

## Request for Quote

<b>RFQ Ref</b>	PR2082 – Telemarketing Campaign – Green Recovery and Innovation Programme (GRIP)
<b>Issue of Specification</b>	18/1/2022
<b>Closing date</b>	21/1/2022

### 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. GRIP is funded by North Northamptonshire Council via the UK Government's Community Renewal Fund.

2.2. The programme will provide support to 100 businesses in North and West Northamptonshire that are looking at ways to grow, improve productivity and increase the sustainability of their business. This will be achieved by providing one to one support; one to many workshops and grant support which aims to increase innovation levels and increase the green objectives and delivery of local businesses including through support for innovation projects, decarbonisation measures and plans.

2.3. The programme will offer a range of interventions to help businesses to identify and achieve their Decarbonisation and/or Innovation Plans. Businesses will be invited to express an interest in joining the programme and will be offered a diagnostic session

with a Business Adviser to help businesses to identify/update their decarbonisation and/or innovation aspirations. Together they will identify suitable next steps which may include attending a workshop or applying for a grant through the Green Recovery and Innovation programme.

- 2.4. SEMLEP requires additional support to maximise pool of potential clients and recruit eligible participants onto the GRIP programme in order to fulfil contract requirements and is seeking telemarketing assistance to achieve the required volumes.

SEMLEP will launch GRIP in early February 2022, with delivery of all interventions with businesses to be complete by 30<sup>th</sup> June 2022. It is intended that the duration of this contract will be from 1<sup>st</sup> February to 30<sup>th</sup> June 2022. This estimated timeline is based on current Government guidance that all Community Renewal Fund activity is complete by 30<sup>th</sup> June but is subject to variation at the Government's discretion.

### 3. Key requirements

The proposed contract will deliver the following:

Generation of leads from businesses in North and West Northants that are looking at ways to grow, improve productivity and increase the sustainability of their business. The allocation of the CRF grant is 55% in North Northamptonshire and 45% in West Northamptonshire so leads should be generated in line with this. The volume of leads generated will need to be sufficient to ultimately be converted to 100 businesses engaging with the programme and increasing the environmental sustainability and innovation within their organisation, some of which will apply for grants. The successful contractor should identify eligible businesses and book appointments for our advisers to carry out diagnostics and then provide tailored support for these businesses via grants, workshops, and advice. It is expected that this work will include but is not limited to:

- Supporting the preparation of communications that will attract businesses to take part in the upscaling and growth project.
- Setting up a number of appointments for each of our advisers to carry out a minimum of a 1-hour business growth diagnostics and support.
- Specifying the number of confirmed appointments you would generate over the lifetime of the project for the advisers; we are likely to need in excess of 200 leads. This will contribute to our target of engaging with 100 businesses before the end of June 2022.
- Diary management for SEMLEP's Business Advisors.
- Recording calls for quality purposes.
- Emailing confirmation to advisers and copy to the data analyst
- Agreeing a script - A detailed communication will be given to the telemarketing company on the benefits of the GRIP 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 growth challenges.
- Setting out how under performance would be managed.
- The production of a weekly report.
- Monthly video meeting with SEMLEP for contract management.
- Giving an indication of the cost per appointment.

The main short-term benefits of this project will be:

- Encouraging investment in innovation within SME businesses (at least 50 directly through the project).
- Supporting 50 SMEs to produce / review innovation plans by 30 June 2022.
- Supporting 50 SMEs to produce / review decarbonisation plans by 30 June 2022.
- Investing £300,000 in innovation and green business technologies and initiatives, attracting £300,000 of private sector investment in these initiatives by 30 June 2022.
- Increased take-up of low carbon energy and green sustainable business solutions by SMEs in Northamptonshire (at least 60 companies support directly through the project). Technologies which enhance productivity, through cost reduction, will be prioritised under this project.
- Enhance carbon literacy of local businesses, supporting them to make green, sustainable and low carbon decisions within their business (at least 50 companies will be supported through specialist workshops by 30 June 2022).
- Improved innovation linkages between SMEs in the NN and WN area with the green growth centres of excellence in Northamptonshire and the surrounding SEM area, and with the knowledge-based institutions more broadly (including local universities) increasing overall innovation levels and business growth. At least 50 companies improving their connections with centres of excellence and the knowledge base by 30 June 2022.
- Stimulate demand for both technology and services in the low carbon sector in the local area, helping develop a low carbon economy.
- Carbon savings – including the 100 tonnes CO<sub>2</sub>e saved through direct support to the participants in the project and supporting 50 companies to produce / review decarbonisation plans.
- Creation of 30 jobs to support the local economy and safeguarding of 30 jobs within companies supported.

The main long-term benefits of this project include:

- Accelerated growth in the low carbon technology sector, including more construction firms gaining suitable accreditation for retrofitting works. That is, the supply chain will become more developed by the stimulus.
- Stimulated demand for low carbon technology will also increase demand for skills.
- Improved air quality around business clusters, improving health outcomes. Outcomes in urban or industrial parts of Northamptonshire will be prioritised. Life expectancy and healthy life expectancy will be the main metrics used to measure success.

The contract will be overseen by the Project Manager, reporting to the Growth Hub Manager.

## 4. Deliverable Timescales

4.1. Below is an indication of this Quote timeline, this may change and SEMLEP will not be liable for any changes.

RFQ issued	18 <sup>th</sup> January 2022
<b>Closing date for quotes</b>	<b>21<sup>st</sup> January 2022 17:00</b>
Appointment of supplier	<b>w/c 7<sup>th</sup> February 2022</b>

Contract start date	14 <sup>th</sup> February 2022
Contract end date	Final contract end – 30 <sup>th</sup> June 2022 – 75% of leads to be generated by 30 <sup>th</sup> April 2022.

## 5. Budget

The budget for this work is up to £10,000 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 up to the top three scoring bids in “Part B” then you may be invited in for an interview to answer questions about your application. This would 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](mailto:procurement@semlep.com) or contact us on 01234 436100
- Please send your completed forms and any supporting information electronically to [procurement@semlep.com](mailto: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 (%)
<b>Price:</b> 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	25%
<b>Ability to deliver the required service quality and within timescales:</b> 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%
<b>Quality of delivery:</b> Provide details about the quality of delivery indicating key members 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, covering all the key deliverables 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	20%
<b>Social Value:</b> 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 (%)
<b>Interview</b> 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%