


 INVESTING IN  
englandsnorthwest

EUROPEAN REGIONAL DEVELOPMENT FUND

**REQUEST FOR QUOTATION – WIRRAL**

PROJECT TITLE:	Business Start Up – Wirral Council
REFERENCE NUMBER:	RGCP0967
ISSUED BY:	Wirral Council in partnership with NWDA
DATE OF ISSUE:	24 <sup>th</sup> July 2009
ANTICIPATED START DATE:	1 <sup>st</sup> October 2009
CONTRACTING AUTHORITY CONTACT DETAILS:	<p>██████████ ██████████████████████</p> <p>Wirral Council Town Hall Brighton Street Wallasey CH44 8ED</p> <p>Please do not contact this address for clarifications – see below</p>
RFQ RETURN DATE:	12 noon on 7 <sup>th</sup> August 2009
CLARIFICATIONS	<p>If you require further information or clarification please contact ██████████ by no later than 12 noon 4<sup>th</sup> August 2009. Questions will be answered within 48 hours and shared with all bidders. Questions after this date will not be answered.</p>
DOCUMENTATION REQUIRED:	<p>We require an electronic version of your submission on disc in duplicate and three hard copies sent to:</p> <p>Wirral Borough Council Legal &amp; Member Services Department of Law, H.R. &amp; Asset Management c/o One-Stop Shop Town Hall Brighton Street Wallasey Wirral CH44 8ED</p>
PANEL DETAILS:	Business Start Up Assessment Panel will meet on 13 <sup>th</sup> August 2009

<p>TERMS AND CONDITIONS OF CONTRACT</p>	<p>The Northwest Development Agency's (NWDA) Standard Terms and Conditions of Contract for Services shall apply. (Note - the Panel has been procured by NWDA and as such the Agency's terms and conditions apply regardless of which contracting authority is issuing this mini tender)</p>
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NWDA RFQ  
Version 1 April 2009

## PROJECT DETAILS

### 1 EXECUTIVE SUMMARY

The supplier is required to provide intensive and specialist services and support for people considering setting up in business, improve survival rates of businesses through targeted support for up to 36 months, and to contribute towards increased levels of enterprise activity - particularly within the underperforming groups/areas of the North West region. Details of the target groups are contained within the Service Specification.

Individuals who are in need of support to start a business should receive the relevant skills, confidence and practical assistance to set up their business, and a subsequent level of support to improve business survival rates and growth in the future years. This is an intensive business support product that sits alongside Business Link NW's services.

A regional project management service has been appointed to undertake a range of tasks including:

- To collect information relating to the programme and the funding;
- Monitoring of outputs and spend;
- Monitoring of target group / beneficiary take up;
- Monitoring of supplier panels and their uptake;
- Collection of materials relevant to evaluation;
- To collect and monitor information that enables QA review;
- Customer feedback;
- Stakeholder feedback;
- Queries and concerns, complaint resolutions;
- Satisfaction surveys and mystery shopping;
- Compliance with accreditations and standards;
- To monitor the performance of Lot 2 Panel Members;
- To contract manage where the NWDA contracts directly with Lot 2 panel members for delivery of start up services;
- To ensure delivery and branding is compliant with BSSP and the specification agreed for the project;
- To provide communications, performance data and update mechanisms to partner organisations;
- To ensure programme expenditure is in line with agreed activities and spend profiles.

It is expected that the providers will work closely with the Regional Project Management Service (RPM), providing them with information identified within the Framework Agreement.

### 2. AIMS AND OBJECTIVES

Wirral Council and the NWDA are seeking quotes by competitive tender to carry out intensive start up support and post start support for the groups and areas indicated in the table below in the Wirral area.

It is anticipated that the 3 year contract will deliver 900 new businesses and create 1,620 jobs by the 31 March 2012 and within this 150 new businesses and 270 jobs created by 31<sup>st</sup> March 2010, (this figure will be adjusted to take account of the outputs achieved since 1 April 2009 to date under the existing Wirral Council Business Start Programme which has been extended to 30<sup>th</sup> September 2009.

However the contract may be extended to 4 years subject to satisfactory performance and confirmation of annual funding amounts which may increase or decrease during the lifetime of this RFQ. The actual services to be delivered are defined in the Business Start Up service specification plus enhanced

services as required in Wirral and will commence on 1<sup>st</sup> October 2009 and terminate on 31<sup>st</sup> March 2012 subject to satisfactory performance and confirmation of annual funding amounts:

Allocation of funding to priority groups / areas %			
See Annex 1 of Guidance Notes for further guidance on these groups			
Regional Priorities		Other Agreed Local Priorities	
Priority	% allocation	Priority	% allocation
Women.	40 [30-50]	50+.	20 [10-30]
BME (Inc migrant workers).	10 [0-20]	Young people (18-30)	20 [10-30]
Social Enterprise.	2.5 [0-5]	Clients not covered elsewhere	60 [50-70]
Disabled.	2.5 [0-5]		
RES Priority Areas (Barrow, Blackpool, Halton, Knowsley, St Helens and Wirral)	45 [35-55]		
Total – mid points should total 100%	100		100
TOTAL PER ANNUM		TOTAL	

- NWDA/LA reserves the right to review and amend these allocations in light of new market conditions and/or economic circumstances.

In the addition to the above allocation of NWDA/ERDF/LA funding this RFQ also includes the delivery of start up support to Job Seeker Allowance claimants of 6+ months duration being funded by DWP (i.e. excluded from the above table).

DWP funding	<i>It is anticipated that funding will be demand led and will operate to March 2011</i>
JSA + 6 months	<i>X in LA geographical area – this will be confirmed when known by deed of variation.</i>

*This element of the BSU project will be delivered at the same Unit Cost as indicated in your response.*

The local priority areas in Wirral are:

Ward	LSOA	Post codes included
All Wirral wards	See attached	See attached

## 3A. ISSUES CRITICAL TO CONTRACTING AUTHORITY -

~~Suppliers should ensure that their responses address the issues critical to the LA or NWDA~~

1. Detail your experience of delivering business support contracts and services in general and particularly business start up activity in Wirral during the previous 12 months under each of the main cohorts e.g. young people, over 50's, women disabled, BME etc. Provide details of the numbers of businesses started and their survival at 12 months. For consortia details should be provided for each member.
2. Detail your understanding of Wirral's socio-economic conditions and specific issues affecting business start up within the target groups/areas
3. Describe how the Service Specification will be delivered in Wirral including:
  - how each group/area will be identified and targeted,
  - how you will link with other complementary programmes and work with existing Wirral Council initiatives,
  - where your local delivery office will be based and the proposed facilities and how soon it will be fully operational,
  - provide estimates of the expected success ratio (conversion rate) for each stage of the client journey for each client group,
  - Indicate the maximum number of clients that could be managed at each stage.
  - How you will locally market and promote your programme.
4. Provide details, in a Risk Register, of any other contracts currently being delivered or bid for that may impact on the delivery of this contract.
5. Give details of your performance management systems (qualitative and quantitative) to be utilised in Wirral.
6. Explain how you will be able to meet each of the following timescales and targets;
  - commence project management meeting with Wirral Council within three working days of notification,
  - Within a further five working days provide a provisional implementation timetable and detailed delivery methodology including phasing plans, management and staff structure. If you represent a consortia bid this information should be provided for each member,
  - commence delivery on 1<sup>st</sup> October 2009,
  - establish office base by 1<sup>st</sup> November 2009,
  - achieve a target of least 150 new business starts (subject to confirmation) by 31<sup>st</sup> March 2010 and 300 per year for each successive years.
7. Describe how you will ensure that Wirral Councils' sustainability targets of at least 80%, 70% and 60% survival at 12, 24 and 36 months respectively will be achieved.
8. Explain how your services will add value pre and post start to the core provision in order to create and sustain new businesses in Wirral whilst supporting as many as possible to achieve VAT status.
9. Provide details of the staffing resources that will be dedicated to Wirral which should include details of the proposed project team. CV's should be included to support your response
10. Provide evidence of your Equality and Diversity Policy and how programme impact will be measured. Indicate if you propose to undertake an Equality Impact Assessment.

It is the intention of Wirral Borough Council to meet the local priority of sustainable businesses by purchasing additional complementary services to support this RFQ. These services will be commissioned through the NWDA BSU Framework as soon as is practicable after the evaluation of this RFQ. The additional services will be procured either by call off with the successful supplier to this RFQ or by the issue of a second RFQ.

Any contract agreed will be funded and managed by Wirral Borough Council. It is the intention of both NWDA and Wirral Borough Council that the two contracts will share a start date and will work closely together.

In advance of the evaluation of this RFQ the following information is provided as an indication of the services that may be procured by Wirral Borough Council as described above. Suppliers are not required to respond to this information in their response to RFQ. It is included for information purposes only.

Please note that any or all of the following services may be included:

1. Awareness Events of three hour minimum duration available day or evening, each month, delivered at a central Wirral location to all individuals seeking support to start a new business, designed to provide information about starting and running a new business, prior to their commencement on the start up programme adding value to both engagement and idea stages of the Service Specification Client Journey. Prospective suppliers will be asked to:
  - provide a brief description of the proposed content of awareness events,
  - identify how many events would be required to support 300 business starts per year,
  - state the unit cost for delivery of each awareness event,
  - state the total cost for delivery of complete programme.
2. A programme of Development Workshops available day or evening, each month delivered at an accessible Wirral location to all individuals seeking support to start a new business designed to provide information about the legal structures, the statutory requirements of business ownership/operations, sales, marketing and financial issues connected with running a new business adding value to both the planning and development. Prospective suppliers will be asked to:
  - provide a brief description of the proposed content of the Development Workshops,
  - identify how many events would be required to support 300 business starts per year,
  - state unit cost for delivery of each workshop,
  - state total cost for delivery of complete programme.
3. A full programme of Post Start Support and Aftercare available to all new businesses. This is to add value to both the start up and aftercare stages of the Service Specification Client Journey and is based on three monthly interim monitoring in addition to the Service Specification and to all businesses other than those covered by the Service Specification definition of growth potential. Prospective suppliers will be asked to:
  - provide a brief description of the content of the interim monitoring at three monthly intervals and the data to be collected,
  - provide a unit cost for the interim monitoring at 3, 9, 15, 21, 27, 30 and 33 months,
  - provide a brief description of the content of regular monitoring sessions at 18, 24 and 36 months for all new businesses excluded from the core programme and the data to be collected,
  - provide a unit cost for monitoring at 18, 24 and 36 months,
  - state total cost for delivery of complete programme.

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These requirements are specific to Wirral and are based on experience which has shown that to assist with the start up and sustainability of the large number of businesses required locally to bridge the enterprise gap between Wirral and the North West.

## 8. CRITERIA FOR ASSESSMENT

Notes for completion:

Suppliers should ensure that their response includes how they will service Wirral Council and pay particular attention to the above issues outlined as these will be included in the evaluation.

The criteria and weightings to be applied to this RFQ are:

- 50% - Delivery model (Op standards/Contract Mgmt/QA/service delivery).
- 25% - Staffing
- 25% - Pricing Schedule

## SUPPLIER RESPONSE

Notes for completion:

Suppliers should follow the format and headings below and provide all the information requested which should be submitted as per the instructions on the front page. It is not envisaged that responses will exceed 15 pages in total. Arial font size 12 should be used. Suppliers should note that they are not required to repeat all the used information or documentary evidence already submitted at the ITT stage but responses should detail how they will deliver the service to the clients.

Consortiums should clearly indicate the % of delivery being undertaken by each consortium member and the role and responsibilities of the lead member including the % of delivery being undertaken as well as the management role.

## 1. FORMAT OF PROPOSAL

Suppliers proposals should be structured as follows:

- Proposed delivery model to include:
  - Contract management;
  - Outline in detail how the Service Specification will be delivered and tailored to meet the needs of groups/areas;
  - Engagement plans for nominated target groups/areas;
  - Outline the expected success ratio (conversion rate) for each stage of the client journey and for each target groups based on previous experience;
  - Arrangements for the provision of the reporting requirements of contracting parties;
  - Performance management systems in place to meet the qualitative and quantitative requirements of the contracting parties and the requirements of the Agency's Output Framework for Single Programme and ERDF;
  - Processes for Quality Assurance.

## Staffing.

- How all advisors/associates/consortia members included as part of their team have the expertise and experience relevant to the needs of the target groups/areas attaching proof of qualifications. (NB this should comply with the information given within the ITT response)
- Financial proposal (see below).



## 2. FINANCIAL PROPOSAL

Please complete the pricing schedule below. All costings for the delivery of this project should be fully inclusive and should be itemised as follows:

The Unit Price is the maximum price per client averaged over the total contract value and should not exceed your tendered price.

It is for the supplier to manage the balance between start up and aftercare activities so that the Unit Price is not exceeded.

(1) Unit Price (excluding VAT)	£
VAT or indicate '0' if not applicable	£

(2) Apportionment of Unit Price by Client Journey Stages	
2(a) Pre start – up to start of trading	% of Unit Price
Engagement (Evidence-Client Reg: CRM)	%
Stage 1 – Idea (Evidence-Start-up form)	%
Stage 2 – Planning (Evidence-Information Reg: CRM)	%
Stage 3 – Development (Evidence-Business Plan)	%
Stage 4 – Start-up (Evidence – start up trading evidence – see Service Specification)	%
Total 2a (indicate 50-80% of Unit Price)	%

2(b) Aftercare Support to 36 months trading	% of Unit Price
3 Month Monitoring Check (Evidence-Action Plan)	%
6 Month Monitoring Check (Evidence-Action Plan)	%
12 Month Business Review (Evidence-Growth Plan)	%
24 Month Business Review (Evidence-Growth Plan)	%
36 Month Business Review (Evidence-Growth Plan)	%
Total (2b) (Indicate 20-50% of Unit Price)	%

Total 2(a) + 2(b) = Total unit Price (1)	DOCUMENT 6 100%
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3. Apportionment of key activities	Indicative % split of total cost
Engagement activity	%
Direct Delivery	%
Management Costs	%
Total = Total Unit Price (1)	100%