

The logo consists of a purple trapezoidal shape pointing to the right. Inside the shape, the words "BUSINESS" and "READY" are stacked vertically in a bold, white, sans-serif font.

**BUSINESS
READY**

The logo features a purple line-art zigzag shape above the text "UNIVERSITY OF WARWICK SCIENCE PARK".

UNIVERSITY OF WARWICK
SCIENCE PARK

Business Growth Skills Workshops - Procurement

Introduction

The University of Warwick Science Park (UWSP) in partnership with Warwickshire County Council (WCC) is looking to appoint a pool of workshop providers for the provision of a Business Growth Skills workshop programme under a framework call-off agreement.

The Business Ready Programme is partly funded by the European Regional Development Fund forming part of the Coventry and Warwickshire Business support programme. The programme end date is December 2018.

Purpose of this document

The questionnaire contained in this document forms the first stage of selecting applicants to participate in this procurement. Shortlisted applicants will then be invited to attend stage two for presentations and discussions.

The procurement of Business Growth skills workshops for Business Ready is following national guidelines for procurement of ERDF funded projects.



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Service Description

Business Ready is an innovative new business growth support package for tech-based, innovation-led and knowledge intensive businesses based in Coventry and Warwickshire. The programme is supporting micro and small enterprises with the characteristics and ambition for growth.

The programme offers a tailored package of demand led specialist and practical support delivered through a combination of mentoring, coaching and workshops for business owners and managers to develop their expertise and understanding of:

- Targeted marketing strategies and costed plans
- Strategic & business expansion planning
- Preparing investment propositions and funding applications
- Financial Control, Planning and Forecasting
- Growing the team through structured recruitment and retention activity
- Leadership & Team development
- Access to and availability of specialist premises and resources
- Access to relevant sources of knowledge and expertise
- Networking – peer to peer opportunities with other local growth companies
- Access to a wider network of contacts & knowledge

Workshop programme requirements

To deliver the Business Ready (BR) services to ambitious, innovative local companies, UWSP wishes to procure a range of workshops to be delivered through the duration of the programme.

The workshops are targeted at specific Leadership and Management skills requirements for tech-based or knowledge-intensive businesses. They are intended to offer multi-company, peer group, interactive and case-based workshops and will be supported by on-going mentor activity with the clients.

It is anticipated that the workshop programme will involve 2- 5 workshops per month over the period March 2017 – October 2018. Workshops will take place across Coventry and Warwickshire. The workshops will be open to all clients recruited to the Business Ready programme and also to clients who meet the basic eligibility criteria and are considering engagement with the programme.



The workshop schedule will be demand driven by requirements from clients already recruited to the programme and will be promoted up to 6 months in advance to the wider pool of clients.

Early indications are that there could be requirements for the workshop topics detailed below. However, we welcome your professional suggestions for content to be delivered appropriately to the client group.

We would also like facilitators to consider either individual or grouped workshops for single or multiple themes. For example, you may recommend delivery of 2 topics (e.g. Digital media marketing for both B2B and B2C) in the same 3-hour session, or you may wish to offer a group of topics or a theme over two or more separate 3-hour sessions.

We are looking to recruit facilitators who are specialists in their field and have proven expertise in face to face workshop delivery and facilitation to SME tech based and innovative businesses.

Possible Workshop Topics:

Finance	Marketing and Sales
Identifying the right Finance	From strategy to marketing plan
Effective Finance tools	New product development
Managing Finance	Digital Marketing - B2B
Applying for Debt funding	Digital Marketing - B2C
Applying for Equity funding	Developing your Brand
Applying for Grant funding	Using PR for maximum effect
EU grants and business support	From enquiry to Sale
Pitching for finance	Negotiating Skills
	People and personal development
Strategic Planning	Effective recruitment
Strategic Planning Tools	Personality profiling
From Strategy to Business Plan	Building your team
Developing a Marketing Strategy	Induction, integration and talent management
International Trading	Developing Skills and competencies
Managing the board and investors	Managing a team
Supply Chain Management	Time management
Partnership development and management	Communication Skills for personal impact
Operational	Mindfulness for Stress Management



Managing your IT and systems	Business Coaching Skills
Managing Risk	Innovation
Effective Governance	From Idea to Innovation
Applying for tenders	Identifying and Managing your Intellectual Property
Agile/lean management	Growth Hacking and Digital Development

Contractual issues

The UWSP programme team will schedule a series of workshops based on anticipated demand identified in the client Discovery and Assessment (DnA) exercise.

Dates and workshop content will be agreed with facilitators, subject to need. While a provider workshop may be accepted onto the framework panel, there is no guarantee that a provider will receive any purchase orders if expected demand is not achieved.

Workshop content and handouts should be delivered using only the Business Ready branding which will be supplied. No indicators of other business delivery organisations should be made other than the name of the Facilitator(s).

The workshops will be based on a 3-hour delivery sessions for up to 15 delegates. Preparation time, handout costs, travel time and expenses will not be paid separately and should be quoted as a delivery cost.

A maximum fee for a 3-hour delivery session of £600 +vat (if applicable) will be given. The fee will be doubled for a two session full day workshop.

A purchase order will be raised for each workshop delivery. Invoices will require signed attendance sheets from each workshop.

Workshop providers may also be asked to assist with the following with no additional fees:

- Provide information for the production of case studies
- Support external promotion to stakeholder groups
- Provide information requested by an audit

It is anticipated that contracts will be raised with registered companies. If a workshop deliverer expects to deliver services as a sole trader or partnership, then evidence of HMRC Unique Tax Reference (UTR) must be provided, and the individual must meet The



University of Warwick Self Employed status assessment or will be paid via the university payroll.

For contracting reasons, following the delivery of a workshop, all rights to the workshop content will be fully vested in UWSP. The providing party will be free to use any such material they provided for their use and/or business.

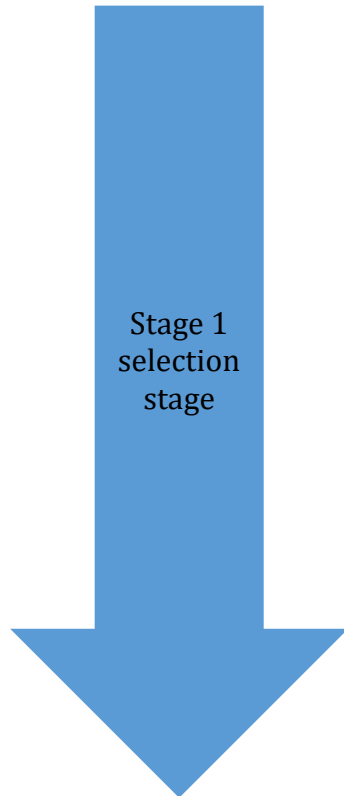
A workshop facilitator organisation is required to have public liability insurance and Employers Liability (if applicable). Please show levels of cover in the template below.

Please see application process below.



Application Process

There are two stages to this procurement.



- Questionnaire – Appendix A. Provide a response for each workshop to be considered. Where a question is not relevant to the responder’s organisation, this should be indicated, with an explanation.
- Confirm availability for presentation and interview on the dates indicated in the timetable (Appendix A5)
- Provide two signed references from clients for each workshop/facilitator (Appendix A6)

Evaluation criteria:

- Pass/Fail on Equal Opportunities
- Financial and Legal status of supplier (20%)
- Experience with client base (40%)
- References supplied (10%)
- Proposed content (20%)
- Fee rates (10%)

Applicants scoring 75% or more will proceed to stage 2



Evaluation criteria:

- Content appropriate to client base (40%)
- Facilitation skills relevant to client base (50%)
- Flexibility/resilience in delivery (10%)

Applicants scoring 75% or more will be invited to have their session(s) added to the workshop pool



Applicants should refer to the service description issued as part of this document for further detail on the requirements of the Workshop providers

Applicants should answer the questionnaire in Appendix A as accurately and concisely as possible, providing a response for each workshop/facilitator to be considered.

At least one facilitator shortlisted is required to attend for presentation and interview. It may be possible to arrange alternative dates where evidence of holidays is provided.

Failure to provide the required information, make a satisfactory response to any question or supply documentation referred to in responses, within the specified timescale, may mean that applicants will not be invited to participate further.

Completed documents should be submitted by **1st March 2017 at 5.00pm** to Pauline Brooks on businessready@uwsp.co.uk

Stage 1 Selection stage - Evaluation criteria:

Scoring criteria	
4	Meets minimum requirements and adds significant benefits: UWSP have no concerns regarding the financial and legal status Excellent, relevant experience with client base Superb references Excellent workshop overview and content
3	Meets minimum requirements and adds some additional benefits UWSP have no concerns regarding the financial and legal status Good relevant experience with client base Good references Good workshop overview and content
2	Meets minimum requirements UWSP have no concerns regarding the financial and legal status Satisfactory relevant experience with client base Satisfactory references Successful workshop overview
1	Standard below minimum requirements – some reservations
0	No response provided



Stage 2 Presentation and Interview - Evaluation criteria for each workshop/facilitator, will consider:

Scoring criteria	
4	<p>Provision of a high-quality session and key information which has allowed a thorough and extensive assessment;</p> <p>All content is specific and relevant and very well facilitated;</p> <p>All of the issues raised by UWSP have been considered or addressed to an excellent degree;</p> <p>The responses exceed all of UWSP's requirements;</p> <p>High level of evidence that applicant can exceed requirements with detailed explanations/evidence in support.</p> <p>UWSP has no concerns and has a high level of confidence in the applicant's proposals;</p>
3	<p>Provision of an excellent session and key information which has allowed a thorough assessment;</p> <p>Responses give a detailed, specific and well thought out answer to the questions;</p> <p>All of the issues raised by the UWSP have been considered and addressed to a good degree;</p> <p>The responses satisfy all and exceed some of the UWSP's requirements</p> <p>The appropriate level of evidence provided to indicate that the applicant can satisfy the requirement.</p> <p>UWSP has no concerns and has a good level of confidence in the applicant's proposals</p>
2	<p>Provision of a basic session and key information which has allowed assessment;</p> <p>Responses answer the questions to an acceptable degree;</p> <p>All of the issues raised by UWSP have been considered or addressed to a satisfactory degree;</p> <p>The responses satisfy all of UWSP's requirements;</p> <p>There is evidence that the applicant can satisfy the requirement with minor reservations about the ability to provide the service.</p> <p>UWSP has some minor concerns in the applicant's proposals;</p>
1	<p>Weak delivery session or key information omitted;</p> <p>Responses do not correctly answer the questions;</p> <p>Very few of the issues raised by UWSP have been considered or addressed, or they have been poorly considered/addressed;</p> <p>The responses only satisfy a few of UWSP's requirements;</p> <p>There is some evidence that the applicant can meet some of the requirement, but limited information and/or significant weaknesses</p> <p>UWSP has little confidence in the applicant's proposals.</p>
0	<p>No information provided and/or fundamentally unacceptable;</p> <p>Responses do not answer the questions;</p> <p>Responses do not consider/address the issues raised by UWSP;</p> <p>The responses do not satisfy any of the requirements;</p> <p>Non-Compliant – there is no evidence that the applicant can meet the stated requirements.</p>



UWSP has no confidence in the applicant's proposal;

Queries about the procurement

Any questions must be submitted to businessready@uwsp.co.uk by 20th February.

All questions asked and all responses will be published on the UWSP website in an anonymous form.

UWSP does not accept, and will not respond to any verbal requests for clarification/information.

Timetable

Following is an indicative timetable for those wishing to apply to join the delivery panel:

Advertise on website	26 th January 2017
Final date for queries	20 th February 2017
Closing date for submissions of applications	1 st March 2017
Applicants informed of outcome and further details for presentation/interview sent	9 th March 2017
Presentation/Interview dates for potential workshop/facilitators (Venture Centre, 9.00 – 5.00)	17 th March and 21 st March 2017
Applicants informed of outcome	23 rd March 2017
Facilitator induction meeting Binley Innovation Centre – 14:00 – 17:00	29 th March (pm)
Workshop delivery to commence	April 2017



Appendix A – Questionnaire

A1. Business Details	
Name of the organisation (or individual) in whose name the contract would be agreed:	
Principal contact name:	
Contact address:	
Telephone number:	
Mobile number:	
E-mail address:	
Company Registration number:	
Date of Registration:	
Registered address if different from the above:	
VAT Registration number:	
Website address:	
Sole trader or partnership: HMRC UTR	
Does the business offer any additional services which may be appropriate to the client base:	



A2. Financial and legal information

What was your turnover in the last two years?	£..... for year ending .././....	£..... for year ending .././....		
Has your organisation met its obligations to pay its creditors and staff during the past year?	Yes / No			
If "No" please explain why not?				
Are there any court actions and/ or tribunal hearings outstanding or threatened against your organisation?				
If Yes, please provide details:				
Has your organisation been involved in any court action and/ or significant tribunals over the last three years?				
If Yes, please provide details:				
During the last three years, has your organisation had a contract terminated, failed to complete a contract to timescales, or had financial penalties imposed as a result of failure to meet deliverables.				
If Yes, please provide details:				
Please provide details of your organisation's insurance protection.				
Type	Policy number	Insurer	Expiry date	Limit (£)
Employer's liability				
Professional indemnity				
Public liability				

A3. Equal Opportunities

(Pass/Fail question – applicant must answer 'yes' to pass)



Can you confirm that your organisation fully complies with the Equality Act 2010?	Yes / No
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A4. Pricing Schedule

Pass/Fail question; it is mandatory to complete the table below. Fees are also scored, with a weighting of 10%.

The lowest cost bid will be given the maximum percentage weighting for the cost element (10). All other bids will then be compared against the lowest cost bid on a pro-rata basis.

The formula that will be used to make the comparison is: -
 $\text{price } 10\% \times (\text{lowest price/bid price})$

This fee element shall include the cost of all labour, equipment, materials and travel.

Hours of working	All inclusive workshop Total
Office working hours 9 -5	
Weekday evenings after 5 pm	
Weekend hours	

Please note rates exceeding £600 + VAT (if applicable) per workshop will not be considered

All Prices submitted must be **exclusive of VAT**

Signed

On behalf of

Date



A5. Workshop and Facilitator (s) (please complete for each workshop/facilitator):

Workshop name:

Please provide an overview of the workshop suitable for a promotional document, along with a proposed agenda for the workshop. Maximum A4 page.



For each facilitator:
Name:
Relevant qualifications:
Type of experience delivering the workshop to the client base.

Conflicts of Interest

Are there any potential conflicts of interest that may arise from other existing contracts and/or relationships should the workshop/facilitator be selected?	Y/N
If Yes, please provide details:	
Availability to conduct a presentation and interview on 17 th or 21 st March. Please indicate morning or afternoon preference.	
Availability for induction/planning day on 29 th March:	

A6. References

Please include two references/testimonials from clients, either on letter headed paper or an email from a registered company domain name.