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Invitation to Quote

Business Workshops

Ref Q2234

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1. Introduction

The aim of this document is to select and appoint providers to deliver Business Workshops on behalf GC Business Growth Hub.

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

This quotation replaces the tender exercise that was cancelled in November 2021.

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, 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. Requirement

3.1 *Scope of Tender*

The GC Business Growth Hub wishes to appoint a number of service providers to enter into a Framework Agreement for the delivery of specialist services; the opportunity has been divided into four lots and bidders can bid for one or more of Lots detailed below.

3.2 Introduction

The GC Business Growth Hub “Growth Services” Support Programme offers intensive support to people in the process of establishing a business with the potential to employ five staff within three years, or turnover £250k within that same period. The programme is available to those people establishing a business within Greater Manchester.

The support available is made up of one to one sessions with one of our employed business advisers and is available both prior to the business being established and also once the business has started trading. In addition to this we run a number of “one to many” sessions which are made up of Workshops, Clinics, and Networking Groups

3.3 Lots

This Framework Agreement shall comprise eleven lots as follows; service providers are invited to tender for one or more lots.

Lot 1 - Sales

Lot 2 - Tendering for Contracts

Lot 3 - Social Media for Business

Lot 4 - Marketing and Promotion

3.4 Format

Virtual delivery

3 to 4 hour delivery with a short break in between roughly 15/20 minutes.

Start time

Morning session 9:30am or 1.00pm for an afternoon session:

Face to face delivery

GC Business Growth Hub will provide staffing to open the session, ensuring clients are signed in as well meeting the provider at the end of the session.

- Registration – 9.30am
- Start Time – 10.00am
- Lunch – 12.30pm – 1.00pm /1:30pm (light refreshments provided)
- Close between 4.00pm and 4.30pm

The provider should produce materials to be used during the session and should include a workbook and presentation material. The provider should provide this material to the GC Business Growth Hub at least a week prior to the session to ensure we can print these for each delegate. All materials should be produced using GC Business Growth Hub branding. Guidance and templates will be provided to the successful providers to use when producing material.

The sessions are to be introduced and an agenda for the day shared with the delegates at the start by the provider. Introductions should be carried out at the start of the session, this to help establish the level of understanding in the room meaning the provider can tailor the content being delivered to be best received.

The GC Business Growth Hub will provide sign in paperwork and evaluation forms for each Workshop and will manage the completion of sign in sheets. The evaluations are to be

handed out by the provider at the end of the session and completed forms will be collected by a GC Business Growth Hub member at the end of the session.

Should the session need to be cancelled GC Business Growth Hub reserves the right to do so with no charge incurred to them.

All providers will be delivering on behalf of the GC Business Growth Hub and should act as ambassadors for the service both during and outside of delivery.

3.5 Specification: Content of the Various Workshops

For each of the various Lots the following topics are to be covered in the workshop material:

Lot 1 - Specialist Workshop Delivery – Sales

- *Sales cycle;*
- *Creating a Sales strategy;*
- *Building relationships.*

Lot 2 - Specialist Workshop Delivery – Tendering for Contracts

- *Where to look for Tender opportunities;*
- *Effective Tender writing;*
- *Valuating an ITT.*

Lot 3 - Specialist Workshop Delivery – Social Media

- *The different Social Media platforms;*
- *Which platform is right for your business / Who is your audience;*
- *Social Media strategy.*

Lot 4 - Specialist Workshop Delivery – Marketing and Promotion– Taking a Product to Market

- *How to create a Marketing strategy;*
- *Identifying your customers - B2B / B2C;*
- *Branding / Company Image.*

4. Period of delivery and Budget

The contract period will be from the date of award until the 30th September 2023, with an option, to be exercised at GM Business Support Limited sole discretion for an additional 1 year extension.

Please note that whilst the GM Business Support Limited has estimated the volume of services to be provided through the Framework Agreement, the GM Business Support Limited can provide no guarantee of work to any applicant who is successful in winning a place on the Framework Agreement.

The likely value of activity under this framework will be between £10,000 and a maximum of £24,000 excluding VAT.

5. Service Orders

Following the award of contract GM Business Support Limited will issue a service order(s) which shall be a separate contract for supply of services between the Supplier and GM

Business Support Limited, in each case governed by and incorporating the terms of the Framework Agreement.

The parties acknowledge and agree that following award GM Business Support Limited is in no way obliged to: -

- (i) pay up to the values set out in 3.2; or
- (ii) submit any Services Order to the Supplier.

6. Evaluation

Only Quotation Forms completed in full will be considered.

Quotations will be assessed on the following criteria:

- Price per workshop (30%)
- Evidence of general experience and capacity to deliver requirements set out in the objectives including the skills and ability of the proposed personnel to be employed. (35%)
- A high level course outline, including topic headers (35%)

7. Scoring of Quality and Pricing 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.

Pricing evaluation

A score shall be calculated by reference to the lowest price submitted. This lowest price will be given a score of 30 and all other scores will be awarded scores relative to that cost using the following formula:

Pricing score = (Lowest Submitted Price ÷ Masterclass Price Submitted) x 30

In each case a virtual and face to face price is requested, for calculation purposes, the two prices will be added together to determine the price.

For each masterclass the scores from the evaluation of the questions in Section 5 and the Pricing Question will be added together and the highest score in each case will be awarded the contract for that particular Masterclass.

8. 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 completing the questions set in Quotation Form

9. Quotation Return

Please complete the Quotation Form including any additional information by 13:00 on Monday 7th February 2022 to:

Nick Batty
Procurement Manager
Email: nick.batty@growthco.uk

10. 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.