

Request for Quote

RFQ Ref	PR2067
RFQ Name	Labour Market Information Video Assets
Issue of Specification	13 th September 2021
Closing date	1 st October 2021 5pm

1. About us

The South East Midlands Local Enterprise Partnership role as a Local Enterprise Partnership is to help economic growth thrive across Northamptonshire, Bedfordshire, Luton and Milton Keynes.

Our activity with partners has resulted in growing employment with higher employment levels and a more diverse and inclusive labour market than national averages and to ensure employment in the South East Midlands continues to prosper, the [Skills Strategy](#) sets out the local strengths, skills needs and an action plan to address key priorities:

- Support alignment of provision, facilities and activity with employer needs.
- Remove discrepancies between the skills/attainment needed by employers and those held by individuals.
- Inform, inspire and raise aspirations of the talent pipeline.
- Enable people into employment and those within employment to progress.
- Deliver through employer-led engagement, best practice and innovation.
- Guide stakeholders through informed labour market information.
- Coordinate, facilitate and simplify engagement for all stakeholders.

The South East Midlands Enterprise Adviser Network (EAN) in partnership The Careers & Enterprise Company is an essential element in the contribution to the success of the Skills Strategy.

The Careers & Enterprise Company has been set up to inspire and prepare young people for the fast-changing world of work.

It has established a network of coordination (Enterprise Adviser Network) across England in partnership with Local Enterprise Partnerships, with over 200 full time Enterprise Coordinators now working with clusters of schools and colleges.

Significant focus has been on improving links between employers and schools and colleges, to create powerful, lasting connections. Over 4000 Enterprise Advisers - business volunteers who have signed up to provide strategic support to individual schools and colleges – are now part of the EAN. More than 300 Cornerstone Employers from a range of business sectors and sizes have stepped up to support young people in Careers Hubs around the country.

2. Background

A key tool in the development of the talent pipeline within and from education are labour market information (LMI) and employer engagement.

By providing LMI showcased and informed by employers we aim to:

- Inform, inspire and raise aspirations of the talent pipeline
- The development of a talent pipeline of young people into focus occupational groups and sectors with need
- Help to prevent discrepancies between the skills and attainment needed by employers and those held by individuals exiting education
- Dispel myths and develop understanding in sectors to reduce the challenges of recruiting for employers due to a low number of applicants
- Develop understanding of the pathways into employment
- Provide role models to promote inclusivity and diversity

3. Key requirements

SEMLEP would like to appoint an organisation to provide three types of video content aligned with the SEMLEP corporate image for use in schools and colleges:

An introduction to Labour Market Information

A 5–7-minute video explaining what LMI is and why it is relevant.

Target audience is years 7-8 (ages 11-13).

Content to include explanations of:

- Definition of the labour market.
- Importance of skills, attitudes and behaviours, digital skills.
- Sectors vs occupational groups.
- South East Midlands strengths for both.
- Future trends.
- Link to making informed decisions.

Needs to be engaging, maybe using animation and music.

An introduction to Sectors

Up to 10 short and engaging videos (up to 15 minutes) sharing insights into a range of local industry sectors:

- Logistics
- Education
- Health
- Care
- Manufacturing
- Business services
- Construction
- Digital
- Financial

All videos must include local employer engagement and should demonstrate:

- Typical work environments.
- People in various occupations.
- Why it is a good sector to work in.
- The unusual and unexpected (fun spaces, etc).

Role Model Interviews

Interviews with role models, less than 5 minutes in duration.

Content to include:

- Participation by managers, directors and people within 5 years of leaving education.
- Focus on roles models highlighting inclusivity and/or diversity.
- All relevant pathways to be represented (apprenticeships, supported internships, graduates, etc).
- Roles within the following occupational groups to be represented:
 - High performance engineering
 - Manufacturing
 - Digital
 - Business operations and management
 - Health
 - Education
 - Logistics specific (e.g. Drivers, forklift drivers and warehouse operations)
 - Construction (e.g. Trades, architects, quantity surveyors)
- Suggested questions as per script as per '[Inspire Video](#)'.

Formats provided should be editable by SEMLEP.

4. Deliverable Timescales

RFQ issued	13 th September 2021
Closing date for quotes	1 st October 2021 5pm
Interviews	19 th October 2021
Contract start date	1 st November 2021
Contract end date	28 th February 2022

5. Budget

The current budget from SEMLEP is a maximum of £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 in Annex 1.

Stage Three – Interview

If your application achieves a high enough score in “Part B” then you will be invited in for an interview to answer questions about your application. This will account for 15% of the overall score.

7. RFQ responses

Please note that your response must include:

- **SEMLEP’s RFQ 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.

Annex 1: AWARD CRITERIA EVALUATION

Criteria	Score	Score	Score	Weighting (%)
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	35%
Quality of delivery: Provide details about the quality of delivery indicating the member of the team that will be working on the project and relevant experience	Exceptional, covered thoroughly, have provided a satisfactory information of the key members that will be involved on the project delivery and their relevant experience compared to the requirements of the brief. Has provided very good response, covered the structure of proposal and 8-10	Average. Has provided adequate / fair information regarding the key members that will be involved on the project delivery and their relevant experience compared to the requirements of the brief 4 -7	Poor, have not provided satisfactory information 0-3	15%
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%

Criteria	Score	Score	Score	Weighting (%)
Interview If your organization scores high enough in the previous criteria then you will be invited in for interview.	Exceptional, all questions were answered fully and the responses fully covered what was expected. 8-10	Good, questions were answered by there were some gaps in the responses. 4-7	Did not provide satisfactory responses to the majority of the questions. 0-3	15%
			Total	100%