

Growth Platform

Invitation to Tender

LCR Geographical Benchmarking Tool

Background

Growth Platform is Liverpool City Region's Growth Company, designed to support people and businesses to realise their potential and generate growth. Our role is to strengthen, simplify and coordinate the business support landscape for businesses across Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral.

Our mission is to deliver growth across the City Region – through business support, attracting investment and cluster development to create a fairer, greener and more inclusive economy for all who live and work here.

www.growthplatform.org

Context

Funded by the UK Shared Prosperity Fund (UKSPF) Growth Platform is developing and leading on three business support projects: Supply Chain, Inward Investment and Export. These projects have been strategically linked to align symmetries and foster complementarity. By coordinating efforts across these initiatives, Growth Platform aims to maximise their impact and create a cohesive ecosystem that supports businesses in various aspects of their growth journey. This integrated approach ensures that business can benefit from a comprehensive range of support services, enabling them to strengthen their supply chains and expand their export capabilities. Stronger more resilient clusters will further support our inward investment offer.

Inward Investment Service

Growth Platform is responsible for delivering the Liverpool City Region Inward Investment service, with the object of making a significant and long-lasting effect on the local economy. Our primary role is to identify and capitalise on the most promising business opportunities for economic growth. We aim to support ambitious local companies to compete within the global marketplace and help build LCR's globally competitive clusters and sectors. We collaborate with a range of public and private sector partners to attract new investment to LCR and to help create a world-class business environment.

Requirement

It is crucial that Growth Platform has a comprehensive understanding of the Liverpool City Region's position in the global market across its priority clusters and other sectors. We are therefore seeking an online benchmarking tool that can accurately assess and compare the cost and quality of competitiveness across countries, regions and cities globally in all major sectors, this tool should have the capability to rank the attractiveness of different locations based on various factors.

Our priority clusters are:

- Advanced Manufacturing
- Digital and Creative
- Health and Life Sciences

Underpinning Clusters and Themes

- Innovation
- Net Zero Decarbonisation
- Financial Services
- Professional and Business Services
- Attraction of capital and real estate investment

The purpose of the tool is to support activities such as marketing materials, developing convincing investor propositions and facilitating the securing of inward investment projects for LCR. Additionally, a benchmarking tool will provide validation of LCR's competitiveness and attractiveness as a leading inward investment location.

We require the database/tool requires the backing of a strong research team that can update content in a precise and timely manner.

Typical benchmark reports should encompass range of cost and quality criteria such as, but not limited to, labour costs, utility costs, in-town/out of town office, lab or manufacturing facility rent costs, wider operating costs, access to quality labour, cluster information. The cost and quality analysis should align with the typical FDI location decision making criteria for foreign direct investment location selection. The final outcome should generate a comprehensive report that provides a clear view of the global competitive position of the LCR in comparison to competitor locations. Allowing the reader to assess and understand the relative strengths and advantages of the LCR in terms of cost and quality factors, facilitating informed decision making.

In summary this data tool will be used for:

- Investment and promotion strategy development and activity
- Market and sector profiling
- Cluster and Sector Specific Propositions
- Identifying target investors
- Profiling companies
- Tailored Investor Proposals/Propositions
- Performance evaluation
- Marketing and P, messages content and PR
- Lead Generation
- Inbound Enquiry Handling
- Reporting

The data should be available in a clear format, be compelling and where appropriate visually engaging.

The total cost for this project should encompass the expenses associated with acquiring the data tool, any necessary training and training materials, initial set up costs, as well as any future upgrades.

Timescales

The contract is for an initial 15 month period to run from January 2024 to March 2025. There is a possibility of two 12 month extensions to the contract at Growth Platform's absolute discretion, subject to funding, performance and strategic alignment.

Published	19 th December 2023
Deadline for supplier questions	4 th January 2024
Deadline for Growth Platform response to supplier questions	5 th January 2024
Deadline for tenders to lisa.duddridge@growthplatform.org	10th January 2024 @ 11:59pm
Clarification Interviews (if required)	w/c 15 th January 2024
Supplier notified of award of contract	w/c 15 th January 2024
Contracts issued	w/c 15 th January 2024
Contract Start date	w/c 15 th January 2024

We aim to work to the dates above but these may be subject to change. However, the deadline date for submissions will remain static.

Indicative Budget

Maximum of £41,250 inc VAT

Please indicate in your tender if you are VAT registered.

Any extension is expected to be around the same value e.g. £33,000 for a 12 month contract

Supplier Questions

Any questions should be directed to Growth Platform's point of contact Lisa Duddridge, Head of Programmes, lisa.duddridge@growthplatform.org before the deadline for supplier questions (stated in the above timeline).

All questions and answers will be made anonymous and disseminated to all potential suppliers on Growth Platform's tender page <https://growthplatform.org/tenders/>. It is the responsibility of supplier to monitor the site for latest activity.

Proposal Format

The successful company should demonstrate they have the capabilities and resources to deliver the above brief taking into consideration the evaluation criteria below.

Evaluation Criteria

When awarding this contract Growth Platform reserves the right not to accept the lowest price tender, but the most economically advantageous tender taking into consideration the award criteria below.

Quotes will be scored by the Head of Commercial Development, Head of Investment Services and Economic Policy Manager.

In the event that all tenderers score under 65, Growth Platform reserves the right to re-advertise the opportunity.

Quotations will be accessed and scored on the following criteria:

Quality 60% made up of;		Weightings
1.	Capability to deliver an advanced FDI related Data Tool	15%
2.	Enhanced Features to support the creation of high quality, detailed, data led inward investment propositions	15%
3.	Comprehensive, high quality and up to date data, data management and translation into meaningful FDI related data sets	15%
4.	Additional benefits offered by the proposer to support FDI related activity and proposition development	15%
5.	Price (Breakdown costs)	40%

Scoring Methodology

Score	Meaning
0	Unacceptable response. Requirement level is not met. Many important issues are completely un-addressed or response wholly inadequate or inappropriate. Concerns are serious and risk levels unacceptable for many areas.
2	Poor response. Requirement levels are adequate for only some important issues. Some important issues are largely incomplete. Concerns are serious and risk levels unacceptable for some areas.
4	Adequate response. Requirement level is partially met. Overall the proposals are satisfactory, but some issues are weak. Risk levels apply but Bidder has demonstrated understanding of how they will meet all minimum requirements.
6	Good response. Requirement level is partially met, competence is demonstrated in all areas but there is scope for more detail and more depth in some areas.
8	Very good response. Requirement level is met with only a few minor weaknesses or queries. Competent bid demonstrating overall understanding of requirements and experience in all areas.
10	Excellent response. Requirement level fully met. All key issues addressed. Range of examples of good practice and understanding of requirements.

Clarification Interviews

If it is felt that submissions require clarification, tenderers may be invited to a clarification interview. The representatives who attend should be the people who will be working on this contract.

Deadline and Submission:

Proposals are required by **10th January 2024 @ 11:59pm** electronically to lisa.duddridge@growthplatform.org

Date Published

19th December 2023

Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercise. This applies whether or not your organisation is successful.