a credit check.

All the questions received will be answered and published at SEMLEP website under the recruitment and procurement page.

We only accept submissions in Word or PDF of less than 10mb

SEMLEP's Application Form and Terms and Conditions are attached.