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Invitation to Quote

Business Support Market Research

Ref Q2011

February 2020

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1. Introduction

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

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

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 (GMBS), 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

GC Business Growth Hub wishes to procure a market research organisation that can commission a number of market research projects relating to business support provision both on a National and International basis in support of Greater Manchester's Business Productivity and Inclusive Growth agenda.

4. Requirement

Research focuses may be around:

- Key account (large corporates) management themes, such as:
 - Hospitality, food and drink, retail, and social care sectors
 - Social responsibility
 - Corporate collaboration (open innovation, venture capital, supply chain) i.e. large corporates working with smaller businesses
- Building a full picture of the business support ecosystem across Greater Manchester, i.e. the who's who of business support organisations and the key contacts
- Internal operations, including test calling, to review processes and systems to assess how the Account Management function is performing with and delivering to potential clients
- Identification of business support programmes across UK and internationally that are relevant to our programme objective; key learnings from those plans
- Productivity issues facing companies in the foundational sectors of the economy - including in large sectors such as retail, hospitality and tourism, and social care and the priority sectors health innovation, manufacturing, DCT, Business and Professional services, low carbon and environmental

5. Provider Responsibilities

To take brief, develop scope for sign off, complete research, pull out conclusions, present findings, work with Marketing where relevant to create external facing comms; and with the AMCE delivery team to create programmes of support.

Support on the writing of Whitepapers/blogs on sectors, themes, geographies – whether this be the writing of the papers or provision of info for copy writers or us sourcing Expert Panel members to write white papers.

6. GC Business Growth Hub Responsibilities

List what is expected from the Hub

GC Business Growth Hub to:

- Fully brief the project requirement in clear and effective terms
- Be readily available for questions and prompt to respond to enquiries

7. Period of delivery and Budget

The requirement for Business Support Market Research will run from March 2020 to December 2020.

The maximum budget for this service is £25,000 (excluding VAT)

8. Evaluation

Only Quotation Forms completed in full will be considered.

Quotations will be assessed on the following criteria:

- Evidence of your expert experience and availability to deliver the requirements set out in the Tender objectives, including the skills and ability of the proposed personnel to be employed (55%)
- Day rate, including expenses (30%)
- Proposed delivery location (15%)

9. 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 in 8 (above).

10. Quotation Return

Please complete the Quotation Form including any additional information by midnight on Friday 28th February to:

Nick Batty, Procurement Manager

Email: nick.batty@growthco.uk

[Please hold Tuesday 3rd March in your diary for potential interviews.](#)

11. 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.