

## **Growth Platform Invitation to Tender**

### **Liverpool City Region**

#### **Consultancy to deliver investment/ legacy framework for SIF business events**

### **Growth Platform**

Growth Platform is the Liverpool City Region's (LCR) Growth Company which has been established by the Liverpool City Region Local Enterprise Partnership (LEP) and the Combined Authority (CA) to deliver the City Region's business growth and sector development, working in partnership with business, the constituent Local Authorities, Universities, Colleges and third sector partners.

### **Introduction**

It is well established that the economic benefits for a city or region hosting events and conferences are significant for the local economy and this is traditionally reported in terms of the number of beds nights occupied and the level of expenditure that is secured from overnight stays. Research and evaluation for the current SIF Growing Business Visits and Events show that the average spend per business delegate in 2022 was £262.30. However, the impact of both leisure and business events are far reaching, delegates and tourists spend on everything from hotels to transport, restaurants to attractions, and the business tourism sector is important for raising the profile of the area's sectoral and academic strengths both nationally and internationally. Events can have a global reach too and contribute to attracting more people to the region as well as encouraging people to feel positive about staying to live and work.

### **Growing Business Events SIF project**

Following the impact of the Covid 19 pandemic, stimulating business tourism was identified as key critical activity to the region and public and private investment was committed into the business events sector in the city region through the Growing Business Events SIF Project with the aim of boosting tourism figures and spend. Since 2019, the project has provided invaluable support to the city region in securing business events and conferences taking place at ACCL, as the industry recovers from the pandemic. The project has provided subvention funding for specific business

events based on their growth sector and economic impact to the region. To date 29 conferences have been allocated subvention funding and delivered with a diverse mix of corporate and association business including a significant number of events that will return in future years. In total, the events, funded through the project have created £12.2m in GVA, and also helped to support, protect and create 226 jobs in the visitor economy.

The Growing Business Event Project used a framework to evaluate the impact of the proposed event and whether it was worthy to receive subvention funding. The key criteria for this was:

- Relevance to Liverpool City Region Sector Strengths/University Subject Matter/relevant Strategies.
- Impact on local businesses & opportunities for developing industry links.
- Enhancement of positive image of Liverpool City Region Nationally & Internationally, promotion, marketing and media coverage
- Use & range of accommodation.
- Is the conference likely to impact on attraction of additional associated events at a future date?
- Date of Conference (especially periods of lower occupancy in city)
- Is the conference likely to result in legacy for the subject matter or the city region?

There has not been the opportunity to explore the final question surrounding legacy to any great depth to date. Understanding the downstream benefits for associated industries and societal impact of events will provide a shared learning opportunity for all stakeholders and will only improve performance when it can specifically measure broader event impact. Developing an aligned, and integrated offer will in turn, support the event industry's ability to be competitive, increase commercial returns, and achieve more through the events that are delivered. This will evidence the value as an industry to the wider public sector and our communities.

There are several areas where events create value beyond immediate economic impact including the vast quantities of knowledge that is created and shared through meetings, the inward investment and business collaborations that are stimulated and the societal, healthcare, scientific excellence and economic challenges that are

addressed and solved, when bringing business leaders to our region. However, this proposal seeks to understanding the impact of events on inward investment in the region.

This proposal focusses on the alignment of events, legacy and inward investment. It is a critical area for further scrutiny as it:

- Contributes to the strength and growth of the local economy through job and wealth creation.
- Helps build competitive advantage through opportunities and diversity of business base.
- Increased access to existing and new markets (national and export)
- Enhances supply chain capability - manufacturing, health & low carbon.
- Positions Liverpool City Region (LCR) for inward investment growth
- Generate an increase in investment leads

### **Requirement**

The SIF Growing Business Visits and Events project board members are looking for a consultant to develop a framework/ model for the SIF Business Events project (phase 2) to guide decisions around specific event selection based on their synergy with target growth sectors and to examine the linkage of place making and inward investment decisions to enable us to gain a fuller understanding of the impact of place in influencing decisions. It may concentrate on key events to develop a workable solution. This framework should evaluate:

- The proactive identification of bid opportunities and the right international events to secure for the city region and the influence of strong relationships with major events owners, facility programmers, influencers, and stakeholders.
- The criteria and evaluation of successful bids
- The support required for the delivery of targeted events through clearly sign-posted and targeted criteria-based applications.
- Evaluating how event benefits are currently evaluated with a view for inward investment opportunities.
- The value of place in making those decisions to hold an event in the city region.
- The post event actions processes and follow up for repeat business and economic investment.

- The benefits of events, particularly the economic return on investment and international profile
- Recommend a series of outputs and outcomes and make recommendations for continued monitoring and evaluation.
- Make recommendations on the process, areas of improvement and additional actions or research that needs to be undertaken (including role and responsibilities) to develop an integrated events strategy
- The potential long-term return on investment taking account of the extent of industry engagement.
- Explorations of wider collaboration opportunities to host major events.
- Provide guidance and KPIs for events to deliver against (and identify and measure)

The successful provider will have the opportunity to work with project members and Growth Platform to support their activity. It is anticipated that the work will take 3 months to complete.

The model or framework that is developed and approved by board members will then be used to implement for the phase 2 SIF BVE project (2023 – 2028), commencing in April 2023.

### **Governance**

The consultancy work for the investment and legacy framework is being funded through the LCR BVE SIF project and will progress the core requirements to establish a new investment model over the next 5 years of the project. Represented on the Business Events project board are the Liverpool Hospitality (board chair and the city region's recognised hospitality association), the Liverpool BID Company, Marketing Liverpool and ACCL. The project board will oversee the delivery and final approval of this project.

The project will be led by the LCR Growth Platform as the accountable body for the BVE project and other related SIF programmes. The group are accountable to the region's Visitor Economy Board (VEB) and Liverpool City Region Combined Authority.

## Project Milestones

| Milestone Activity  | Timescales        |
|---|-------------------|
| Procurement and Appointment External Expertise                              | 6 April 2023      |
| Meeting with Growth Platform to outline requirements with consultant/agency | 7 April 2023      |
| Engagement with project members   | April - June 2023 |
| Completion of investment and legacy framework                               | 30 June 2023      |
| Project board approval  | July 2023         |

## Procurement Timeline

|   |                     |
|---|---------------------|
| Published   | 20 March 2023       |
| Deadline for supplier questions   | 24 March 2023       |
| Deadline for Growth Platform response to supplier questions   | 27 March 2023       |
| <b>Deadline for tenders to <a href="mailto:natasha.mealor@growthplatform.org">natasha.mealor@growthplatform.org</a></b> | <b>3 April 2023</b> |
| Interviews/Presentations  | 5 April March 2023  |
| Contract Award  | 6 April March 2023  |
| Contract Start Date   | 7 April 2023        |
| Contract End Date   | 30 June 2023        |

## Budget

£11,225 (inclusive of VAT)

### Supplier questions

Any questions should be directed to [natasha.mealor@growthplatform.org](mailto:natasha.mealor@growthplatform.org) on or before the 'Questions Deadline' date stated in the above timeline. Please title the email '**Business Events investment Question**'

All questions and answers will be made anonymous and disseminated to all potential suppliers on Growth Platforms [tender page](#). It will be the responsibility of the potential supplier to monitor the site for latest activity.

### Proposal Format

Suppliers must demonstrate the ability and capacity to deliver the brief. Suppliers expressing an interest in this opportunity should provide their submission in MS Word or PDF formats and not exceed 4 sides of A4.

### Evaluation

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.

Submissions will need to score at least 65 to be eligible. In the event that all submissions score under 65, Growth Platform reserves the right to re-advertise the opportunities.

### Evaluation Criteria

Proposals / Quotations will be assessed and scored on the following criteria:

|    |   | Weightings |
|----|---|------------|
| 1. | An overview of how you will develop the framework/ model for the SIF Business Events project (phase 2) to guide decisions around specific event selection based on their synergy with target growth sectors and to examine the linkage of place making and inward investment decisions. Please provide details on your approach and ideas to deliver this and how you will ensure timescales are met. | 20%        |
| 2. | Detail the resources and your company's technical ability to carry out the service. Provide information on the composition of the delivery team for performance of the service and level of resources to be used.   | 20%        |

|    |   |     |
|----|---|-----|
| 3. | Your approach to review how event benefits are currently evaluated with a view for inward investment opportunities. How do you propose to evaluate the post events actions process? | 20% |
| 4. | Price<br>(Lowest bid price /your bid price) x 40%   | 40% |

The scoring mechanism for scored questions will be detailed as follows unless stated otherwise.

| 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.   |
| 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 and understanding of requirements.  |

### Deadline and Submission

Proposals are required by **3 April March 2023** electronically to

[natasha.mealor@growthplatform.org](mailto:natasha.mealor@growthplatform.org) - please title your email '**Business Events investment Submission**'

## **Date Published**

20 March 2023

## **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.