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Invitation to Quote

Lead Research Consultant Services Ref Q1902

11 February 2019

Contents:

Introduction.....	2
About the GC Business Growth Hub.....	2
About the Commissioning of the Service.....	3
Requirement.....	5
Period of Delivery and Budget	6
Evaluation Criteria	6
Scoring of Quality Questions	6
Quotation Format	7
Return Instructions and Date.....	7
Timescales	7
Contract Conditions	7
Your Information and Data.....	8

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Business Growth Hub is a trading name of GM Business Support Limited. Registered Office: Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW
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European Union
European Regional
Development Fund

Introduction

The aim of this document is to select and appoint a provider for the following activity/service:

Lead Research Consultant Services

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

About the GC Business Growth Hub

GC Business Growth Hub service 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.

GC Business Growth Hub service is offered by GM Business Support Limited, which is part of The Growth Company. The group employs over 1,000 staff and delivers more than £60m of business support services annually.

For more information about Business Growth Hub, which is a trading name of GM Business Support Limited, please visit us at: <http://www.businessgrowthhub.com>

Accountable to the Greater Manchester Local Enterprise Partnership and Greater Manchester Combined Authority (GMCA), GC Business Growth Hub's challenge is to ensure that companies across Greater Manchester, and beyond in some instances, 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 and Scale up, Growth Start-up, Leadership and Workforce Development, Mentoring, Digital Growth, and Access to Finance, Innovation, Sector Support and Green Growth;
- 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 DIT Trade and Investment services and MIDAS, to attract inward investment and support re-investment by companies.

The delivery of support under ERDF requires GM Business Support Limited to comply with ERDF and public procurement guidelines. As a result this tender is designed to enable GM Business Support Limited to demonstrate compliance with these guidelines, ensure value for money and offer the opportunity to deliver the proposed support services for this project in an open and competitive way.

About the Commissioning of the Service

CG Business Growth Hub is committed to continuously developing and improving its services by better understanding the customer experience and learning how these services benefit clients.

As part of this commitment CG Business Growth Hub undertakes regular evaluations of the services it delivers including by using telephone surveys. This provides valuable feedback for our teams and funders.

In accordance with ERDF (the European Regional Development Fund) requirements the Growth hub wishes to undertake a series of evaluations of services in compliance with Summative Assessment Guidance (see accompanying Guidance documents ESIF-GN-1-033 and Appendices ESIF-GN-1-034). A supplier is sought to act as the Lead Research Consultant working in conjunction with both Greater Manchester Combined Authority (GMCA) and a procured telephone Survey supplier. The successful supplier will be required to lead on the evaluation of the services listed below undertaking activities between February and June 2019. The evaluations will contribute to either final, or interim evaluations of delivery contracts which support these services. Sample sizes will need to be representative to ensure the quality of the finding.

The services to be evaluated under the summative assessment guidelines are:

Growth Services – Provides one to one Advice and workshop programmes, for ambitious SMEs looking to achieve growth, develop their workforce at all levels, find business mentors, start-up or scale-up.

Sectors – Provides targeted sector specific growth advice and workshop programme for SMEs in, the Digital and Creative Industries, Health and Life Sciences, Manufacturing and Low Carbon Goods and services sectors.

Innovation – Delivers specialist Advice and support for SMEs seeking to develop new products, processes and services including through access to external research facilities and expertise. The service includes four elements: Universal Innovation Advice, Digital Innovation, Eco-Innovation and Large Company R&D collaboration opportunities.

Access to finance – Provides independent and impartial one to one Advice and workshops for businesses seeking finance, enabling them to become investment ready and connect with funders, including Business Angels.

StartSmart – Supports start-up businesses through a series of workshops and one to one advice enabling them to start trading and achieve growth.

Pan LEP Manufacturing – Assists Manufacturing SMEs to improve their productivity through advice and access to grant funding for manufacturing and product improvement projects using external expertise and capital equipment.

Carbon Reduction – Provides Advice and grant funding for SME, who would benefit from support to improve their resource efficiency, reduce energy consumption and overall impact on the environment.

More details will be provided to the successful supplier as part of the contract briefing process. This may include meetings with service managers if required to better understand the service activity.

Scale of the evaluation activity

The table below sets out the total number of customers associated with each of the above services and proposes the survey sample size for each evaluation.

Advice services		Number of customers	Sample size	Type of evaluation
Growth Services*		1,625	162	Final
Sectors		782	78	Interim
Innovation*		654	65	Final
Access to finance		620	62	Interim
StartSmart		106	10	Final
Pan LEP Manufacturing		214	21	Final
Carbon Reduction		302	30	Final
Total		4,303	428	

*We would like to make provision for boosted sample sizes for both Innovation and Growth Services, which contain sub services. This will increase the number of survey responses to 500.

Current commissioning position

To start this process, the GC Business Growth Hub is commissioning a Project Evaluation Telephone Survey Services supplier to support the Lead Research Consultant in providing an evidence base that can be evaluated for each service. The Lead Research Consultant will be required to work closely with both the telephone survey supplier and Greater Manchester Combined Authority (GMCA) research team to ensure the evaluations comply with the Greater Manchester Evaluation Framework as well as the Summative Assessment Guidelines.

Based on our experience of previous evaluations two activities are already underway, which you will be expected to engage with:

- The drafting survey questionnaires for clients of each of the 7 Services – each will be roughly 20 questions in length (including circa 3 open questions), with most of these questions generic to all 7 Services and a small number of Service specific questions
- Pulling together client contact databases for each of the 7 Services which will provide named contacts, phone and email contact details.

Requirement

GC Business Growth Hub will require the successful Lead Research Consultant to take responsibility for delivering the evaluations of the 7 Services listed above by:

1. Developing the survey question set with GMCA and the GC Business Growth Hub

There are existing evaluation question sets, which will be made available for further development.

2. Overseeing the delivery of the telephone survey element of the commission, as set out below.

The parameters of this will be:

Methodology: telephone survey

Target number of responses: 428-500 responses across the 7 services – we will not be specifying precise numbers of responses for each of the 7 services but would like bidders to explain how they would prioritise getting responses from those services with relatively small numbers of clients so that we can have confidence in these survey findings

Interview length: 15–20 mins (estimated)

Timescale: Telephone surveying to conclude by the end of May 2019. Research company to provide regular phone/email progress updates to the nominated Research lead and Growth Hub representative/s throughout the process.

Results: provided in raw MS Excel format to the Lead Research Consultant – no additional analysis (e.g. cross tabulations or filtering) required

3. Carry out analysis of the survey findings for each service

Reporting on findings including geographic distribution by LA area (v the business base), by size, sector, needs, levels of satisfaction, quality of service and recommendations for improvements.

4. Carry out Analysis of business data held on the Growth Hub CRM

In addition to the survey response data, the Lead Research Consultant will be required to utilise the GC Business Growth Hub CRM to evaluate client geographic distribution, demographics and contract deliverables.

5. Interviewing delivery partners

Growth, Sectors and Innovation services work with partner organisations. In each case an interview with the partner organisation will be required. A total of up to 10 interviews are envisaged.

6. Reporting

Produce interim draft report findings for GMCA and GC Business Growth Hub, draft final reports and final reports following presentation and discussion around the findings. Reports will be provided in electronic form in Microsoft (MS) Word and the final reports provided in MS Word and PDF format.

7. Future Summative Assessments

5 of the 7 services service are forecast to continue under new contracts until September 2021 and 2 are continuing as project extensions. In each case a Summative Assessment Plan will be required. The supplier is ask to provide an Assessment Plan for each.

Whilst this activity is commissioned as a whole, quotations submitted will need to be broken down per project and invoicing for the above work will also need to be broken down on a project by project basis.

Note: Any data supplied will be covered under a data sharing agreement that will be consistent with GM Business Support Ltd's Data Protection Act and GDPR responsibilities. The selected supplier will be expected to adhere to this agreement at all times.

Period of Delivery and Budget

The activity will be delivered between the **25th of February and 28th June 2019**. The budget for this activity is **£20,000 (excl of VAT)**; with the maximum value of the expenditure set at **£24,999 (excl of VAT)**.

Evaluation Criteria

Quotations will be assessed on the following criteria:

- Overall value for money (40%).
- Methodology (30%)
- Skills and ability of the proposed personnel to carry out the requirements set out in the objectives and brief above (20%).
- 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 (10%).

Scoring of Quality Questions

Responses to each of the quotation questions will be scored out of a maximum of five marks, using a standard method of scoring as set out in the table below:

Classification	Score	Scoring Guidance
Exceptional	5	Addresses the majority of the requirements at a very high level.
Above Average	4	Addresses most of the requirements at a high level.
Average	3	Addresses some of the requirements at a high level.
Below Average	2	Addresses some of the requirements at a basic level.
Poor	1	Does not address / barely addresses the requirements.
Unacceptable	0	Does not meet requirements / no response.

In order to ensure consistency of scoring, each tender submission will be scored out of five by at least two members of the project team across all submitted quotations and will then be weighted accordingly to give a final score.

Quotation Format

Please complete the attached Quotation Form B including any appendices. Only Quotation Forms completed in full will be considered.

Bidders are asked to submit a proposal for the above services by addressing the areas covered in the Evaluation Criteria

Return Instructions and Date

Please return a copy of your completed quotation form and additional information by 5pm on the 18 February 2019 to: Chris.Greenhalgh@growthco.uk

Timescales

Invitation to quote advertised	11, February, 2019
Closing date for submissions	18, February, 2019
Contract awarded	22, February, 2019

Contract Conditions

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

Your Information and Data

At the Growth Company we recognise the importance of the privacy and the security of your personal information. Please see the below link to our Group Privacy Notice which explains how we process and look after your personal information and data.

<http://www.growthco.uk/privacy-policy/>

Please note that by submitting a response to one of GC Business Growth Hub's procurement opportunities, your bid (whether successful or unsuccessful in obtaining the contract) will be held and processed in accordance with our Privacy Policy. In order to demonstrate our competitive procurement procedures for future audit and contractual compliance (such as those required by our funders) your response to GC Business Growth Hub's procurement will be held and archived for a period of 25 years following the end of the contracted period.