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## Invitation to Quote

### Venturefest North West 2019 Telemarketing Support

Ref Q1905

*August 2019*

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## 1. Introduction

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The aim of this document is to select and appoint a provider for the following activity/service: Venturefest North West 2019 Telemarketing Support.

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

## 2. About the GC Business Growth Hub

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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.

### **3. Background**

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Venturefest North West is now the region's biggest innovation event. Venturefest is focused on bringing together innovators, entrepreneurs, investors and academics to showcase, inspire and facilitate innovation in its different forms. It has become GC Business Growth Hub's flagship event and is highly visible locally, regionally and nationally benefiting Greater Manchester businesses and partner organisations. In 2018 the event was extended to Venturefest North West to include the other 4 regions that make up the North west, i.e. Cumbria, Cheshire east & Warrington, Lancashire and Merseyside.

#### **Annex A sets out the background to Venturefest**

#### **The following documents will also be available with this Brief:**

A Venturefest North West 2019 PowerPoint presentation

Partnership & Sponsors Brochure

Themed Village Sponsors Brochure

#### The Challenge

In 2018 the event moved from the Bridgewater Hall to Manchester Central to allow for a significant expansion in the events exhibition space for businesses and partners, and to accommodate a significantly increased foot fall from typically 650 delegates to over 1,000. The event also expanded geographic reach covering the whole North West region. For the first time Venturefest North West included client exhibitors as well as support partners and competition entrants. As a result of this step change the 2018 event attracted a record number of exhibitors and delegates on the day, in total 1104.

The 2019 Event will have an additional feature as part of the Exhibition Hall to offer a vibrant Festival atmosphere; a Themed Village showcasing 6 of the Business growth Hub priority sectors – Advanced Manufacturing; Advanced Materials, Business & Professional services; Digital, Creative and Technology; Green Growth & Technical Services and Health & Life Sciences.

There will also be a village dedicated to Manchester Metropolitan University Village.

The various teams leading on the themes are working with SME's and introducing them to the opportunity of exhibiting at VFNW.

### **4. Requirement**

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A small internal team has been tasked with developing the event, and to support this limited internal capacity an external event management company has been engaged and is working alongside the team. However, specific support is needed to sell exhibition stand space to small business and support the BGH teams who are working with their clients.

A list of warm leads from companies that have already engaged with the GC Business Growth Hub and expressed an interest in the event will be provided. In addition, in early 2018 the Hub

produced a report identifying 100 innovative Greater Manchester SMEs, the Innovation100. Clients included in this publication will also need to be approached through the telemarketing campaign along with leads supplied by the BGH teams working on the Village Themes and past exhibitors.

The supplier will be expected to follow industry guidelines for telesales. Clients referred to this service will be checked by GMBS against our own client contact preference records. The successful supplier will need to comply with GDPR regulations generally under a data sharing agreement.

## **5. Provider Responsibilities**

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The responsibilities will be focused on securing the sale of up to 56 basic Exhibition spaces at £250 + VAT.

Telemarketer to:

- Contact companies from data lists of target small businesses supplied by GMBS.
- Follow up clients referred on from BGH teams using the Groups CRM system.
- Explain background to Venturefest North West and why they might be interested in exhibiting.
- Arrange for support information to be issued if required. This might include PDFs of flyers.
- Confirm each company's interest in booking a stand and record this on the BASIL system.
- Email the Sales Proforma to potential exhibitor with appropriate return details.
- Track sales conversions maintaining a tracking spreadsheet.
- Communicate all details to Peter Gaunt and Lucie Sheepwash at GC Business Growth Hub.

## **6. GC Business Growth Hub Responsibilities**

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GC Business Growth Hub to:

- Issue target list of potential exhibitors to Telemarketer and provide access to the BASIL CRM system, with training id required.
- Respond to company enquiries where needed.
- Complete process of confirming exhibition space, including allocating space and issuing invoice.

## **7. Reporting line**

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Day to day liaison will a nominated event lead within GC Business Growth Hub.

## **8. Representation**

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The supplier will be expected to act under GC / Venturefest branding when communicating.

## **9. Period of delivery and Budget**

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The requirement for telemarketing support will run from 2<sup>nd</sup> September 2019 to 1st November 2019, or to the completion of the sales target, which ever reached first.

The budget for this activity/ service is circa £1,750 (incl. VAT); however the maximum value of the expenditure would be £3,500 incl. of VAT if a longer campaign is needed.

## **10. Evaluation**

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Only Quotation Forms completed in full will be considered.

Quotations will be assessed on the following criteria:

- Day rate, including expenses (25%)
- Proposed number of days to deliver this proposal including key delivery dates. (25%)
- Proposed delivery location. (15%)
- Evidence of your availability and experience to deliver the requirements set out in the objectives including the skills and ability of the proposed personnel to be employed. (35%)

## **11. Quotation Returns by email**

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Please complete the Quotation Form including any additional information by 13:00 on Wednesday 28<sup>th</sup> August 2019 to:

Nick Batty  
Procurement Manager  
Email: [nick.batty@growthco.uk](mailto:nick.batty@growthco.uk)

## **12. Contract Conditions**

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

## **13. Your Information and Data**

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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.



## **Annex A**

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### **Background - why Venturefest is needed**

The UK recognises that its productivity performance lags behind many other leading world economies, comparisons with the US and other European nations like France and Germany are often sighted to illustrate this. Whilst not fully understood, two key factors are recognised as contributors to the productivity gap, first workforce skills including management capabilities and second lower levels of innovation.

At a UK level Innovate UK have been seeking to address the innovation challenge through not only investment in leading edge technology projects and collaboration, but also through encouraging the development and strengthening of innovation networks that bring innovation actors together. This latter action aims to raise the level of investment in innovation that occurs nationally by making it simpler for more businesses to access the knowledge, finance and expertise they need, to then turn knowledge into profit. More businesses need to be able to find new market opportunities and ways to successfully exploit and commercialise innovation if this is to be successful.

Like the national picture in Greater Manchester and the wider Northwest region a significant part of the productivity gap relates to a need for increased levels of innovation and the lack of a mature innovation network, despite some major science assets. It needs to be easier for businesses to be tap into local networks, of facilities and expertise and find the funding and resources they need to succeed. The Business Growth Hubs are playing a central role in addressing this challenge working in partnership with organisations such as Innovate UK, IPO and universities, actively raising the profile of innovation with businesses and connecting businesses and organisations to ensure it is simpler to innovate. Part of this response has been the development of Venturefest by the Business Growth Hub in Greater Manchester as an annual event to showcase innovation and bring the innovation actor together.

### **The Venturefest family of events**

Innovate UK and the Knowledge Transfer Network (KTN) originally developed the Venturefest concept working with partners across England including the Business Growth Hub Innovation Service. Venturefest developed as a series of flag ship events designed to act as a catalyst to bring four key elements of innovation together, innovators, investors, entrepreneurs and

academics together at a local level. The Venturefest held in Manchester was one of the original events and continues to be part of the [Venturefest Network](#). Previous Venturefest events have taken place across the UK in Scotland, Oxford, York, Bristol, Wales and other locations. In 2016/17 for example 8,829 delegates benefited from attending Venturefest events nationally.

The aim of Venturefest events remains true to the original concept to strengthen the connectivity between innovators, investors and entrepreneurs as well as strengthening connections with local partners and national bodies such as Innovate UK, and their Knowledge Transfer Network, Catapults and Enterprise Europe Network and others supporting innovation and growth.

### **Venturefest Northwest**

Following five successful years as Venturefest Manchester and attracting more than 2,800 businesses, the event became Venturefest Northwest in 2018, held at Manchester Central based on increased demand from exhibitors, enabling the event to grow and attract an increased audience from across the Northwest region attracting over 1000 delegates.

The move to Manchester central and expansion to Venturefest North West facilitated:

- 1,104 delegates from 776 businesses attended
- 173 SMEs entered the Innovation Showcase Competition
- 52 companies exhibited

New for 2019 is the Themed Village Exhibition Hall, featuring 6 of the BGH priority sectors:

- Advanced Manufacturing
- Business & Professional Services
- Digital, Creative & Tech
- Advanced materials
- Green Tech & Services
- Health & Life Sciences

### **Opportunities for small & medium business exhibitors**

**Unparalleled networking opportunities:** For start-up or growing business, Venturefest North West is the perfect opportunity to meet others who are passionate about business, share insights, and find the right collaboration opportunities that will enable exhibitors to innovate and grows. Over 1,000 attendees are expected, making it the region's biggest ever Venturefest.

**Promote the business:** Growing businesses can increase their profile amongst potential customers, partners and funders on the day.

**Get inspired:** Venturefest gives an opportunity to hear from business leaders and entrepreneurs, talk to others who've been on the same journey, and get expert advice and practical support on how to develop the business and grow fast.