



Tender Specification Transformational ICT 2010 - 2012

Delivery of Action Planning Workshops

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Introduction

East Midlands Chambers of Commerce (EMCC) supports a vibrant and thriving central England business community. The four Chambers across the East Midlands exist to promote, represent, support and grow businesses throughout the area. With a diverse membership base from sole-traders to global organisations, from rural outskirts to city offices, encompassing established centres and regenerating communities; the East Midlands Chambers of Commerce have been providing a wide range of support services to their membership bases for decades.

Background and rationale for tender

In February 2009 EMCC secured a contract funded by the East Midlands Development Agency (*emda*) and the European Regional Development Fund (ERDF) to deliver the regional eBusiness Programme which provides events, workshops and capital grant funding. To date the programme has delivered a total of 400+ workshops assisting 6000+ individual businesses. In April 2010 the eBusiness Programme was re-branded Transformational ICT and forms part of the Government's Solutions for Business portfolio. For more information please visit www.emda.org.uk/ict.

Transformational ICT is designed to help businesses to exploit advanced Information and Communications Technologies (ICT) to transform their business process. As a result of attendance on the programme businesses will be better informed and able to identify and articulate how their investment in technology will deliver results for their business.

The programme provides:

- an impartial business support service which demonstrably improves business performance and moves increasing numbers of businesses up the e-adoption ladder
- pan-regional coverage of a quality assured, programme of skills development activity channelled through a range of host organisations consisting of:
 - awareness raising events
 - action planning workshops
- a dedicated web interface <http://www.ebusinessclub.biz> to manage programme scheduling and marketing and incorporating self booking by businesses and the production of management information/reporting
- close integration with the Business Link East Midlands services

TENDER SPECIFICATION

Over the past 2 years, EMCC has recruited and built a solid bank of workshop trainers who represent EMCC and deliver the pre-designed workshop modules. EMCC now wish to re-tender this activity with a view to recruiting a network of no more than 15 Trainers that have the skills, knowledge, experience and capacity to deliver the full range of workshops on offer. Each workshop will be delivered in a boardroom style setting using a PowerPoint presentation, case studies and demonstrating examples of best practice. Workshops will be delivered to a minimum of 7 delegates with a maximum audience of 15 delegates. Each delegate will be provided with a workbook that is used throughout the delivery of workshop and allows for the recording of an “action plan”.

The detail below outlines the activities, experience, skills and competencies, price and location that EMCC requires.

Workshop modules

Transformational ICT currently includes the delivery of the following workshop modules:

1. Planning a Successful Website

This workshop provides the basics of what makes a well designed website, explains the tools and process to evaluate an existing site and provide a detailed brief to a web designer.

2. Successful Search Engine Optimisation

This workshop will guide delegates through the most important principles of Search Engine Optimisation.

3. Google Analytics

This workshop provides a guide to setting up and using Google Analytics and how to get the best from its reports.

4. Planning an Email Marketing Campaign

This workshop covers all aspects of planning, designing, running and measuring an email marketing campaign.

5. Developing your Pay Per Click Campaign

This workshop provides a strategic overview of what delegates need to know in order to set-up a PPC campaign.

6. Search Engine Optimisation - advanced

This workshop is designed to provide information to take SEO activities to the next level and leverage the opportunities offered by Web 2.0 applications.

7. Optimising your Pay Per Click Campaign

This advanced workshop will take the more experienced PPC practitioner through some of the options that are now available when using a range of PPC platforms.

8. Let's start blogging

This workshop provides a stepwise introduction to the process of setting-up, designing and managing a business blog.

A series of new workshop modules are planned for delivery from October 2010 including:

9. Developing good web content

10. Selling on the Internet

11. Using Social Media to market your business

12. Mobile Technologies

13. Customer Relationship Management systems

14. Business Benefits of Cloud Computing

15. Optimising e-commerce systems

16. Systems integration

Training Providers are asked to identify in their proposal the workshop modules they have the skills and experience to deliver. Contracts to develop new workshop modules and to update existing workshop materials will be tendered separately to the successful training providers.

Locations for delivery

The action planning workshops will be delivered across the following Local Authority wards:

- Derby City
- Derbyshire County
 - Amber Valley
 - Bolsover
 - Chesterfield
 - Derbyshire Dales
 - Erewash
 - High Peak
 - North East Derbyshire
 - South Derbyshire
- Leicestershire City
- Leicestershire County
 - Blaby
 - Charnwood
 - Harborough
 - Hinckley and Bosworth
 - Melton
 - North West Leicestershire
 - Oadby and Wigston
- Lincolnshire County
 - Boston
 - East Lindsey
 - Lincoln
 - North Kesteven
 - South Holland
 - South Kesteven
 - West Lindsey
- Northamptonshire County
 - Corby
 - Daventry
 - East Northamptonshire
 - Kettering
 - Northampton
 - South Northamptonshire
 - Wellingborough
- Nottingham City
- Nottinghamshire County
 - Ashfield
 - Bassetlaw
 - Broxtowe
 - Gedling
 - Mansfield
 - Newark and Sherwood
 - Rushcliffe
- Rutland

Training Providers are asked to identify in their proposal which areas they would be prepared to travel to deliver the workshops.

Working Arrangements

Training Providers interested in tendering for this programme will be required to work closely with East Midlands Chambers of Commerce in order to deliver a professional, high quality and independent service.

Responsibilities of East Midlands Chambers of Commerce:

- To arrange the delivery of a quarterly action planning workshop programme and pre-book trainer services at least one month in advance;
- To book and liaise with training venues in relation to refreshments, equipment etc – invoices to be raised directly with, and paid by, EMCC;
- To promote the workshop programme on the www.ebusinessclub.biz website and through a variety of other marketing channels;
- To undertake workshop administration ensuring all delegates are sent timely information in relation to workshop timings, venue and workshop objectives;
- To ensure delegate lists, the workshop register and evaluation forms are issued to the workshop Trainer 24 hours in advance of the scheduled workshop delivery, together with notice by text/email of any changes to the delegate list;
- To provide each delegate with a workshop workbook and action plan
- To provide Trainers with access to up-to-date electronic versions of workshop materials;
- To host monthly conference call meetings with the successful Trainers to discuss module development and workshop delivery;
- Undertake post-course administration
- To provide at least 5 working days cancellation notice to the Trainer where scheduled workshops will not take place.

Responsibilities of the successful Trainers:

- To deliver the selected workshop modules using the approved materials and ensure that all delegates complete the required Action Plan document;
- To maintain effective communication channels with EMCC and attend monthly conference call meetings in order to share best practice, discuss progress, quality improvements, economies, and trainer performance improvements;
- To ensure the professional delivery of the suite of action planning workshops and to demonstrate expertise for the workshop subject by answering relevant questions from workshop delegates;
- To maintain the listing as an East Midlands quality assured consultant with the East Midlands Embrokerage system
- To undertake internal quality assurance;
- To ensure that all delivery of the training courses conforms to the requirements of the Separation Test:
 - that trainers represent EMCC and identify with its brand and values;
 - that trainers do not under any circumstances promote their own individual organisation and therefore offer an independent service;
 - that trainers understand the role of European funding support to the programme;
 - that customer data derived from delivery activity is not used for purposes other than the delivery of Transformational ICT and that data is rigorously protected in line with the Data Protection Act 1998 at all times;
 - that delivery is sufficiently objective that a poor performing trainer would lose their contract
- To ensure that the workshop register and evaluation forms are completed by each delegate and that these, together with any informal feedback received, is returned to EMCC within 3 working days of course delivery using the stamped address envelope provided;
- To support the effective recruiting of delegates for this programme by directing any enquiries through to EMCC;
- To identify new and innovative ways in which to deliver the training programme (using the pre-designed materials throughout) in order to reach particular audiences, including women, clients with a disability, clients from diverse ethnic minority backgrounds, etc.
- To undertake any training/accreditation standards imposed by *emda*. Further funding will be available to support this.

Expected Outcomes

This programme is seeking to deliver at least 150 workshops per year. Each workshop will aim to attract a minimum 7 delegates and a maximum of 15 delegates.

The project aims to contribute toward the achievement of the following outcomes:

1. To increase the number of businesses increasing their use of ICT in the East Midlands;
2. To improve the survival rate of new businesses;
3. To improve the quality and provision of support to businesses;
4. To engage with businesses from hard to reach areas and groups to include but not exclusively, women, BME, disabled and culturally diverse communities.

Period of Contract

The contract shall run from 1st September 2010 and will end on 31st March 2012.

Pricing and Budget

The delivery of individual workshops can be charged at a maximum daily rate of up to £500 + VAT. All workshop delivery will be inclusive of travel and expenses. Lunch will be provided on full-day workshops.

Contract values will vary depending on the Training Provider's ability and capacity to deliver the required suite of workshop modules. The minimum delivery of the action planning workshops contract awarded to each successful Training Provider will be £2,500 + VAT and the maximum contract awarded will be £15,000 + VAT per year.

In order to obtain best value for money through the delivery of the contract Training Providers may suggest flexible rates based on number of training days contracted by EMCC over the lifetime of the project delivery. EMCC reserve the right to cancel contracts based on poor performing delivery by the Training Provider or where the EMCC contract has been cancelled by *emda*.

It is possible that the available funding may increase over the coming months and the successful Training Providers may be asked to deliver increased outputs and service provision in excess of those detailed in this tender.

Submission of Proposals

Individuals interested in tendering for this work are asked to provide:

- Evidence that you are quality assured on the East Midlands Brokerage platform;
- Completion of the Standard's Details Questionnaire
- Proposal (no more than 2 sides of A4) showing how your skills and experience can match the requirements of this contract, your proposed daily trainer rate, workshop modules you wish to deliver and locations in which you are prepared to travel to deliver workshops;
- Individual Trainer CV's including qualifications, experience, expertise and skills relevant to the proposed activities;

Evaluation of Tenders

This tender process is in two stages. In order to qualify for stage two of the tender process proposals must score at least 45 points.

Stage one – 60% scoring value

Interested parties are asked to complete their tenders which will be scored by an internal evaluation team consisting of between 3 and 5 EMCC employed staff. It is envisaged that this scoring and evaluation exercise will take no longer than 5 working days.

The tender will be scored and weighted as detailed in the scoring matrix below. **It should be noted that tenders will only be accepted by Training Providers that are listed and quality assured on the East Midlands Service Provider Register www.embrokerage.co.uk by 20th July 2010.**

Training Providers are asked to submit within their tender information that will correspond to the key areas of evaluation as follows:

1. Evidence of Quality Assured status on the East Midlands Service Provider register.
2. A demonstrable understanding of the potential scope of the project and those issues that will be critical to the implementation, development and long term sustainability of the project. (weighting 1 points)
3. The Trainer's individual qualifications, experience, expertise, skills and capacity assigned to the Tender scope. (weighting 4 points)
4. The Training Providers track record in delivering exact or very similar services to those for which the bid is being made. (weighting 4 points)
5. Examples of the methods used to keep up to date with ICT/e-business related matters relevant to identified workshop modules. (weighting 2 points)
6. Detailed breakdown of price per day/suggested contract delivery showing all elements of expenditure relating to the contract. (weighting 1 points)

Stage two – 40% scoring value

All Training Providers that satisfy stage one criteria will be invited to prepare, develop and deliver a 10 minute presentation on a chosen workshop topic that is suitable for a business audience. The presentations will be delivered to a panel established by EMCC and will take place at the Chamber of Commerce offices in Ashfield on the 16th and 17th August 2010. (weighting 8 points)

Evaluation scoring process

Proposals will be evaluated using specific criteria and weightings for scoring are noted at the end of each criteria.

The scoring panel will use the following framework to weight each final score per sub criteria:

0 – 2 points Criteria has either not been addressed or answer given is totally incorrect. Criteria addressed very badly, demonstrating minimal understanding of the key issue/s and/or an inappropriate response to them.

3 – 5 points - Demonstrating some (but limited) understanding of the key issue/s and/or proposing a poorly developed response to it/them.

6 – 8 points - All/most points addressed competently or some addressed very well whilst other parts of the response were weak.

9 – 10 points - All points addressed very well (giving real confidence in the individuals' abilities) or some addressed excellently, whilst other parts of the response were weaker, but still competent. A perfect or near perfect answer. All "questions to evaluate" should have been addressed well, inspiring confidence in the bidder's abilities. Where there are clear indications that the individuals understanding/proposals are likely to lead to a step forward in terms of quality of provision.

The judgement of EMCC is final.

Review

The contract is subject to review after one and three months and may, at that stage, be terminated by either side. The contract may also be terminated by *emda* or EMCC if, in the opinion of course participants, it subsequently fails to maintain satisfactory standards of content and delivery.

INSTRUCTIONS TO TENDERERS

Tender Timescales

The closing date for submission of your tender is **Monday, 9th August 2010 @ 12 noon.**

Please submit 2 hard copies of your tender to the address below along with an online version emailed to diane@emcc.org.uk.

Diane Simpson
Transformational ICT Programme Manager
East Midlands Chamber of Commerce
Canal Wharf
CHESTERFIELD
S41 7NA

It must be noted that EMCC retains the right to assess all submissions and possibly amalgamate and change scopes of supply to achieve best value for money.

Tenders submitted after the stipulated time and dates advised will be rejected and returned to the tenderer, unless clear evidence of posting (by first class post on a day preceding the closing date) is available.

Late tenders dispatched other than by post will automatically be rejected. Tenders may not be submitted by fax.

Timescales

Invitation to Tender	Wednesday 21st July 2010
Close of Tender	Monday 9th August 2010 at 12 noon
Stage One notification	Wednesday 11th August 2010
Stage Two presentations	Monday/Tuesday 16th and 17th August 2010
Contracts Awarded	Friday 20th August 2010

CONDITIONS OF TENDER

Representations

A tenderer may contact Diane Simpson, Transformational ICT Programme Manager via email to obtain any further information about the requirements of the contract or the tendering procedures if these are not evident or clear from the documents supplied to tenderers.

Specification

For the avoidance of doubt, the contract specification shall include all requirements explicit or implied within the invitation to tender.

It must be recognised that EMCC reserves the right to withdraw this tender document and all funding contained within it without notice.

Tenders Excluded

No tender will be considered for acceptance if the tenderer has indulged or attempted to indulge in any corrupt practice or canvassed the tender with an officer of EMCC. If a tenderer has indulged or attempted to indulge in such practices and the tender is accepted, then grounds shall exist for the termination of the contract and the claiming damages from the successful tenderers.

It is unlikely that any tender will be accepted which (a) is incomplete or inaccurately or inadequately completed or which purports to impose conditions other than those provided in the contract documents and (b) is delivered out of time or in a manner other than specified in the specification.

Collusive Tendering

In submitting a tender against this contract, the tenderer confirms that he has not fixed or adjusted the amount of the tender by or under or in accordance with any agreement or arrangement with any other person.

The tenderer also certifies that at no time, before or following the submission of the tender, has the Tenderer carried out any of the following acts:

- i) communicating to a person other than the person calling for tenders the amount or approximate amount of the proposed tender, except where such disclosure is required for the purpose of obtaining insurance;
- ii) entering into any agreement or arrangement with any person that he shall refrain from tendering or as to the amount of any tender to be submitted;
- iii) offering or paying or giving or agreeing to give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tender or proposed tender for the said work any act or thing of the sort described above. The context of this clause the word 'person' includes any persons and any body or association, corporate or unincorporated; and 'any agreement or arrangement' includes any such transaction, formal or informal, and whether legally binding or not.

Freedom of Information

Information in relation to this tender may be made available on demand in accordance with the requirements of the Freedom of Information Act 2000.

Tenderers should state if any of the information supplied by them is confidential or commercially sensitive or should not be disclosed in response to a request for information under the Act. Tenderers should state why they consider the information to be confidential or commercially sensitive. This will not guarantee that the information will not be disclosed but will be examined in the light of the exemptions provided in the Act.

It is important to note that information may be commercially sensitive for a time (e.g. during a tender process) but afterwards it may not be. The timing of any request for information may be extremely important in determining whether or not information is exempt. However Tenderers should note that no information is likely to be regarded as exempt forever.

End