



TENDER OPPORTUNITY - BUSINESS START-UP PROMOTIONAL CAMPAIGN

Cumbria Chamber of Commerce would like to procure a promotional campaign to support delivery of its ERDF Business Start-Up Support project for Cumbria (BSUS).

This project is aimed at encouraging and inspiring people throughout Cumbria to think about starting up in business, to engage in support and to start-up. It also provides support to young businesses in their first three years of trading, which may or may not have started up with support through the project. More information on BSUS is available on the Growth Hub web portal, www.cumbriagrowthhub.co.uk.

The target audiences are individuals (and groups of individuals) who are or may be interested in starting a business, and young businesses in their first three years of trading. They may be of any age from 16 upwards. They may be looking to start a lifestyle business part-time or a high growth innovative start-up, or anything in between. Potential start-ups may be in any sector. There are some sector restrictions on support to existing young businesses but we have other support we can link them into so would not want to discourage those businesses from contacting us.

What we are looking to procure

We are looking to procure design and possible implementation of a coordinated tactical campaign to:

- raise awareness of the possibilities of starting in business and inspire people to think about starting in business and explore the potential
- engage people in the project for support around starting up, and engage young businesses in support

BSUS sits as an initiative within the Growth Hub. The proposal should therefore complement and work alongside this existing brand, which is our primary attack brand for business support, and be approachable to and motivate the target audiences.

Taking into account the breadth of the target audience, the identity/campaign should be engaging, accessible, inspiring and intelligent. It should position us as approachable and people they would like to talk to who could help them and make them feel "I can do that" – i.e. that start-up is something they would like to explore/do.

We are looking for you to come forward with ideas. We will work with the appointed agency to develop and agree the campaign to be implemented.

Information required

We require you to provide the following information:

- Track record and experience of relevant delivery, including your ability to deliver assets to support campaigns in a timely manner
- A minimum of two relevant references



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- An outline of your staffing levels and relevant experience and skills
- Confirmation of your financial stability and capacity to undertake this activity, including your last three years audited accounts
- An explanation of your project management processes, including risk management, and how you would propose to manage the activity for which you are bidding
- Any other contracts you hold or activities you undertake which involve or could lead to conflict of interest with this proposed contract
- An outline of your proposed campaign including identity, key messages, examples of collateral and how the identity would be used, timescales, itemised costs and implementation plan, rationale, proposed measurement of success and your ability to deliver any assets to support the campaign in a timely manner.

While we have asked for a costed proposed identity and campaign, the final budget, identity and campaign will be discussed and agreed with the successful bidder once we have decided which agency we wish to work with. Although we have asked for design and implementation of a full campaign we may implement some elements of this in-house so require a detailed costing, splitting out the different elements.

Where relevant we will take into account past performance on work with us.

We may invite one or more bidders to interview and to present their initial proposals.

Criteria

Where we believe there is a conflict of interest we reserve the right not to mark your tender and not to award the contract to you. Tenders will be marked as follows:

Criteria	Which elements of your proposal we will look at	Weighting
Relevant track record, experience and expertise	Response on track record; references; response on staffing; any previous experience we have of working with you. May include interview/presentation.	40
Staffing levels and financial stability	Response on staffing; response on financial stability, including last 3 years' accounts. May include interview/presentation.	10
Management processes	Responses on management including management of the activity; references; any previous experience we have of working with you. May include interview/presentation.	10
Proposed campaign	Response on proposed campaign, content, integration, timescales, itemised costs, implementation plan, proposed measurements of success and ability to deliver. Rationale including understanding of target audiences and local market. May include interview/presentation.	40
		100



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Marks will be awarded against each of the criteria as set out in the following table, with the score multiplied by the weighting.

Assessment	Score	Interpretation
Compliance with significant added value	5	Exceeds the requirement. Exceptional demonstration by the applicant of the relevant ability, understanding, skills, resource and quality measures required to provide the services. Response identifies factors that will offer potential added value, with evidence to support the response.
Compliance with partial added value	4	Satisfies the requirement with minor additional benefits. Above average demonstration by the applicant of the relevant ability, understanding, skills, resource and quality measures required to provide the services. Response identifies factors that will offer potential added value, with evidence to support the response.
Compliance	3	Satisfies the requirement. Demonstration by the applicant of the relevant ability, understanding, skills, and resource and quality measures required to provide the services, with evidence to support the response.
Partial compliance but conflict in detail	2	Satisfies the requirement with major reservations. Considerable reservations of the applicant's relevant ability, understanding, skills, and resource and quality measures required to provide the services, with little or no evidence to support the response.
Non-compliance	0	Does not meet the requirement. Does not comply and/or insufficient information provided to demonstrate that the applicant has the ability, understanding, skills, resource and quality measures required to provide the services, with little or no evidence to support the response.



Timescales

Responses are required by 10am on Thursday 30th May 2019.

Budget

A modest budget is available.

Contact for queries

For any queries please contact suzanne@cumbriachamber.co.uk, 0845 226 0040.

Contact for responses

Please send your responses by email to Suzanne Caldwell, suzanne@cumbriachamber.co.uk. For proof of delivery please ensure you obtain and retain both a delivery and read receipt for your email.

The Chamber's rights

The Chamber reserves the right to:

- Waive or change the requirements of this brief from time to time without prior, or any notice, being given
- Seek clarification or documentation in respect of a tenderers submission
- Disqualify any tenderer that does not submit a compliant tender in accordance with the instructions in this brief
- Disqualify any tender that is guilty of serious misrepresentation in relation to its tender or the tender process
- Withdraw this brief/tender opportunity at any time or re-invite tenders on the same or any alternative basis
- Choose not to award any contract or accept the lowest or any tender as a result of the current procurement process
- Choose not to award a contract to any organisation it views as a competitor or to have another conflict of interest
- Make whatever changes they see fit to the timetable, structure of content of the procurement process

Bid cost

The Chamber will not be liable for any bid costs, expenditure, work or effort incurred by a tenderer in proceeding with or participating in this procurement, including if the procurement process is terminated or amended by the Chamber.

Project Funding

The project is receiving up to £775,565 of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Ministry of Housing, Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.



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