



**Invitation to Quote**

**Requirements and Notes**

**Growth Services Telemarketing**

*July 2017*

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**Introduction**

The aim of this document is to select and appoint a provider for the following activity/service: **Telemarketing for the Growth Services Team and Growth Services Programmes, including but not exclusively –**

**Workforce Development team**

**Growth Team (Bury, Bolton, Trafford, Rochdale areas in particular)**

**Recipe for Success Programme (Food sector)**

**Executive Development Programme (Generic)**

**Executive Development Programme (Construction Sector)**

**General Growth Services (Teams – Growth, WFD, Mentoring, EDP)**

This document presents the detailed purpose and requirements of providers wishing to submit a quote for this contract.

**About the Business Growth Hub**

Established in 2011 the Business Growth Hub (trading name of GM Business Support Ltd) has helped thousands of businesses across Greater Manchester, from established and large companies to start-ups and SME enterprises.

The Hub helps ambitious business people to realise their growth potential by offering access to a range of practical services, from assessing growth options to unlocking finance or accessing experienced business mentors.

Accountable to the Greater Manchester Local Enterprise Partnership, the Business Growth Hub’s challenge is to ensure that companies across Greater Manchester reach their full potential and are able to access the right support and services to meet their needs. These include:

* Personal support to identify and address business growth opportunities and challenges;
* Business to business networking through growth lunches and specialist events;
* Expert growth advice and planning under Growth, Growth Start-up, Mentoring, Digital Growth, and Access to Finance and Green Growth;
* Delivery of Business Growth Service for manufacturers across the North West of England; and
* Access to a wealth of public and private sector business and professional partners with a range of specialist knowledge and skills including a network of committed private providers who share our vision for supporting growth.

Complementary support is also provided by UKTI Trade and Investment services and MIDAS, to attract inward investment and support re-investment by companies.

The Hub works with business leaders across Greater Manchester, and the wider North West, who are looking to connect with other like minded businesses to discover new opportunities for growth.

The Business Growth Hub - funded by the [European Regional Development Fund (ERDF)](http://www.erdfnw.co.uk) and the UK Government's Regional Growth Funds, provides support to businesses of all sizes, from innovative young enterprises to established corporates, to be part our growing network and overcome barriers to growth.

**Requirement**

**Telemarketing and Databases acquisition for the following areas (approximate % of budget in brackets but this needs to remain flexible according to need and success rates – this project will be on a call-off basis against the following criteria)**

* Workforce Development team Telemarketing and Database acquisition for the ERDF eligible business wishing to grow their businesses through their people and organisational development. Data ideally fresh/new to BGH company listing in these areas.
* Growth Team (Bury, Bolton, Trafford, Rochdale areas in particular) Telemarketing and some database acquisition plus de-dupe against current data. Data ideally fresh/new to BGH company listing in these areas. Current data to be reviewed then decision on data acquisition
* Recipe for Success Programme (Food sector) Telemarketing for launch event to Food related companies in Greater Manchester. Data acquisition required for independent SME’s in the following sic codes (will need checking/dedupe by BGH) codes – 10110 to 11070; 46210; 46310/20/30/41/60/70/80/90; 46170; 56101/02/03; 56302
* Executive Development Programme – Generic – telemarketing and data acquisition for independent SME’s for ERDF eligible businesses requiring strategic leadership development to grow their business Data ideally fresh/new to BGH company listing in these areas.
* Executive Development Programme (Construction Sector) Telemarketing for launch of Construction EDP programme specifically in Oldham but including rest of GM. Data acquisition required for independent SME’s in Oldham (will need checking/dedupe by BGH) definition -
* General Growth Services (Teams – Growth, WFD, Mentoring, EDP) call-off as and when needed or redirection of telemarketing support

**Scope**

The activity will be delivered from August 2017 to approximately March 2018. The total budget for this activity/ service (including Telemarketing activity and data acquisition/checking/de-dupe) is **£20,800 (incl. VAT)**

**Brief**

It is expected that the successful service will carry out, as a minimum:

Telemarketing to the sectors/areas outlined above in the requirement section; Appointment setting in Advisors calendars; Full appointment detail by email; Data procurement – quotes, acquisition, checking, de-dupe; Regular weekly reports on activity; Schedule of telemarketing planned activity – sent weekly

**Application**

Please complete the attached Quotation Form including any appendices.

**Please also ensure the following aspects are itemised within the overall quote –**

* **Daily rate for Telemarketing activity included**
* **Database purchase (Food & Drink Sector) cost for SME’s in the following sic codes in Greater Manchester (will need checking/dedupe by BGH) codes – 10110 to 11070; 46210; 46310/20/30/41/60/70/80/90; 46170; 56101/02/03; 56302**
* **Database purchase (Construction) cost for SME’s in the Construction sector in Greater Manchester.**
* **Database purchase (General) cost for SME’s in ERDF eligible sectors (excluding SIC codes/definition above ie exclude Food& Drink & Construction sectors) in Greater Manchester.**

**Evaluation**

Only Quotation Forms completed in full with the requested appendices will be considered.

Quotations will be assessed on the following criteria:

* Overall value for money (30%). **Please ensure Daily rate for Telemarketing activity is included**
* Methodology (10%)
* Skills and ability of the proposed personnel to carry out the requirements set out in the objectives and brief above (30%).
* Evidence of your availability to deliver the requirements set out in the objectives and brief above and, to provide the organisational status information listed in the attached Quotation Form (30%).

**Quotation submission requirements – format and delivery**

Please return by email your completed quotation form and additional information by 5pm on Friday 27th July 2017 to: **hilary.centeleghe@businessgrowthhub.com**

Hilary Centeleghe

Senior Growth Manager

Business Growth Hub

Churchgate House

56 Oxford Street

Manchester M1 6EU

Please submit any questions to **hilary.centeleghe@businessgrowthhub.com**

**Timescales**

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| Invitation to quote advertised (on BGH website) | Date, month, year |
| Closing date for submissions | 27th July 2017 |
| Contract awarded  | 1st August 2017 |

**Contract Conditions**

The Contract/Framework Agreement and all tasks carried out under the agreement will be governed by GM Business Support Limited Contract Conditions.