

Local Growth Hub Custom Broker Services Contract Notice Key Information

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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 Local Growth Hub Custom Broker Service contract opportunity.

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	9 th February 2018
Deadline for Suppliers questions to andy.devaney@liverpoollep.org	20 th February 2018
Deadline for LEP to respond to Supplier questions	23 rd February 2018
Deadline for Tenders to lisa.duddridge@liverpoollep.org	Midnight 11th March 2018
Suppliers notified of Award of Contract (10 day standstill begins)	16 th March 2018
Contracts Issued	27 th March 2018
Start Date of Contract	3 rd April 2018

3. Budget and Duration

3.1. The contract is for an initial 12 month period to run from 3rd April 2018 to 31st March 2019. 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 lot is £50,000 for the initial 12 month period. A similar budget is expected the following year should there be an extension.

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, 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
- Local Growth Hub Draft SLA
- Local Growth Hub Draft Handbook
- 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 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. The Liverpool City Region Local Enterprise Partnership (LEP) were awarded funds by Department for Business, Energy and Industrial Strategy (BEIS) in 2016 to create and deliver a Growth Hub for the Liverpool City Region. Its aim was to unlock barriers to business support and guidance across the region by increasing the awareness of the public & private sector support available to entrepreneurs, SMEs and Scale-up companies. This funding was matched by European Regional Development Funds (ERDF).
- 7.2. Managed by the LEP and delivered through a network of regional brokerage partners, businesses have access to face-to-face business diagnostic, brokerage, advice and mentoring, making access to specific support simpler and more joined up for local businesses.
- 7.3. In the last 12 months, the Liverpool City Region Local Growth Hub (LGH), has worked with 6,341 City Region businesses to help them gain access to practical business support & advice, which is predicted to result in the future creation of 2,584 jobs.
- 7.4. Collectively, the LGH brokerage partners carried out 3,000 in-depth business health checks in 2017, working in collaboration with each business to identify their immediate and longer-term support needs, including their goals and opportunities for growth.
- 7.5. Over 4,000 businesses were brokered into other areas of support, which included commercial advice, property support and access to finance, delivered through a strategic partnership with Merseyside Special Investment Fund (MSIF) and the Finance Hub.
- 7.6. 2017 also saw over 1,500 businesses referred into the 15 ERDF support programmes which have been created for business in three key strategic areas: Innovation, Business Growth and Low Carbon, all co-ordinated through the LGH.

8. Requirement

- 8.1. The LEP has been awarded funds by the BEIS to continue to manage and deliver a Local Growth Hub for the Liverpool City Region, this funding will initially be matched by ERDF.
- 8.2. The Local Growth Hub intends to continue with its current approach and therefore, wishes to engage Brokerage Partners covering each of the 6 Local Authority (LA) areas of Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral. In addition, the LEP are seeking a specialist broker to cover harder to reach groups including Women, BAME Groups, and Social Economy businesses across the City Region. Therefore, there will be a total of 7 lots that suppliers can bid for.

8.3. Local Growth Hub Brokerage Partners will need to undertake the following actions:

- Mapping of Business Support Services
- Provision of Business Information
- Business Pre-Start, Start-up and Growth Diagnostic
- Business Pre-Start, Start-up and Growth Brokerage
- Account Management for High Growth/ potential High Growth Businesses
- Provision/Facilitation of Business Networks
- Promotion of Local Growth Hub Services, in particular, City Region European Programmes of support
- Collaboration with local delivery and brokerage partners
- Maintaining accurate and comprehensive records on common CRM platform
- Evaluation of business support impact
- Any other necessarily required ancillary services

8.4. Local Growth Hub Brokerage Partners will be a primary access point for brokerage to a wide range of business support services in the Local Authority area covered by the Local Growth Hub, which will include the provision of the following Services:

- Pre-start Support
- Business Start up
- Account Management
- Business Growth
- Business Planning
- Business Finance
- Skills and Training
- Sales and Marketing
- Supply Chains/Procurement
- Innovation, Research and Development
- Product, Service and Process Development
- Export and Import
- Business Premises
- Business Networks
- Mentoring
- Sector Specialists
- Accessing and taking advantage of the International Festival for Business in 2018
- Any other necessarily required ancillary services

8.5. The Supplier shall broker business into the most appropriate support available from a wide range of local, national and commercial providers. It is then for the business to determine, from the information provided, which provider they select to provide services, using appropriate procurement and evaluation where applicable. It is the responsibility of the supplier to have sufficient and demonstrable knowledge of all support available in the LCR.

8.6. Suppliers will have a duty to contribute to the success of the other support programmes available in the City Region. Suppliers will be accountable for ensuring that all the components of the Local Growth Hub are considered equally and there is a requirement to ensure, in particular, that they are referring businesses to European Programmes of support.

8.7. The Supplier will be required to record all activity accurately and comprehensively onto the Local Growth Hub CRM system to LEP guidelines. The data should be recorded onto the system in 'real time' as the data will be used to regularly report to BEIS to demonstrate the performance of the Local Growth Hub and will allow the LEP to ensure the support delivered to businesses is appropriate and effective.

8.8. The Supplier shall utilise www.localgrowthhub.com or any other system as specified by the LEP for the online search and identification of appropriate services for business. This will be maintained by the Local Growth Hub with current information on services for businesses in a readily searchable format.

8.9. If Suppliers directly deliver services to businesses, they must ensure and demonstrate to the LEP's satisfaction that these services are considered equally alongside those of other providers when delivering the Services. Businesses must always be brokered into the most suitable service for them and their needs. This is essential to the delivery of the Local Growth Hub. Activity and performance will be subject to regular monitoring and scrutiny by the LEP.

8.10. Suppliers will be required to comply with the Local Growth Hub Handbook, which will be maintained by the LEP. The Handbook will specify standards required of the Supplier, operating protocols, use of diagnostics tools and marketing requirements, including the use of Local Growth Hub and ESIF branding on Supplier documentation, websites and communications and information uploads to Local Growth Hub website. The Handbook will be revised and updated by the LEP periodically and any such revisions will be applicable to the Contract.

8.11. The following outputs, outcomes and service levels are required from each Lot by the LEP by 31st March 2019 and will be subject of reports to both BEIS and ERDF.

	Measure	Local Local Growth Hub Target
1	No. of businesses recorded and engaged with initial diagnostic and brokerage	500
2	No. of businesses brokered into external* business growth services and provision (in total and with breakdown of service)	100
3	No. of businesses taking up external* business growth services and provision (in total and with breakdown of service)	50
4	Of the initial 500 engagements – No. of growth/potential growth businesses receiving in depth diagnostic as agreed with the LEP	80
5	Of the 80 businesses receiving the in depth diagnostic - No. of high growth/potential high growth businesses* account managed from diagnostic through brokerage and delivery to monitor impact and satisfaction	40
6	No. of businesses reporting growth as a result of the support provided (in total and with breakdown by service)	40
7	Satisfaction level with Local Growth Hub and service provided (by Local Growth Hub business survey)	80%

****External business growth services and provision is any provision that your organisation is not a part of or affiliated with.***

****High growth/potential high growth businesses are those that you expect to have a greater positive affect on the economy.***

8.12. The businesses must be account managed to meet the following standard:

- Follow up discussion after each support intervention
- Biannual discussion with business (in addition to initial diagnostic)
- Measure impact and growth through turnover and headcount
- Measure satisfaction level with Local Growth Hub and external support services
- Feedback to the LEP on information given by businesses to improve overall offer
- Ensure all information is fully up to date on the CRM system

8.13. The LEP have developed a diagnostic tool which must be used for the 100 businesses who will receive the in-depth diagnostic and account management. For all other businesses, a diagnostic of the supplier's own design that meets a minimum standard.

8.14. Information must be input to the CRM system in 'real time' as the LEP will carry out rigorous monitoring via the system on a monthly basis. Following on from this the LEP may, on occasion, need to conduct face to face monitoring meeting with suppliers.

9. Contract Award Evaluation Criteria

9.1. Contracts will be award on the basis of the overall Most Economically Advantageous Tender (MEAT) submitted in each Lot.

9.2. The evaluation criteria and weightings are set out below.

9.3. The contract will be awarded to the highest scoring bidder in each Lot.

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

9.5.

Quality: 80% made up of:	Weightings
Prior experience and delivery is not an indicator of suitability and will not be considered or scored.	
Explain the process for engaging businesses and delivering the necessary services as described above <ul style="list-style-type: none"> How will you will identify businesses and how you will ensure you have the required knowledge of the current business support landscape as well as provision that has yet to come on stream. Ensure you cover both publicly funded and commercial support. How will you ensure businesses are brokered into the appropriate support? How will you ensure that all the components of the LGH will be considered equally? How will you identify the high growth/potential high growth businesses? 	20%
How will you ensure you engage with the necessary amount of businesses? <ul style="list-style-type: none"> Each supplier is required to engage with at least 500 businesses in the initial contract period, 80 of these must be suitable for an in-depth diagnostic resulting in comprehensive account management. Demonstrate your ability to engage with 500 businesses and your methodology for identifying the 80 businesses to receive the in-depth diagnostic. 	20%
What systems will be in place to ensure businesses move from engagement on to diagnostic/brokerage? <ul style="list-style-type: none"> An outline description of the systems your organisation will use to administer the provision effectively and how they will be used to gather, analyse and act upon business needs. Please note: it is a contractual requirement for suppliers to record all engagements, brokerages and subsequent interactions on the Evolutive CRM system. 	20%
How will you ensure that you are able to offer all the services listed in section 8 of the document? <ul style="list-style-type: none"> Supply details of staffing resource available to deliver and manage the provision. Within this please demonstrate as a % what capacity these staff have available to work on the Local Growth Hub. For example, if staff are fully funded from ESIF or other similarly funded projects this should be taken into consideration. 	20%
Price: 20%	
Price	20%

9.6. 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

9.7. Price Scoring Methodology

4 Excellent	Less than £49,999
3 Good	£50,000 - £54,999
2 Acceptable	£55,000 - £59,999
1 Poor	£60,000 - £64,999
0 Unacceptable	Greater than £65,000

9.8. Scoring

All tenders received on time will be independently scored against the award criteria by suitably experienced appraisers (see 10.2). The scores will then be added together and the average score will be used to rank the bids. See example below:

Appraiser scoring and overall score

Quality		Appraiser 1	Appraiser 2	Average		
Date Tender Received						
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
Explain the process for engaging businesses and delivering the necessary services as described above	20%	1	2	1.50	38%	7.5
How will you ensure you engage with the necessary amount of businesses?	20%	4	2	3.00	75%	15.0
What systems will be in place to ensure businesses move from engagement on to diagnostic/brokerage?	20%	2	4	3.00	75%	15.0
How will you ensure that you are able to offer all the services listed in section 8 of the document?	20%	2	2	2.00	50%	10.0
Price	20%	3	3	3.00	75%	15.0
Total Overall Score				62.5		

Ranking

Supplier	Score	Ranking
Supplier 1	62.5	3
Supplier 2	43	4
Supplier 3	75	1
Supplier 4	73.5	2

Supplier 3 is the successful tender.

10. Conflicts of Interest

- 10.1. 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.
- 10.2. 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.