



Growth Platform

Invitation to Tender

Liverpool City Region Careers Hub - Education - Business Together Programme

Background

Growth Platform is Liverpool City Region's economic enabler, 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 engagement, attracting investment and developing talent to create a fairer, greener and more inclusive economy for all who live and work here.

www.growthplatform.org

The Careers & Enterprise Company (CEC) was established by Government in 2014 and working in partnership with Local Enterprise Partnerships (LEPs), across England, set up Careers Hubs to build and co-fund a national network of Enterprise Coordinators to improve careers education and help prepare young people for the world of work.

The Liverpool City Region Careers Hub is managed by Growth Platform and is currently supporting 135 schools and colleges across the City Region.

World-class careers education follows the eight Gatsby Benchmarks of good careers guidance. At its best careers is an essential part of a young person's secondary education, beginning early and continuing throughout school life. Real world learning, knowledge, inspiration and advice is gained through multiple employer and workplace engagements, exposure to further and higher education, as well as through the curriculum and in 121 personal guidance.

Through statutory guidance and the Skills for Jobs White Paper (2021), The Careers & Enterprise Company is the main government partner for supporting schools and colleges to deliver careers education in England.

The Careers & Enterprise Company vision is to make high quality, 21st century careers education a reality for everyone, everywhere by –



1. Supporting schools and colleges to deliver excellence - through information, resources, tools, training, our network of Careers Hubs and communities of best practice.
2. Supporting employers to engage with purpose - by making it easy for them to connect into schools and colleges as one of our 4000 senior business volunteers working with Careers Leaders on their careers programmes, or as part of our 300 strong 'Cornerstone Employer' community working to transform careers education across multiple schools and colleges in their local areas.
3. Including all young people in careers education - through our digital tools for Careers Leaders enabling them to target and tailor their careers interventions across years and cohorts, our specialist networks and resources to support young people with SEND, those in Alternative Provision settings and those in Independent Training Providers.

Requirement

Growth Platform wishes to appoint an agency or individual to develop and deliver a 12 month programme to bring together employers and education to understand the landscape and make it easier to build long term sustainable relationships delivery real impact to LCR students especially those that need it most. The programme must meet the requirement of Gatsby Benchmark framework.

The aim of the programme is to develop employer and partner links to share ideas, signpost opportunities and celebrate good practice relating to schools' engagement. Our overarching aim is to ensure that we bridge the gap and develop stronger links to deliver better outcomes and impact for our young people.

The Brief

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

Programme development and management

Planning and management of the programme including but not limited to:

- The development of a twelve-month event calendar aligned to local and national priorities (e.g. Growth Sectors, Give an Hour, Cornerstones and Enterprise Advisers)
- Planning and delivery of networking events
- Planning and delivery of CPD/training sessions to support employers engaging within the Education Sector
- Creation and development of profiling employers within LCR Careers Hub website
- Gatsby Benchmark 4 - bespoke consultancy to support identification of employer's needs to consider school engagement
- Sourcing of venues (if required) across Liverpool City Region
- Sourcing of speakers to support training and networking events
- Collaboration with LCR Careers Hub and Growth Platform to ensure a joined up approach
- Evaluation and impact report



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/Impact stories
- Social media content

Other

- Development and maintenance of attendance contact database in compliance with GDPR regulations (to be provided to Growth Platform on completion of contract)

Timescale

The contract is for a 12 month period to run from September 2022 to 31 August 2023

| | |
|---|------------------------------------|
| Published | 3 rd August 2022 |
| Deadline for supplier questions | 9 th August 2022 |
| Deadline for Growth Platform response to supplier questions | 10 th August 2022 |
| Deadline for tenders to lisa.duddridge@growthplatform.org | 21st August 2022 |
| Supplier notified of award of contract | 25 th August 2022 |
| Contract Start date | 1 September 2022 |

Indicative Budget

£35,000+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 Gill Walsh, Strategic Hub Lead on gill.walsh@growthplatform.org, on or before the deadline for suppliers 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 price tender, but the most economically advantageous tender taking into consideration the award criteria below.

Quotes will be scored by the Strategic Hub Lead and the Operational Hub Lead.

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 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. |
| 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. |



| Score | Meaning |
|-------|--|
| 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, experience, understanding of requirements. |

Clarification Interviews

If it is felt that submissions require clarification, suppliers 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 21st August 2022 @ 11.59pm electronically to lisa.duddridge@growthplatform.org

Date Published

3rd August 2022

Growth Platform actively encourages submissions from underrepresented groups.

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 you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.