

Request for Quote

RFQ Ref	2121– Telemarketing Campaign - The EU exit business readiness engagement project
Issue of Specification	<i>Wednesday 27th November 2019</i>
Closing date	Friday 6th December 2019 – 5pm

1. About us

- 1.1. The South East Midlands Local Enterprise Partnership (SEMLEP) has a central role in determining local economic priorities and securing investment to support business innovation and growth. To do this we link together the public and private sectors with academia to coordinate housing, transport, commercial development, energy infrastructure and raise workforce skills, in line with employers' needs, for the benefit of the wider economic area. We prioritise driving up productivity, creating jobs and promoting long-term, sustainable growth.
- 1.2. SEMLEP has three main roles in delivering strategic economic growth.
- 1.2.1. Setting the strategic direction for the area's future economic opportunities, challenges and priorities.
- 1.2.2. Direct intervention to increase growth. We are responsible for securing and overseeing the spend of two main sources of growth funding as well as coordinating business support through our Growth Hub
- 1.2.3. Facilitating growth by convening partners to assist cross-boundary collaboration on short and long-term economic issues.

2. Background

- 2.1. Our aim is do as much as we can to support businesses through and beyond EU exit and ensure we have a robust and resilient business community where possible.
- 2.2. The primary key activities that have to be delivered include:
- Reporting the specific issues that businesses report as barriers to being ready for EU exit, identify emerging issues/trends in respect of potential economic shocks.
 - Providing weekly reports on activities including business numbers engaged; events delivered, issues raised, issues resolved and issues to be escalated.

- Scaling up the number of businesses (particularly SMEs) engaged and cascading the business resilience.
- Signpost businesses to other sources of further information and support (local, national, public and private) where required.

3. Key requirements

3.1. SEMLEP, in conjunction with an outsourced consultancy are developing a business resilience questionnaire that will be used by our advisers to carry out face to face appointments with businesses in order to any identify gaps. This will help to create more resilient businesses in order to better face issue like Brexit. We would like to appoint a telemarketing organisation to help book appointments for our advisers to carry out these business resilience appointments help amongst the business population. This will include:

- Identifying the data of SMEs in the geography (Northamptonshire, Bedfordshire, Milton Keynes and Luton) and cross reference it with our existing CRM data so that there is no duplicating.
- Setting up a number of appointments for each of our advisers to carry out a 1 hour business resilience diagnostic. There are 6 advisors covering the SEMLEP patch.
- The number of appointments we would hope to set is around 140 - 200 over the lifetime of the project.
- Access will be given to the advisers calendars. They will mark the time in their diary is time for appointments. Sufficient time to travel to appointments needs to be given
- Calls recorded
- Email confirmation to advisers and copy to the data analyst
- Agree a script - A detailed communication will be given to the telemarketing company on the benefits of the business resilience appointment which will be free of charge to the SME.
- Providing SEMLEP with the results of all telephone conversations with the businesses called – to boost intelligence levels on business concerns and resilience issues.
- How would you manage under performance
- The production of a weekly report.
- Monthly video meeting with SEMLEP for contract management.
- Please give an indication of the cost per appointment.

4. Deliverable Timescales

RFQ issued	<i>27th November 2019</i>
Closing date for quotes	5pm 6th December 2019
Interviews or appointment of supplier	<i>9th December 2019</i>
Contract start date	<i>10th December 2019</i>
Contract end date	<i>31st March 2020</i>

5. Budget

The budget for this work is up to £20,000 including VAT.

6. Selection and Award Criteria

This RfQ application has a two-stage process: Part A and Part B. The first stage will assess Part A in accordance with the Selection Criteria that assesses the ability of the tenderer to perform a contract based on qualitative information related to the economic and financial standing of the applicant, suitability, equalities and insurance. If the application passes stage one that is Part A, it will be assessed under the Award Criteria “Part B”, stage two.

Stage One - Selection Criteria

Section 3 to 5 of the application form is Part A. Questions 1, 3, 5, 6 and 7 are pass / reject. If you fail these questions, your application will be rejected.

Stage Two - Award Criteria

If your application passes on “Part A” it will progress to “Part B” that is the Award Criteria. The applications will be scored under the Award Criteria set out below:

AWARD CRITERIA EVALUATION

Criteria	Score	Score	Score	Score	Weighing (%)	Weighted Score
Price: It is necessary to illustrate the value for money in the proposal and how your proposal will deliver the best value per £ of public funds.	Exceptional, covered thoroughly, prices are very good and better than other suppliers. Score 8-10	Average. Brief covered adequately; Prices are reasonable. Score 4-7	Bidder meets or does not meet requirements of brief. Score 0-3		30%	
Ability to deliver the required service quality and within timescales: Outlines what is to be delivered and how will be delivered.	Exceptional, covered thoroughly, Score 8-10	Average. Brief covered adequately, Score 4-7	Bidder meets or does not meet requirements of brief. Score 0-3		30%	
Overall quality of submission: Give clarity of offer and structure of proposal.	Exceptional, covered thoroughly, have provided a very good response, covered the structure of proposal and have provided 2 referees. Score 8-10	Average. Brief covered adequately, haven't provided 2 referees or have not provide a good structure proposal. Score 4-7	Bidder meets or does not meet requirements of brief. Score 0-3		20%	
Quality of delivery: Provide details about the quality of delivery indicating key members of the team that will be working on the project and	Exceptional, covered thoroughly, have provided a satisfactory information of the key members that will be involved on the project delivery and their relevant experience	Average. Has provided adequate / fair information regarding the key members that will be involved on the project delivery and their relevant	Poor, have not provided satisfactory information 0-3		15%	

relevant experience	compared to the requirements of the brief. Has provided very good response, covered the structure of proposal and 8-10	experience compared to the requirements of the brief 4 - 7				
Social Value: The proposal needs to show the social value of the contract and how your business contributes to the society and community in which you operate.	Exceptional, covered thoroughly, providing apprenticeship and placements, helping local charities and other community work. Score 8-10	Average. Brief covered adequately, Do community and charity work but do not provide apprenticeship / placements or vice versa. Score 4-7	Does not meet requirements of brief. Score 0-3		5%	
			Total		100%	

7. Indicative Budget

SEMLEP has allocated an indicative budget of £20,000 for this project.

8. RFQ responses

Please note that your response must include:

- **SEMLEP's Request for Quotation Application Form fully completed**
- **Any additional information you wish to provide to support your response. Please keep additional information to no more than 3 A4 pages**
- All prices quoted shall be fixed and firm and shall apply for the full duration of the contract.
- All costs are deemed to include expenses and any other on-cost.
- All prices quoted shall be inclusive of Value Added Tax (VAT)
- The quotation response must be on SEMLEP's Request for Quotation Application Form
- Any queries regarding completion of the response please email procurement@semlep.com or contact us on 01234 436100
- Please send your completed forms and any supporting information electronically to procurement@semlep.com with the name of the tender in the subject header. Please note we **do not** want hard copies to be sent in the post.