

# **Liverpool City Region Enterprise Coordinator Contract Notice for the Careers Hub Pilot**

## **Key Information Document**

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## 1. Context

1.1. This Invitation to Tender (ITT) is an offer to suitable qualified suppliers to submit a tender for the Liverpool City Region Enterprise Coordinator Contract Notice for the Careers Hub.

1.2. This ITT is a single step OPEN competitive process.

## 2. Timeline

2.1. This is the estimated timeline for this Contract Notice

|                                                                                                                      |                                 |
|----------------------------------------------------------------------------------------------------------------------|---------------------------------|
| Published in OJEU                                                                                                    | 31 <sup>st</sup> July 2018      |
| Deadline for Suppliers questions to <a href="mailto:andy.devaney@liverpoollep.org">andy.devaney@liverpoollep.org</a> | 10 <sup>th</sup> August 2018    |
| Deadline for LEP to respond to Supplier questions                                                                    | 14 <sup>th</sup> August 2018    |
| <b>Deadline for Tenders to <a href="mailto:lisa.duddridge@liverpoollep.org">lisa.duddridge@liverpoollep.org</a></b>  | 30 <sup>th</sup> August 2018    |
| Suppliers notified of Award of Contract (10 day standstill begins)                                                   | 31 <sup>st</sup> August 2018    |
| Contracts Issued                                                                                                     | 11 <sup>th</sup> September 2018 |
| Start Date of Contract                                                                                               | 11 <sup>th</sup> September 2018 |

## 3. Budget and Duration

3.1. The contract is for an initial 2 year period to run from 11<sup>th</sup> September 2018 to 31<sup>st</sup> August 2020. There is a possibility of a 12 month extension to the contract at the LEPs absolute discretion, subject to funding and performance.

3.2. The allocated budget per Enterprise Coordinator is up to £25,000 per annum for the initial 2 year period. A similar budget is expected the following year should there be an extension.

3.3. This funding must be matched by the successful supplier. Therefore, the funding detailed above is to cover 50% of overall cost of the Enterprise Coordinator.

3.4. Applicants must demonstrate their ability to fund the programme at 50%. If this is omitted the application will not be considered.

3.5. Applicants may submit responses for 1 or more of the 3 roles available ([see 7.6](#)). Where the applicant only has match to deliver one of the roles, they must indicate their preferred role in the Funding Section of the Application.

## 4. Supplier Questions

4.1. Any questions should be directed to the LEP's Point of Contact Andy Devaney, via email [andy.devaney@liverpoollep.org](mailto:andy.devaney@liverpoollep.org), on or before the 'deadline for suppliers questions' date stated in the above timeline.

4.2. All questions and answers will be made anonymous and disseminated to all potential suppliers on the LEPs tender page <https://www.liverpoollep.org/tenders/>. It will be the responsibility of the potential supplier to monitor the site for latest activity.

## 5. Materials

- 5.1. The documents related to this Invitation to Tender are listed below, and all documents should be read thoroughly before submitting your tender.
- Key Information document
  - Supplier Response Form
- 5.2. No additional documentation should be submitted with a Tender unless specifically requested by the LEP.
- 5.3. The Tender should not contain any inserted, pasted or embedded pictures or documents unless requested by the LEP.

## 6. Developing and submitting your tender

- Take the time to read and understand the ITT and our Key Info document.
- Develop a strong understanding of our Requirements and ensure your answers relate to these.
- In structuring your tender consider how it will be evaluated.
- **Ensure you answer the question asked and do not refer to experience.**
- **Experience cannot be evaluated as part of a contract award. Any comments relating to experience will be disregarded.**
- If anything is unclear or you have any questions, please direct these to our point of contact before the Deadline for Suppliers questions.
- In submitting your tender, you must use the Response Form provided.
- This is a Microsoft Word form; use TAB to skip to the next box.
- Keep to the word count on the Response Form.
- You must complete and sign the conflict of interest and declaration at the end of the Response Form.
- A signed scan of your tender should be submitted via email to [lisa.duddridge@liverpoolep.org](mailto:lisa.duddridge@liverpoolep.org) before the 'Deadline for Tenders' above.
- Tenders may be submitted at any time before the Deadline for Tenders above. The date and time of the email will be recorded as the time and date of response. **Late responses will not be accepted.**

## 7. Background

- 7.1. Together with the Government backed Careers & Enterprise Company (CEC), the Liverpool City Region Local Enterprise Partnership (LEP) understands the benefit of increasing the number of opportunities for young people to get to know the world of work, understand what work is, explore their options, provide inspiration and build real confidence about their future. To achieve this, it is our ambition for stronger links between business and education to be developed and that business and enterprise programmes are embedded into schools.
- 7.2. To take forward this strategic priority, Liverpool City Region LEP has secured an offer of grant funding from The Careers & Enterprise Company to continue the successful delivery of an [Enterprise Adviser Network](#) into the academic years 2018/19 & 2019/20. The contract will run from 11th September 2018 to 31st August 2020.
- 7.3. The City Region's Enterprise Adviser Network (EAN), part of the national Network, connects schools and colleges with employers and careers programme providers and supports them to work together to provide effective experiences for young people. Matched to a local school or college by a trained Enterprise Coordinator (EC), volunteer Enterprise Advisers (EAs) from the world of work use their knowledge of the local business landscape to support the headteacher or careers team to develop an effective careers plan that addresses the [Gatsby Good Career Guidance Benchmarks](#) and to create opportunities with business contacts in the area for their school or college's students. The EAN focusses on school's achievement of 2 of the 8 Gatsby Benchmarks.

- 7.4. In addition to the EAN the Liverpool City Region will also be a pilot area for a [Careers Hub](#) which will be delivered alongside the Enterprise Adviser Network.
- 7.5. The Careers Hub will focus on specific schools and work with them strategically to achieve all 8 Gatsby Benchmarks. Working with Universities, other education and training providers, employers and career professionals to ensure the Gatsby Benchmarks are delivered in each school and college and that careers outcomes are improved for all young people, it will be led by a Careers Hub Lead at the LEP.
- 7.6. To this end the LEP is looking to procure 6 Enterprise Coordinators:
- 1 x EAN Senior Enterprise Coordinator – to work with 10 Schools
  - 3 x EAN Enterprise Coordinators – to work with 22 Schools each
  - 2 x Careers Hub Enterprise Coordinators – to work with 15 Schools each
- 7.7. The funding available can cover 50% of the costs of Enterprise Coordinators in the City Region. The LEP is seeking to secure, through an application process, delivery partners who demonstrate a knowledge and understanding of how best to engage and link business and education; who display a commitment to this agenda; and whom can provide match funding to match with this grant to deliver this exciting initiative.
- 7.8. The LEP requires delivery partners to coordinate and collaborate on this programme to maximise the benefit across Liverpool City Region schools. The Enterprise Adviser Network and Careers Hub complement the core values of the City Region's Local Growth Hub <https://localgrowthhub.com/about>. The Local Growth Hub provides a single access point for businesses to discover the advice and support they need to flourish. Organisations delivering services to support business growth as part of the Local Growth Hub are encouraged to coordinate and collaborate on the support delivered.

## 8. Scope

- 8.1. The Enterprise Adviser Network and Careers Hub are intended to inspire and motivate young people and support them to make informed choices about their future. This is achieved by working with senior leaders in education to develop effective careers strategies. The funding is for activities related to this partnership working and is not to be substituted into existing or planned activities.
- 8.2. The role of the Enterprise Coordinator is to work with local businesses to secure volunteer Enterprise Advisers to each work with a local secondary school or college. The Enterprise Adviser Network and Careers Hub will enable high calibre volunteers to work directly with the senior leadership team in secondary schools and colleges to support more effective connection to the world of work and develop, shape or add value to the school or college's careers, enterprise and employer engagement strategy.
- 8.3. There are already 100+ schools signed up to the City Region's Enterprise Adviser Network. Enterprise Coordinators will be required to maintain and further develop these relationships, specifically working with between 10-22 schools as indicated. They will also be required to support the growth of the Network, increasing the total number of schools actively engaged with a target of all City Region schools having access to an Enterprise Adviser by 2020.
- 8.4. Through the Enterprise Adviser Network, Careers Hub and existing relationships with employers, it is intended that the offer from employers to schools will increase so that in time every young person should be able to access work related interventions at multiple points as they progress through their schooling. Enterprise Coordinators are expected to have knowledge and understanding of the range of programmes and activities available to schools.
- 8.5. Please note that we expect delivery partners to have regard to the general requirements for DBS checks and other appropriate controls for staff working in schools or with pupils. We expect all Enterprise Coordinators and Enterprise Advisers to have such checks.

## 9. Key Success Factors & Deliverables

- 9.1. The funding is to support the ongoing development of a local Enterprise Adviser Network and launch a Careers Hub to build upon and create powerful, lasting connections between local businesses and the schools and colleges in the City Region. The Enterprise Coordinator should work appropriately to maximise effectiveness, impact and long-term sustainability.
- 9.2. The key success factors are summarised as follows with related funding subject to delivery against these.
- a) Maintain relationships with schools and Enterprise Advisers already signed up and engage with all Schools across the City Region, as agreed.
  - b) Work Strategically with Senior Leadership teams and Careers leads at school to help them work towards Gatsby Benchmarks.
  - c) A review of the careers, enterprise and employment engagement strategy for all schools in the programme.
  - d) Appointment of Enterprise Coordinator(s) in line with Job Description [Annex 1](#).
  - e) Appointment of non-conflicted volunteer Enterprise Adviser(s) and matching them with schools and colleges in the programme.
  - f) Establishment of an Enterprise Adviser Network which is fully supported on a day to day basis by the Enterprise Coordinator(s).
  - g) Comply with The Careers & Enterprise Company's and LEP's tracking and monitoring requirements.
  - h) Share best practice and evidence of 'what works' in the form of case studies and blogs regularly.
  - i) Work in collaboration locally and avoid conflicts of interest.
  - j) Match our funding and provide evidence of required match funding.
  - k) Minimum of one representative of each delivery partner to attend LEP EC meetings.
  - l) Attendance at CEC national and regional training events and meetings. Successful ECs will be required to attend both;
    - **EC Training 11<sup>th</sup> & 12<sup>th</sup> September 2018 in Birmingham**
    - **Career Hubs Training 16<sup>th</sup> & 18<sup>th</sup> October 2018 in Birmingham.**

## 10. Cost and Payment

- 10.1. This opportunity is offered on the basis of:
- Careers Hub Enterprise Coordinators - up to £25,000 per annum for each Enterprise Coordinator, subject to a cash match of 50% (by which we mean an additional £25,000).
- 10.2. Grant Claim arrangements are in place to cover the reimbursement of 50% of the costs of Enterprise Coordinator(s). These costs will predominantly be salary with 'on costs', reasonable employee overheads, reasonable travel and administration support in delivery of the programme.
- 10.3. For the grant recipient to report on delivery and draw down the grant, an application for reimbursement, the 'Grant Claim' must be made. Claims are to be submitted quarterly in arrears.

Only eligible expenditure defrayed (incurred and 'paid') by the end of that quarter can be included in the claim for reimbursement.

- 10.4. Claims should be submitted within 10 working days of the end of the claim period. Grant payment will normally be made within 30 working days from receipt of a completed claim.

## 11. Contract Award Evaluation Criteria

- 11.1. Contracts will be awarded on the basis of the overall Most Economically Advantageous Tender (MEAT) submitted.

- 11.2. The evaluation criteria and weightings are set out below.

- 11.3. In the instance that there is only one submission in a minimum overall score of 65 will need to be achieved in order for the contract to be awarded.

- 11.4.

| Quality                                                                                                                                                                                                                                                                                                                                   | Weightings |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>Prior experience and delivery is not an indicator of suitability and will not be considered or scored.</b>                                                                                                                                                                                                                             |            |
| <ul style="list-style-type: none"> <li>Demonstrate your knowledge and understanding of the range of activities available to schools, in relation to careers and enterprise, how they relate to each of the 8 Gatsby Benchmarks, and how you will share this information to encourage involvement in programmes and activities.</li> </ul> | 30%        |
| <ul style="list-style-type: none"> <li>Describe how you will maintain the relationship with schools and Enterprise Advisers who are part of the Careers Hub and how you will coordinate and collaborate with other Enterprise Coordinator delivery partners and the Careers Hub Lead.</li> </ul>                                          | 20%        |
| <ul style="list-style-type: none"> <li>Describe your current Business Network and how this will be leveraged to deliver the Programme.</li> </ul>                                                                                                                                                                                         | 15%        |
| <ul style="list-style-type: none"> <li>The Programme requires a proven Schools/College Network. Detail how you meet this criterion and how this will assist Programme delivery.</li> </ul>                                                                                                                                                | 15%        |
| <ul style="list-style-type: none"> <li>The Programme must compliment the current available activity and services without duplicating or conflicting against them. Provide information on how you will accomplish this.</li> </ul>                                                                                                         | 10%        |
| <ul style="list-style-type: none"> <li>Detail how you will deliver the Programme either through recruitment or with existing resource.</li> </ul>                                                                                                                                                                                         | 10%        |

### 11.5. Quality Scoring Methodology

|                |                                                                                                     |
|----------------|-----------------------------------------------------------------------------------------------------|
| 4 Excellent    | Proposal meets and, in some places,, exceeds the required standard                                  |
| 3 Good         | Proposal meets required standard                                                                    |
| 2 Acceptable   | Proposal meets the required standard in most respects, but is lacking or inconsistent in others     |
| 1 Poor         | Proposal falls short of expected standard                                                           |
| 0 Unacceptable | Completely or significantly fails to meet required standard or does not provide the relevant answer |

### 11.6. Scoring

All tenders received on time will be independently scored against the award criteria by suitably experienced appraisers. The scores will then be added together, and the average score will be used to rank the bids. See example below:

#### Example appraiser scoring and overall score

| Quality                                                                                                                                                                                                                                                                  |                    | App<br>1         | App<br>2         | Appraiser        |                       |                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|------------------|------------------|------------------|-----------------------|-------------------------|
| Award Criteria Supplier 1                                                                                                                                                                                                                                                | Question Weighting | Score (out of 4) | Score (out of 4) | Score (out of 4) | Score as a percentage | Question Weighted Score |
| Demonstrate your knowledge and understanding of the range of activities available in schools, in relation to careers and enterprise, how they relate to each of the 8 Gatsby Benchmarks, and how you will share this information to encourage involvement in programmes. | 30%                | 3                | 3                | 3                | 75%                   | 22.5                    |
| Describe how you will maintain the relationship with schools and Enterprise Advisers who are part of the Careers Hub and how you will coordinate and collaborate with other Enterprise Coordinator delivery partners and the Careers Hub Lead.                           | 20%                | 1                | 2                | 1.5              | 38%                   | 7.5                     |
| Describe your current Business Network and how this will be leveraged to deliver the Programme.                                                                                                                                                                          | 15%                | 2                | 1                | 1.5              | 38%                   | 5.6                     |
| The Programme requires a proven Schools/College Network. Detail how you meet this criterion and how this will assist Programme delivery.                                                                                                                                 | 15%                | 1                | 3                | 2                | 50%                   | 7.5                     |
| The Programme must compliment the current available activity and services without duplicating or conflicting against them. Provide information on how you will accomplish this.                                                                                          | 10%                | 3                | 2                | 2.5              | 63%                   | 6.3                     |
| Detail how you will deliver the Programme either through recruitment or with existing resource.                                                                                                                                                                          | 10%                | 2                | 2                | 2                | 50%                   | 5.0                     |
| Total Score                                                                                                                                                                                                                                                              |                    | 9                | 10               |                  |                       | 31.9                    |

### 11.8 Ranking

| Supplier   | Score | Ranking |
|------------|-------|---------|
| Supplier 1 | 31.9  | 4       |
| Supplier 2 | 43    | 3       |
| Supplier 3 | 75    | 1       |
| Supplier 4 | 73.5  | 2       |

Supplier 3 is the successful tender

## 12. Conflict of Interest

- 12.1. The LEP may exclude the Supplier if there is a conflict of interest which cannot be effectively remedied. The concept of a conflict of interest includes any situation where relevant staff members have, directly or indirectly, a financial, economic or other personal interest which might be perceived to compromise their impartiality and independence in the context of the procurement procedure.
- 12.2. Where there is any indication that a conflict of interest exists or may arise then it is the responsibility of the Supplier to inform the LEP, detailing the conflict in the Supplier response to Local Growth Hub Custom Broker Services Contract Notice.

## Annex 1

### Job Description

|                  |                         |
|------------------|-------------------------|
| Job Title        | Enterprise Co-ordinator |
| Location         |                         |
| Reporting to     | Careers Hub Lead        |
| Direct Report    |                         |
| Term (Temp/Perm) |                         |
| Salary Range     | £30,000 - £40,000       |

### Overview

The Careers & Enterprise Company is an employer-led organisation that has been set up to inspire and prepare young people for the fast-changing world of work. Its role is to act as a catalyst in the fragmented landscape of careers and enterprise, supporting programmes that work, filling gaps in provision and ensuring coverage across the country.

In its first eighteen months of operation it has focused on improving links between employers and schools and colleges. It has established a network of coordination (Enterprise Adviser Network) across England in partnership with Local Enterprise Partnerships, with over 100 full time Enterprise Coordinators now working with clusters of 20 schools and colleges, and 1,400 Enterprise Advisers - business volunteers who have signed up to provide counsel to individual schools and colleges. The purpose of the Enterprise Adviser Network (EAN) is to create powerful, lasting connections between local businesses and the schools and colleges in their area.

The Company has committed to investing £13m in proven careers and enterprise programmes to connect schools and businesses, unlocking a further £11m in match funding. Funding is primarily directed to geographic areas in the country most in need of support – the 'Cold spots' – and 300,000 young people will benefit.

Christine Hodgson, chairman of Capgemini, was named as chairman and it was established as a CIC, independent of government. Other board members include Lord Young, former Enterprise Adviser to the Prime Minister, Steve Holliday, former Chief Executive of National Grid plc, Brian Lightman, former General Secretary of ASCL and Dame Julia Cleverdon DCVO, CBE, Vice President of Business in the Community and Special Adviser to The Prince's Charities. The company is led by Claudia Harris, CEO and former partner at McKinsey.

As part of the Careers Strategy, published in December 2017, the government tasked The Careers & Enterprise Company to establish the Careers Hubs across the country, allocating £5 million over a two-year period to support them.

From September, 710 schools and colleges will work within a Hub and there will be at least one Hub in every region of England outside of London. This means that one in five secondary schools and colleges in England will be part of a Careers Hub.

The Hubs are based on a successful model, piloted in the North East. The North East Local Enterprise Partnership piloted the Careers Hub model during 2015-17. Each Careers Hubs will consist of up to 40 local schools and colleges working together with universities, training providers, employers and career professionals to improve careers education for young people in the region. All Careers Hubs will have access to support and funding that will include a 'Hub Lead' to coordinate activity and build networks.

### Role Scope

The Enterprise Coordinator will sit at the heart of a local cluster system in order to help schools and colleges improve their careers and enterprise activities and to engage with the world of work. Working closely with the Skills Lead/ Careers Hub Lead / Senior Enterprise Coordinator, the EC will ensure the Careers Hub is embedded into the LEP's skills strategy and make it easier for employers and the self-employed to engage with schools and colleges. Through establishing the local and national contexts the EC will focus everyone's efforts on programmes and activities that are most effective in motivating young people, supporting independent choice, and supporting positive outcomes for young people.

### Key Responsibilities

- Establishing and developing the Careers Hub governance within the LEP and developing the Careers Hub

locally by engaging, motivating and supporting a cluster of schools and Enterprise Advisers.

- Building and maintaining effective relationships with senior leaders in local schools and colleges within the cluster, understanding their development needs and supporting EA's in scoping, identifying and addressing these needs.
- Recruiting senior level Enterprise Advisers (EA's) from local businesses and successfully matching them to schools and colleges within the Careers Hub.
- Acting as an ambassador for the CEC including raising the profile of the Careers Hub through utilising existing communication and marketing channels in order to engage with key local stakeholders.
- Providing ongoing support to EA's including induction training, coordinating EA network meetings and identifying and delivering ongoing training to meet individual EA's development needs.
- Supporting CEC grant recipients to ensure they are coordinating delivery with the LEP, local Enterprise Adviser Network and the Careers Hub providing feedback on them to your Regional Lead and the Investment Team.
- Building and understanding the local context of careers provision and providers including; NAS, NCS, and JCP and how these fit with the national context.
- As per the CEC reporting cycle, contribute to the monitoring and impact tracking of the Careers Hub in a timely fashion.
- Attending CEC EC national and local training events and meetings to keep up to date with CEC and Careers Hub developments.
- Keeping up-to-date on the progress and success of the Careers Hub and sharing this knowledge across the local and national network, the latter in the form of case studies to your Regional Lead.
- Maintaining relationships with Enterprise Coordinator partners working on the EAN and keeping up-to-date on the EAN progress, and how this could benefit the Careers Hub.

## Job Requirements

### Qualifications & Experience required:

- Demonstrable experience of engaging and building relationships with leaders from schools, colleges and businesses.
- Demonstrable experience of leading the delivery of programmes or projects with multiple stakeholders.
- A strong track record of stakeholder engagement and management and of communicating with a variety of audiences, preferably in the education and careers sector.
- A demonstrable understanding of school culture and the challenges faced by schools in delivering careers and enterprise, and the current careers education and corporate social responsibility landscapes.
- An understanding of relevant local and national policy relating to skills and economic development and the issues and barriers to employment faced by young people.

### Skills & Core Competencies:

- Excellent communication and interpersonal skills, with the ability to persuade a variety of audiences and encourage others to use new ways of working.
- Collaborative and good at building relationships at all levels, both internally and with a range of external stakeholders.
- Proactive, with the ability to work independently, prioritising a busy workload and a large number of stakeholders.
- Adaptable, tenacious, determined, positive and resilient with the ability to deal with ambiguity and work in a start-up culture.