

## REQUEST FOR QUOTE

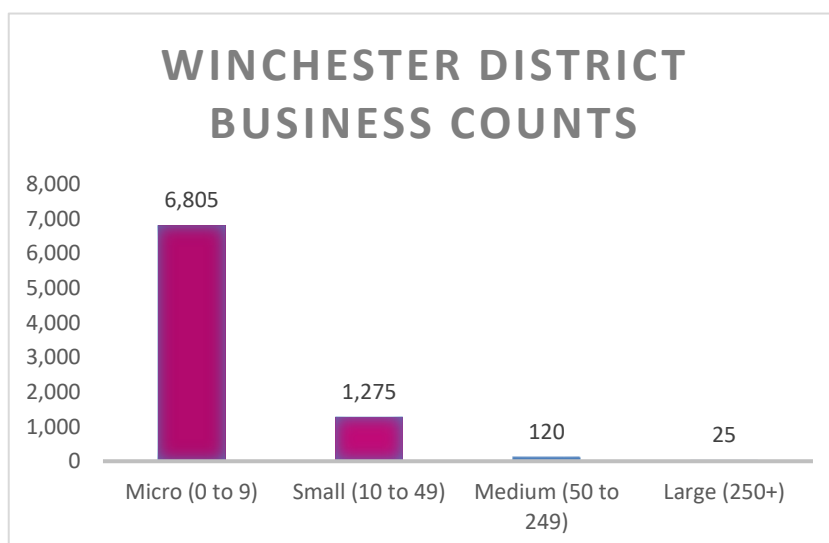
### THE DELIVERY OF A DIGITAL GROWTH FACTORY

|                                 |  |
|---------------------------------|--|
| <b>Overview of requirements</b> | Winchester City Council “the council” is seeking to appoint an organisation to deliver a ‘Digital Growth Factory’ including commercialisation, acceleration, incubation and scale up support and a SME Digital Productivity Programme for Winchester district-based businesses |
| <b>Timescale of project</b>     | October 2024 to February 2025  |
| <b>Budget</b>                   | Maximum of £40,000   |
| <b>Project Officer</b>          | Alison Woods, Business Engagement Manager, Winchester City Council   |

### INTRODUCTION AND BACKGROUND

The Economy team at Winchester City Council is seeking to appoint an organisation to deliver a ‘Digital Growth Factory’ funded by [UK Government’s Shared Prosperity Fund \(UKSPF\)](#). The project will deliver the UKSP funding investment in research and development at a local level. The requirements of the fund mean that the programme must be delivered by the end of February 2025.

It will include acceleration, incubation and scale up, commercialisation and digital productivity support for new entrepreneurs, start-ups, scale ups and high growth businesses located in the Winchester District.



There are currently around 8,200<sup>1</sup> businesses located in the Winchester District.

Around 83% are micro businesses with less than 9 employees.

Beauhurst data has identified 150 businesses at seed or venture stage and a further 100 high growth businesses located within the Winchester District.

<sup>1</sup> NOMIS 2023

## SPECIFICATION - ACTIVITY

The Digital Growth Factory programme activity should include:

- 1) **Commercialisation support:** aimed at new entrepreneurs, early-stage start-ups or SMEs looking to refresh their business model, this support will provide all the fundamentals required to develop a viable business model. The courses aim to engage entrepreneurs in a reflection around the problem their business idea is trying to solve, the customer journey and need, the size of the market, the finance and numbers, and to develop entrepreneurial skills. The training should also include investment pitch training and be a vehicle to identify businesses that are ready to access incubation or acceleration support. **The minimum number of participants is 20.**
- 2) **Acceleration support:** this is an intensive programme targeted at early-stage companies that already have a marketable product and a founding team. The beneficiaries will be guided through the various steps they need to take to their business model to the next stage to achieve seed or late seed funding. **The minimum number of participants is 10.**
- 3) **Incubation and scale up support** – this aims to accelerate the growth of start-up/scale ups that require bespoke and hands-on support to guide them through the various stages of the business journey from concept to commercialisation and ultimately to growth and resilience. The support will be delivered over a three month period so that beneficiaries are mentored and advised to build a scalable business model and a repeatable sales process or to support the transition from a single to multiple products and services. Through the incubation and scale up support, beneficiaries will be prepared for securing funding. **The minimum number of participants is 10.**
- 4) **SME Digital Productivity Programme:** the aim of the programme is to develop founders' leadership skills and their adoption of proven change management practices and process re-engineering tools that deliver productivity growth by digital means. SMEs will focus on identifying their least productive processes and then setting goals to redress the gaps in productivity they have identified. **The minimum number of participants is 20.**

A business can take part in one or all four elements of the programme.

All four elements of the programme should have a sustainability thread embedded throughout the programme covering:

- a) Reducing energy consumption
- b) Reducing transport carbon emissions
- c) Increasing renewable energy generation/purchase
- d) Circular economy ideals such resource use/ reuse

The programme should accept businesses from across the Winchester District. which includes:

- Winchester city centre
- Alresford

- Bishop's Waltham
- Wickham
- Denmead and
- The other rural areas on the map below.

[You can see the entire district on a map here.](#)

Businesses in any sector can take part in the programme but the council would like the awarded delivery partner to concentrate their marketing on businesses within the Agri technology, creative, digital and tourism sectors.

## **DELIVERY**

Winchester City Council is looking to procure this activity as a complete programme which would be delivered by a local business support organisation or educational institution.

The programme would be delivered as a combination of classroom, online and modular learning. The classroom learning because part of the support is the learning from a cohort of like-minded individuals. It is envisaged that the majority of the incubation and scale up support would be delivered from a co-working space. The classroom learning should be delivered within the Winchester district.

The awarded delivery partner should indicate how they will deliver all four different elements of the programme in their submission, including the breakdown of classroom versus online resources, the timing and location of each separate element of the programme.

## **PROGRAMME AIMS AND OBJECTIVES**

All four elements will stimulate innovation and help to increase productivity in Winchester district businesses creating more employment opportunities for local people.

Through a comprehensive package of support new entrepreneurs, starts ups, scale ups and SMEs will receive targeted enterprise and business support to help them:

- be business ready
- turn a business idea into a viable technology business
- bring new products, services and applications to market
- engage in knowledge transfer activity
- improve productivity
- move to their next stage of growth
- access investment and funding
- collaborate with other business and research institutions to foster innovation
- build the resilience and capacity to respond to change and overcome challenges of entrepreneurs, founders, business leaders and their teams.

## **MARKETING, PROMOTION AND LEAD GENERATION**

The awarded organisation will be responsible for marketing and lead generation. This would include:

- a comprehensive communications and marketing plan
- marketing the opportunity with local business groups such as Winchester Business Improvement District, Hampshire Chamber of Commerce and the Federation of Small Businesses, local chambers of commerce in Alresford, Bishop's Waltham and Wickham, Hampshire Rural Network and Nation Union of Farmers
- use of a business database product such as [Beauhurst](#) that will help identify fledgling businesses.
- liaising with the two universities based in the district to find a pipeline of current students or alumni who are setting up businesses.
- marketing the opportunity with local job centres via Winchester Job Centre plus.

The responsibility of the marketing and promotion of the Digital Growth Factory is with the awarded delivery partner. All promotional literature, press releases etc must be approved by the council before publication.

This project is funded by the Government's UK Shared Prosperity Fund. The delivery partner is expected to use the UKSP logo in conjunction with the Winchester City Council logo whenever anything is published to the Digital Growth Factory Project in hard or soft copy.

The awarded delivery partner must comply with all the publicity requirements of the UKSPF – [please read guidelines here](#).

The council's Communications team will also share the marketing campaign materials through the council's platforms and networks.

Please include a draft detailed marketing and communications and lead generation plans in your submission, detailing how you would promote the project and engage with stakeholders and businesses to generate leads.

These plans will be agreed with the delivery partner and council upon contract award and project inception for the whole duration of the project.

The awarded partner will keep a record of all businesses participating in the programme. This information will be passed to the council and deleted from their files on successful completion of the contract.

## KEY PERFORMANCE INDICATORS, OUTPUTS AND OUTCOMES

The delivery partner needs to deliver the KPIs set out in the table below.

| Digital growth factory programme KPI | Winchester District business participants completed programme |
|--------------------------------------|---|
| Commercialisation support            | 20  |
| Acceleration support                 | 10  |
| Incubation and scale up support      | 10  |

|                                    |    |
|------------------------------------|----|
| SME Digital Productivity Programme | 20 |
|------------------------------------|----|

Businesses taking part in all elements of the programme can only be counted once.

The UK Shared Prosperity outputs and outcomes that also need to be achieved by the delivery partner through this programme are:

| Intervention   | Output  | Output value | Outcome   | Outcome value |
|--|---|--------------|---|---------------|
| <b>E-19: Investment in research and development at the local level</b> | Number of businesses receiving non-financial support      | 20           | Number of businesses introducing new products to the firm               | 3             |
|  | Number of potential entrepreneurs aided be business ready | 5            | Number of organisations engaged in knowledge transfer activity          | 20            |
|  |   |              | Number of businesses adopting new to the firm technologies or processes | 10            |

The payment mechanisms will be agreed prior to contract commencement and will be closely linked to the successful completion of these KPIs, outputs and outcomes and the completion of the end of project reports and please make suggestions on how this could work in your bid.

## REPORTING REQUIREMENTS

The council require a monthly KPI, output and outcome report and the delivery partner will be required to attend monthly review meetings with the council. The initial inception meeting should be a face-to-face meeting but subsequent monthly monitoring meetings can be conducted by Microsoft Teams. The monthly KPI report will be required to be circulated two working days prior to the review meeting.

Once the work programme has concluded the delivery partner will be required to produce an end of programme report. This will include:

- details of businesses taking part in different activities of the Digital Growth Factory including type, location, size of business
- delivery of KPIs, outputs and outcomes
- case study of three businesses taking part that can be used for publicity and learning
- suggestions for programme improvements and recommendations for future activities.

## PROJECT SCHEDULE

| Milestone                               | Date                          |
|---|-------------------------------|
| Request to quote publication date       | 14 August 2024                |
| Clarification question deadline         | 28 August 2024                |
| Bid submission deadline                 | 18 September 2024             |
| Project inception meeting               | 30 September 2024             |
| Programme of work to begin              | 1 October 2024                |
| Monthly project meetings                | Scheduled post contract award |
| Draft report for the council to review  | 14 February 2025              |
| Project completion and final report due | 28 February 2025              |

## SUSTAINABILITY

Winchester City Council declared a [climate emergency](#) in June 2019. The council is aiming for the Winchester district to be carbon neutral by 2030. The council has also declared a nature emergency in 2023.

10% of the total evaluation award criteria is allocated to environmental and social value to reflect this commitment.

## CONTRACT MANAGEMENT

The council will work in collaboration with the appointed delivery partner to maximise all opportunities to strive for continuous improvement in service delivery and efficiencies.

A contract management framework is in place which sets out minimum best practice activities and frequency that these should occur, as well as who should be involved, depending on the risk of the contract. This contract has been assessed as: **low** risk. To access the framework, please click [here](#) and see the "documents" section on the right hand side.

## CONTACT DETAILS FOR THIS QUOTATION

Officer name: **Alison Woods**

Contact email address: [awoods@winchester.gov.uk](mailto:awoods@winchester.gov.uk)

Deputy officer: **Emily Reason**

Contact email address: [ereason@winchester.gov.uk](mailto:ereason@winchester.gov.uk)

Contact telephone number: **01962 848 280**

Suppliers should raise any clarification questions about this quote, to the above email address by 28 August 2024. If the Council considers a query may have a material effect on quotation responses, all suppliers will be notified without delay via email.

## **SUBMISSION OF QUOTATIONS**

All quotation response documents must be returned to the contact email address above by no later than 18 September 2024

When emailing your completed quotation to the Council you are strongly advised to request a "Delivery Receipt" as evidence of safe delivery.

## **COUNCIL ACTION ON RECEIPT OF QUOTATIONS**

If there appears to be an error or omission in a quotation the council shall invite the Supplier to confirm the submitted price, including errors/omissions, or amend the submitted price to correct these errors/omissions. All amendments or confirmation of quotation must be confirmed in writing by the Supplier.

The council reserves the right to disregard any quotation where:

- (a) in the opinion of the council, there is sufficient doubt as to the Supplier's ability to perform the contract for the submitted price; or
- (b) it does not fulfil a mandatory or pass / fail requirement; or
- (c) it contains qualifications that conflict with the Request for Quotation instructions.

Quotations and supporting documents shall be in English and any contract subsequently entered into and its formation, interpretation and performance shall be subject to and in accordance with the law of England.

## **FREEDOM OF INFORMATION**

The Supplier acknowledges that suppliers are subject to the requirements of the Freedom of Information Act 2000 ('FOIA') and the Environmental Information Regulations 2004 and shall assist and cooperate with the council to enable the council to comply with its information disclosure obligations.

The Supplier acknowledges that, except for any information which is exempt from disclosure in accordance with the provisions of the FOIA, the content of this quotation is not Confidential Information. The council shall be responsible for determining in its absolute discretion whether any of the content of this quotation is exempt from disclosure in accordance with the provisions of the FOIA.

For the purposes of the requirement set out above, "Confidential Information" means any information which ought reasonably be considered to be confidential however it is conveyed, including information that relates to the business, affairs, developments, trade secrets, know-how, personnel and suppliers of the Supplier, including IPRs, together with all information derived from the above, and any other information clearly



designated as being confidential (whether or not it is marked as "confidential") or which ought reasonably to be considered to be confidential.

By submitting a quotation response the Supplier hereby gives their consent for the council to publish this quotation in its entirety (but with any information which is exempt from disclosure having been redacted in accordance with the provisions of the FOIA).

## LOCAL GOVERNMENT TRANSPARENCY CODE

We are required to comply with the Local Government Transparency Code, details of which can be found [here](#).

## DATE PROTECTION AND PRIVACY POLICY

Please refer to the Council's [information](#) on our website to see how the council will use any personal data that you provide us with.

## THE LIVING WAGE

The real Living Wage is the only UK wage rate that is voluntarily paid by organisations to ensure their staff are paid a wage, which meets every day needs.

Winchester City Council is an accredited Living Wage employer, certified by the Living Wage Foundation and this applies to both its own employees and its suppliers.

The Living Wage forms part of the council's social value criteria and where relevant:

- (i) Existing contractors should be encouraged to apply the Living Wage Foundation rates of pay.
- (ii) New suppliers should be encouraged to pay the Living Wage Foundation rates of pay and should be required to submit a plan on how they will implement the Living Wage Foundation rates of pay should they be awarded the contracts, when bidding for contracts.

For further information on the Living Wage Foundation, please click [here](#).

## EVALUATION OF SUBMISSIONS AND AWARD

### Stage 1 – mandatory requirements

Stage 1 will be assessed on a pass/fail basis. Potential suppliers who self-certify that they meet the mandatory requirements will be required to provide evidence of this if they are successful at contract award stage. If the relevant documentary evidence referred to in the mandatory question is not provided upon request and without delay we reserve the right to amend the contract award decision and award to the next compliant bidder.

*The following questions will be scored on a pass / fail basis.*

If a bidder cannot or is unwilling to answer 'Yes' to questions 1 to 5, their quote will be



deemed non-compliant and they will not be considered any further for this opportunity.  
**Please strikethrough the appropriate answer, Yes or No.**

**Q1.** Please confirm that you are able to meet the timelines set out in the specification and you have the capacity to deliver all four elements of the Digital Growth Factory in the time available.

|     |    |
|-----|----|
| YES | NO |
|-----|----|

**Q2.** Please confirm all staff who will be involved in the delivery of this contract will be paid the Real Living Wage, as a minimum wage.

|     |    |
|-----|----|
| YES | NO |
|-----|----|

**Q3.** The council's required insurance levels for this contract are specified below:

|     |   |        |
|-----|---|--------|
| 3.1 | Does your organisation hold Employer's (Compulsory) Liability Insurance of not less than £5 Million:<br><br>*It is a legal requirement that all companies hold Employer's (Compulsory) Liability Insurance of £5 million as a minimum. Please note this requirement is not applicable to Sole Traders | Yes/No |
| 3.2 | Does your organisation hold Public Liability of not less than £2 Million:   | Yes/No |
| 3.3 | Does your organisation hold Professional Indemnity Insurance of not less than £500,000:   | Yes/No |
| 3.4 | If the answer is " <b>No</b> " to any of the above please confirm whether you would be willing to take out the appropriate level of insurance cover as set out above if you are successful in winning the contract? *   | Yes/No |

**Q4.** Please confirm that your organisation has a robust safeguarding training programme in place for all staff appropriate to their level of responsibility, including how to recognise and raise concerns about safeguarding including potential domestic abuse

|     |    |
|-----|----|
| YES | NO |
|-----|----|

**Q5.** Please confirm that you have in place, or that you will have in place by contract award, the human and technical resources to perform the contract to ensure compliance

with the General Data Protection Regulation and to ensure the protection of the rights of data subjects

|     |    |
|-----|----|
| YES | NO |
|-----|----|

Note that the successful tenderer at contract award stage will need to provide the relevant insurance documentary evidence referred to in question 3 above and evidence of adequate safeguarding processes in accordance with question 4 above. If this is not provided upon request and without delay, we reserve the right to amend the contract award decision and award to the next highest scoring compliant tenderer.

**Cost – 60%**  
The lowest priced quotation will be awarded maximum points and all other quotations awarded points in proportion as below: *Lowest submitted cost / Bidder’s submitted cost x weighting*

**Quality – 40% of which will be allocated as below:**

- Sustainability: **10%**
- Timeline and approach to delivering the Digital Growth Factory activities, KPIs, outcomes and outputs as set put in specification: **15%**
- Experience of team on working with start-up and growing businesses. References: **5%**
- Lead generation and marketing and communications plan: **10%**

**Bidders must achieve a minimum score of 3 out of 5 (satisfactory) for each of the ‘quality’ questions in accordance with the scoring regime set in Table 1 below.**

Each of the weighted sub criteria Quality questions within this submission will be scored based on the method detailed below and calculated as follows:

The score for quality / 5 x the marks available = quality score for a sub criterion.

A question which has a weighting of 10% and scores ‘4’ (good) would be:

4/5x10 = 8.00%

Scores will be calculated to two decimal places.

1) Sustainability (weighting 10%)

Please provide details of how you would embed sustainability into the four Digital Growth Factory activities outlined in the specification. The sustainability elements should cover the five strands of our [Carbon Neutrality Action Plan](#) including:

- reducing energy consumption
- reducing transport carbon emissions
- increasing renewable energy generation/purchase

**2) Timeline and approach to delivering the Digital Growth Factory activities, KPIs, outcomes and outputs as set put in specification: 15%**

Please provide a comprehensive method statement outlining your approach to delivering all the digital growth activities programme as outlined in the specification. Please include a draft project plan of how you would deliver this programme of activities from September 2024 to February 2025. Payments will be closely linked to the successful completion of the KPIs, outputs and outcomes please make suggestion of how this would work.

**3) Experience of team on working with start-up and growing businesses. References: 5%**

Please supply detailed information, or a case study, on previous experiences of delivering similar business programmes of work. Also please include a reference (with permission to pass their details on to us, we will be approaching the referee provided by the successful bidder). Please see the template below, listing questions referees will be asked.

**4) Lead generation and marketing and communications plan: 10%**

Please supply a draft copy of your lead generation and marketing and communications plans to detail your approach to reaching and signing up businesses this should include:

- liaison with existing business groups and universities
- how you would reach businesses that are off the radar including those just starting up

Each of the Quality questions within this submission will be scored in accordance with the following scoring model.

|  |               |
|--|---------------|
| The response exceeds the required standard, answers the question entirely with precision and relevance, and adds value and innovation as appropriate. Exceptional demonstration by the Tenderer of the relevant ability, understanding, skills, facilities & quality measures required to provide the services. Strong evidence to support the response is provided, where appropriate, that the specified requirements will be exceeded with no concerns. | 5 – Excellent |
|--|---------------|

|   |  |
|---|--|
| <p>The response meets the required standard, answers the question fully and with relevance. Good demonstration by the Tenderer of the relevant ability, understanding, skills, facilities &amp; quality measures required to provide the services with. Good evidence to support the response, where appropriate is provided that the specified requirements will be met with no concerns.</p>  | <p>4 – Good</p>  |
| <p>The response meets the minimum required standard in an acceptable level of detail. Satisfactory demonstration by the Tenderer of the relevant ability, understanding, skills, facilities &amp; quality measures required to provide the services. Standard or generic evidence is provided to support the response, where appropriate that the specified requirements can be met without any /or limited concerns.</p>   | <p>3 – Satisfactory</p>  |
| <p>The response partially meets the minimum required standard and relevance but with some detail missing or not answered. Contains minor shortcomings in the demonstration by the Tenderer of the relevant ability, understanding, skills, facilities &amp; quality measures required to provide the services. Limited evidence is provided to support the response, where appropriate, which, is inconsistent or in conflict with other proposals and raises concerns.</p> | <p>2 – Minor Reservations</p> <p>Submissions which receive a ‘2 – minor reservations’ will not be considered further</p>     |
| <p>The response fails to meet the minimum required standard. Inadequate detail is provided, which is not relevant to the question or there are significant omissions meaning there are considerable reservations of the Tenderer’s relevant ability, understanding, skills, facilities &amp; quality measures required to provide the services. Little or no evidence to support the response is provided and raises many concerns.</p>                                     | <p>1 – Serious Reservations</p> <p>Submissions which receive a ‘1 – serious reservations’ will not be considered further</p> |

|  |   |
|--|---|
| No response or information is provided to allow proper evaluation, ability is not evidenced. | 0 – no score – Fail<br><br>Submissions that 'Fail' will not be considered further |
|--|---|

**The submission must include:**

- a comprehensive method statement outlining your approach to delivering all the digital growth activities programme as outlined in the specification including the breakdown of classroom versus online resources, the timing and location of each separate element of the programme.
- draft copy of your lead generation
- draft copy of your marketing and communications plan
- an indication of your proposed payment plan considering the KPIs, outputs and outcomes specified by Winchester City Council and the government's UKSP programme.

## REFERENCES

**Note references will only be sought from the highest scoring bidder following the desktop evaluation.** Please see the template below, listing questions referees will be asked. If any of the responses to the questions are scored as below 'satisfactory', the council reserves the right to disqualify the bidder from the process at this point in the evaluation and a reference from the next highest scoring bidder will be sought and so on.

**Bidders Name:**

|  | Reference One | Reference Two |
|--|---------------|---------------|
| Name of project/ contract:                         |               |               |
| Name of customer/ client organisation:             |               |               |
| Point of contact in the organisation:              |               |               |
| Full contact details (email address and phone no)  |               |               |
| Position in the organisation:                      |               |               |
| A brief overview of the contract and the outcomes: |               |               |

| <b>Please tick relevant box</b>  | Excellent | Good | Satisfactory | Minor Reservations | Serious Reservations |
|--|-----------|------|--------------|--------------------|----------------------|
| Professional competence  |           |      |              |                    |                      |
| Technical competence   |           |      |              |                    |                      |
| Stakeholder management and communication   |           |      |              |                    |                      |
| How well does/did the organisation meet/met the requirements of your brief                               |           |      |              |                    |                      |
| How well does/did the organisation deliver the budget, scope and timeline                                |           |      |              |                    |                      |
| How well did they perform with regards to any performance monitoring criteria specified in your contract |           |      |              |                    |                      |

| <b>Please tick the relevant box</b> | Yes | No |
|-------------------------------------|-----|----|
| Would you use the supplier again?   |     |    |

## PRICING SCHEDULE

Please complete the following pricing schedule in full and prices must be in pounds sterling.

Include all costs associated to the delivery of this project against the full specification.

|   |  |
|---|--|
| Total Fixed Fee: to deliver the programme in accordance with the specification including the key performance indicators, outputs and outcomes and your response to the request for quotation. | <p>£.....</p> <p><b>(This figure will be used for the cost evaluation)</b></p> |
|---|--|

Please also provide a breakdown of the total fixed fee, *please add more lines as required.*

| Key Activity and sub activities /tasks | Personnel/ Discipline | Number of Hours (please state assumptions) | Day/charge rate per consultant for each stage | Cost (Whole cost fee, inclusive of all expenses and disbursements) |
|--|-----------------------|--|---|--|
| Commercialisation support:             |                       |  |   | £  |
|  |                       |  | £   | £  |
|  |                       |  | £   | £  |
|  |                       |  | £   | £  |
| Acceleration support                   |                       |  |   |  |
|  |                       |  | £   | £  |
|  |                       |  | £   | £  |
|  |                       |  | £   | £  |
| Incubation and scale up support        |                       |  |   | £  |
|  |                       |  | £   | £  |
|  |                       |  | £   | £  |
|  |                       |  | £   | £  |
| SME Digital Productivity Programme     |                       |  |   | £  |
|  |                       |  | £   | £  |
|  |                       |  | £   | £  |
|  |                       |  | £   | £  |



|   |  |  |  |  |
|---|--|--|--|--|
| Marketing Promotion and Lead Generation |  |  |  |  |
| End of project report                   |  |  |  |  |

## AWARD PROCESS

Suppliers will be notified via email as soon as possible of any decision made by the Council during the quotation process, including notifying suppliers of the intended award.

Suppliers/Contractors/Consultants must not undertake any work until satisfactory completion of the Contract. Copies of the draft Contract and related documents will be sent to you for final review, prior to execution by the parties and subsequent completion of the Contract.

As part of the notification of award process, suppliers will be provided with details of the points awarded for their submitted responses in line with the evaluation criteria above.

**BIDDERS DETAILS**

**REQUEST FOR QUOTE FOR THE DELIVERY OF A DIGITAL GROWTH FACTORY**

Please complete the following and sign to confirm that your quotation is fully compliant with the Specification, and all Terms and Conditions as stated within this documentation:

Company Name: .....

Company Number:.....

Address:  
.....  
.....  
.....

Telephone No: .....

E-mail: .....

Signed: .....

Print Name: .....

Position in Company: .....

Date: .....