**Background and context**

As part of the UK government Levelling Up Agenda, the East Riding of Yorkshire Council (ERYC) has been allocated funds through the UK Shared Prosperity Fund (UKSPF) to support us in the development of our communities, local businesses and personal skills, training, and professional development.

Through supporting local businesses our priority aims are, to:

* Create jobs and boost community cohesion by supporting local businesses
* Promote networking and collaboration
* Stimulate innovation and growth
* Help and support businesses to grow

Through providing a wraparound business support service our key Investment priorities are, to support:

* Businesses at all stages of their development to start, sustain, grow, and innovate
* Improvements to town centre retail and service sector infrastructure
* Development and promotion of the visitor economy
* Commercialisation of ideas, and accelerating routes to market
* Growing the local social economy
* Businesses to grow their overseas trading
* Decarbonisation and improving the natural environment
* The implementation of resilience infrastructure and nature-based solutions from natural hazards
* And encourage start up, expansion, diversification or scale up of businesses within rural areas

The ERYC Business Support Services team are currently implementing their delivery model and wanting to be responsive and continually develop and adapt their services in line with the ever-changing economic landscape as well as the needs of the business community.

Support for businesses will consist of various services including, 1-2-1 adviser and specialist support, access to the ERYC business resources portal, financial assistance where deemed appropriate, as well as workshops and events.

The workshop and events programme is being jointly run by ERYC and Hull City Council to give access to all businesses from both authority areas.

**Procurement Opportunity**

As part of this model, it has been identified that “Social Media Marketing” is still a key area that many of our business community are not taking full advantage of. The need in this area is a broad spectrum, from those that have never used social media, have little understanding of where to begin, which platforms to use or how to go about setting up their accounts. To those that are experienced users who want more of an in depth understanding of a particular platform and to extract maximum benefit from the time they invest in using it.

For this reason, we are looking to procure a series of workshops around Social Media Marketing, which can be delivered to the benefit of this wide-ranging need. We are wanting to work with a partner organisation(s) or individual(s) to deliver these workshops on our behalf. It is envisaged that the programme will consist of a range of practical, interactive workshops and events primarily ranging from 1 hour to 3 hours in duration.

We are looking for tender responses to include workshops that cover some or all of the following (or any other) platforms and subject matters, based on what you envisage are the current needs and identified requirements of businesses at this time:

* Facebook and Instagram
* LinkedIn
* TikTok, and potentially other short video platforms
* YouTube and Vimeo Channels
* Basic How-to sessions – a step by step introduction, where the participants could leave with their social media accounts in place and a simple plan for getting started creating content.
* Content creation – how to drive engagement, consider practical activities that can help build confidence in content creation.
* Social Media strategy and planning

Through the development and delivery of the workshop’s, it is anticipated that a range of practical resources and handouts will be developed and made available for all businesses to use / have access to, where deemed beneficial. Contracts will be awarded on the understanding that these resources and handouts where appropriate will also be incorporated into the ERYC resource portal to support our wider business community. However, in all cases these will be used to encourage further learning and sign ups to the workshops, not as an alternative and will give credit to the original author’s / developers.

It is expected that the business demand and market conditions will change over time, with the potential of new platforms and social media methodologies coming into play, so it is likely that additional content will need to be developed on an as needed basis. We operate a model of continual improvement and through this partnership, workshop content and delivery will be collectively monitored with the intention that improvements will be implemented into future delivery.

The delivery programme will therefore need to be flexible with a clear project management plan in place to ensure effective working with the ERYC Business Support Team to enable the programme to be responsive in terms of the needs of our business community.

Workshops will be delivered across the East Riding of Yorkshire and Hull.

If more than one suitable response is received, which could include part or all of the platforms and subject matters listed above, then we may award multiple contracts under this tender and reserve the right to split the contract where we deem it appropriate.

**Budget / contract length**

Due to current levels of funding, we are unable to consider submissions with a project cost above £30,000 + VAT (inclusive of any additional costs).

Venues and associated costs will be managed by our business support team’s and there will be no requirement for the winning bidder to incorporate any of these additional costs.

Contract for the work will be up to March 2025 in line with present UKSPF or earlier if demand exceeds expectations or funding ceases.

**Proposal Requirements**

Response should include as a minimum:

**Knowledge & experience**

* Details of up-to-date experience of individual/agency, that substantiate you meet the requirements of the opportunity
* Name of key developers/deliverer/s and Curriculum Vitae/s of identified parties. Please note, sub-contractors will be accepted and should be identified where available within the tender response. Please provide the hourly rate per role.
* Evidence to demonstrate a comprehension knowledge of the subject matter and how you maintain a consistent and up to date knowledge base.
* Proposed initial workshop content ideas, style of delivery with key practical actions for the business to undertake during or following the workshop(s) and examples of handouts, workshop materials and resources that would be made available to delegates.
* Examples of previous delivery of similar work.

**Project Management skills**

* Explain how you will maintain consistent and relevant delivery of information
* Evidence of how you would manage the portfolio of work within timescales and need for flexibility of delivery
* Availability of time for the undertaking of this contract.
* Explanation of your own present workshop evaluation and improvement process

**Price**

Please include in the proposal a breakdown of the following costs:

* Hourly rate/s to be applied.

**Additional information** **to be included** (this does not form part of the scoring of the tender response)

In line with the UK Subsidy Control Regime, our business support programme is offered under Minimal Financial Assistance (MFA) as detailed in the Subsidy Control Act 2022. It is therefore our responsibility to ensure a true market value of all public funded activities entered into by our business community are correctly recorded and issued to each business beneficiary.

For this reason, as we offer attendance at our workshops at below market rate we request as part of this submission that you also provide a true market value, hourly delegate rate for a typical social media marketing workshop which you would charge if arranging the full development and delivery including venue etc.

**Timescales**

|  |  |
| --- | --- |
| 1. Tender advertised
 | Friday 1st September 2023 |
| 1. Final submission of queries and questions regarding tender
 | Noon Wednesday 13th September 2023 |
| 1. Closing date for submissions
 | 5pm Tuesday 19th September 2023 |
| 1. Scoring of initial submissions
 | Wednesday 20th September 2023 |
| 1. Potential presentations by shortlisted applicants (if applicable)
 | w/c Monday 25th September 2023 |
| 1. Notification of successful applicants
 | w/c Monday 2nd October 2023 |
| 1. Inception meetings and agreement of approach
 | w/c Monday 2nd October 2023  |
| 1. Delivery of contract
 | Between October 2023 – March 2025 |

Questions about the specification should be directed to Josh Elliott-Shircore via email Josh.shircore@eastriding.gov.uk by Noon Wednesday 13th September 2023

If you are interested in this opportunity responses should be sent to Josh Elliot-Shircore via email Josh.shircore@eastriding.gov.uk by 5pm Tuesday 19th September 2023

**Attachments**

Appendix 1: Award criteria

Appendix 2: Scoring criteria

Appendix 3: ERYC terms and conditions

**Appendix 1: Award Criteria**

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | **Weighting** | **Assessment Method** | **Description** |
| 1. Knowledge & experience | 50% | Submission | Expertise, experience and qualifications of Project Team/Consultant (25%)Comprehensive knowledge of Social Media Marketing (25%) |
| 2. Project Management skills | 30% | Submission | Explanation of how you will maintain consistent and relevant delivery of information (10%)Evidence of how you would manage the portfolio of work within timescales (10%)Explanation of your present workshop evaluation and improvement process (10%) |
| 3. Price | 20% | Submission | The lowest overall bid will receive full marks. All other offers will be scored a comparative mark, by calculating the percentage difference between them and the offer which achieved the highest mark, and deducting this from the highest available mark. e.g. Company A price = £1000 (10 points) Company B price = £1250 Score for company B will be calculated as: 10 – (((1250 – 1000) / 1000)\*10) = 7.5 points |
|  |  |  |  |

**Appendix 2: Scoring Criteria**

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| --- | --- |
| **Score** | **Criteria for awarding the score** |
| 0  | Complete failure to grasp/reflect the issue or does not provide a proposal. |
| 1 -2 | Serious weaknesses, or does not address the question in a meaningful way. |
| 3 - 4 | The proposal falls short of the expected standard and reflects limited understanding missing some aspects. Significant weakness or risks associated with the answer. |
| 5 -6  | The proposal meets the required standard in most material respects but is lacking or inconsistent in others. |
| 7 – 8  | Good understanding and interpretation of requirements. |
| 9 – 10  | Excellent understanding and interpretation. Innovative and proactive with a sound strategy. |

