

Growth Platform – Liverpool City Region Growth Company

Invitation to Tender – Business Support Event Series

Background

Growth Platform is Liverpool City Region’s Growth Company, designed to support people and businesses to realise their potential and generate growth. Our role is to strengthen, simplify and coordinate the business support landscape for businesses across Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral.

Our mission is to deliver growth across the City Region – through business support, attracting investment and developing talent to create a fairer, greener and more inclusive economy for all who live and work here.

Growth Platform manages the Local Growth Hub service which is delivered through a network of area-based brokerage partners. Through these partners, businesses have access to face to face business diagnostic, brokerage and advice and mentoring, making access to support simpler and more joined up.

The Local Growth Hub service is funded by The Department for Business, Energy and Industrial Strategy (BEIS), and European Regional Development Fund (ERDF).

Requirement

Growth Platform wishes to appoint an agency or individual to develop and deliver a six-month programme of B2B events for small and medium sized enterprises (SMEs) within Liverpool City Region.

The aim of the events programme is to raise the profile of the Local Growth Hub service and its partners as well as wider business support opportunities for local SMEs.

The Brief

The following areas provide an overview of the activities that the successful event management company/individual will be responsible for delivering.

Event planning and management

Planning and management of events including but not limited to

- The development of a six-month event calendar aligned to local and national priorities (e.g. Net Zero, Equality and Diversity)
- Planning and delivery of five B2B events (circa 50 attendees)
- Planning and delivery of a larger scale showcase event at the end of the six-month contract period
- A full event management service including invitations, sourcing of suppliers and staffing

- Sourcing of venues across Liverpool City Region
- Sourcing of speakers who represent the diversity of Liverpool City Region's business community
- Collaboration with Local Growth Hub delivery partners, LCR High Growth Programme marketing agency and Growth Platform to ensure a joined up approach

Content creation

The creation of digital content to complement the event series including but not limited to:

- Video production and editing for social media
- Post event write ups
- Blog/social media content

Other

- Development and maintenance of event attendee contact database in compliance with GDPR regulations (to be provided to Growth Platform on completion of contract)
- Maintain detailed budget including monthly expenditure reports

Timescale

The contract is for a six month period to run from September 2022 to 31 March 2023

Published	19 July 2022
Deadline for supplier questions	8 August 2022
Deadline for Growth Platform response to supplier questions	9 August 2022
Deadline for tenders to lisa.duddridge@growthplatform.org	15 August 2022
Supplier notified of award of contract	22 August 2022
Contract start date	Mid-Late September 2022

Indicative Budget

£32,000+VAT (this must cover all associated costs including venue hire, event management fees, catering and speaker fees and any additional expenses)

Supplier Questions

Any questions should be directed to Suzi Smith on suzi.smith@growthplatform.org on or before the deadline for supplier questions indicated in the timeline about.

All questions and answers will be made anonymous and disseminated to all potential suppliers on the tender page of Growth Platform's website (growthplatform.org/tenders). It is the responsibility of suppliers to monitor the site for activity.

Proposal format

The successful company/individual should demonstrate they have the ability and resources to deliver the above brief by providing a response of no more than 4 sides of A4 including a full budget breakdown.

Evaluation Criteria

When awarding this contract Growth Platform reserves the right not to accept the lowest priced tender, but the most economically advantageous taking into consideration the award criteria below.

Quotes will be scored by the Head of Communications, Head of Business Growth and Digital Communications Executive.

In the event that all tenderers score under 65, Growth Platform reserves the right to re-advertise the opportunity.

Quotations will be assessed and scored on the following criteria:

Quality/Technical Merit (40%)

Supplier must demonstrate they have the technical and professional capability to deliver the requirement

Cost/Value for money (30%)

Does the supplier offer value for money. This will not necessarily be the cheapest quote.

Delivery timescale (30%)

Supplier must demonstrate they can deliver the requirements to timescales above.

Scoring Methodology

Score	Meaning
0	Unacceptable response. Requirement level is not met. Many important issues are completely un-addressed or response wholly inadequate or inappropriate. Concerns are serious and risk levels unacceptable for many areas.
2	Poor response. Requirement levels are adequate for only some important issues. Some important issues are largely incomplete. Concerns are serious and risk levels unacceptable for some areas.
4	Adequate response. Requirement level is partially met. Overall the proposals are satisfactory, but some issues are weak. Risk levels apply but Bidder has demonstrated understanding of how they will meet all minimum requirements.

Score	Meaning
6	Good response. Requirement level is partially met, competence is demonstrated in all areas but there is scope for more detail and more depth in some areas.
8	Very good response. Requirement level is met with only a few minor weaknesses or queries. Competent bid demonstrating overall understanding of requirements and experience in all areas.
10	Excellent response. Requirement level fully met. All key issues addressed. Range of examples of good practice, understanding of requirements.

Clarification Interviews

If it is felt that submissions require clarification, tenderers will be invited to a clarification interview. The representatives who attend should be the people who will be working on this contract.

Deadline and submission

Proposals are required by 15 August 2022 at 12:00pm electronically to lisa.duddridge@growthplatform.org

Proposals submitted after this time will not be considered.

Date published

19 July 2022

This work is part funded through the European Regional Development Fund.

Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which may incur in preparing and/or submitting your tender at any stage of this exercise. This applies whether or not you/your organisation is successful.