



TENDER OPPORTUNITY –

WORKFORCE DEVELOPMENT AND APPRENTICESHIPS PROMOTIONAL CAMPAIGN

Cumbria Chamber of Commerce has a need to procure a workforce development and apprenticeships promotional campaign to support the £8.5m European Social Fund and Skills Funding Agency Employees Support in Skills project. See www.cumbriagrowthhub.co.uk/skills-and-training.

This is a partnership project led by Carlisle College and includes a range of delivery partners. Within this partnership Chamber delivery, operating through Cumbria Business Growth Hub, includes employer engagement and an impartial brokerage service.

What we are looking to procure

We are looking to procure design and implementation of a coordinated campaign to raise awareness of the project and engender interest/engagement in skills development, encompassing for example:

- A B2B brochure style magazine focussing on skills development long shelf life, promoting value of the project and the benefits of investing in skills development and apprenticeships. This should include putting forward options and costings for distribution to SMEs outwith the budget put forward here.
- Dedicated resource rich microsite, fully integrated with popular social media channels
- Fully integrated social media campaign
- Radio and TV advertising campaign with appropriate geographic coverage

This campaign should work with and build on the Growth Hub brand, as the primary attack brand for business engagement, and draw in/incorporate the range of project partners/activity which they are undertaking under The Edge delivery brand.

While we are proposing the above format of activities the intention is that the final detail of the campaign and message(s) will be guided by the successful bidder.

Information required

We require you to provide the following information:

- Track record and experience of relevant delivery
- A minimum of two relevant references
- An outline of your staffing levels and relevant experience and skills
- Confirmation of your financial stability and capacity to undertake this activity, including your last three years audited accounts



- An explanation of your project management processes, including risk management, and how you would propose to manage the activity for which you are bidding
- Any other contracts you hold or activities you undertake which involve or could lead to conflict of interest with this proposed contract
- An outline of your proposed campaign including timescales, itemised costs and implementation plan

Where relevant we will take into account past performance on work with us.

We may invite one or more bidders to interview and to present their initial proposals.

Criteria

Where we believe there is a conflict of interest we reserve the right not to mark your tender and not to award the contract to you.

Tenders will be marked as follows:

Criteria	Which elements of your proposal we will look at	Weighting
Relevant track record, experience and expertise	Response on track record; references; response on staffing; any previous experience we have of working with you. May include interview/presentation.	40
Staffing levels and financial stability	Response on staffing; response on financial stability, including last 3 years' accounts. May include interview/presentation.	10
Management processes	Responses on management including management of the activity; references; any previous experience we have of working with you. May include interview/presentation.	10
Proposed campaign	Response on proposed campaign, content, integration, timescales, itemised costs and implementation plan. May include interview/presentation.	40
		100

Marks will be awarded against each as set out in the following table, with the score multiplied by the weighting.



Assessment	Score	Interpretation
Compliance with significant added value	5	Exceeds the requirement. Exceptional demonstration by the applicant of the relevant ability, understanding, skills, resource and quality measures required to provide the services. Response identifies factors that will offer potential added value, with evidence to support the response.
Compliance with partial added value	4	Satisfies the requirement with minor additional benefits. Above average demonstration by the applicant of the relevant ability, understanding, skills, resource and quality measures required to provide the services. Response identifies factors that will offer potential added value, with evidence to support the response.
Compliance	3	Satisfies the requirement. Demonstration by the applicant of the relevant ability, understanding, skills, and resource and quality measures required to provide the services, with evidence to support the response.
Partial compliance but conflict in detail	2	Satisfies the requirement with major reservations. Considerable reservations of the applicant's relevant ability, understanding, skills, and resource and quality measures required to provide the services, with little or no evidence to support the response.
Non-compliance	0	Does not meet the requirement. Does not comply and/or insufficient information provided to demonstrate that the applicant has the ability, understanding, skills, resource and quality measures required to provide the services, with little or no evidence to support the response.

Timescales

Responses are required by 10am on Wednesday 19th April 2017.

Budget

Indicative budget in the region of £80,000.



Contact for queries

For any queries please contact suzanne@cumbriachamber.co.uk, 0845 226 0040.

Contact for responses

Please send your responses by email to Suzanne Caldwell, suzanne@cumbriachamber.co.uk. For proof of delivery please ensure you obtain and retain both a delivery and read receipt for your email.

The Chamber's rights

The Chamber reserves the right to:

- Waive or change the requirements of this brief from time to time without prior, or any notice, being given
- Seek clarification or documentation in respect of a tenderers submission
- Disqualify any tenderer that does not submit a compliant tender in accordance with the instructions in this brief
- Disqualify any tender that is guilty of serious misrepresentation in relation to its tender or the tender process
- Withdraw this brief/tender opportunity at any time or re-invite tenders on the same or any alternative basis
- Choose not to award any contract or accept the lowest or any tender as a result of the current procurement process
- Choose not to award a contract to any organisation it views as a competitor or to have another conflict of interest
- Make whatever changes they see fit to the timetable, structure of content of the procurement process

Bid cost

The Chamber will not be liable for any bid costs, expenditure, work or effort incurred by a tenderer in proceeding with or participating in this procurement, including if the procurement process is terminated or amended by the Chamber.

Project Funding

The project is receiving up to) £8.5m of funding from the European Social Fund as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. The Department for Work and Pensions (and in London the intermediate body Greater London Authority) is the Managing Authority for the England European Social Fund programme. Established by the European Union, the European Social Fund helps local areas stimulate their economic development by investing in projects which will support skills development, employment and job creation, social inclusion and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.