

Invitation to Tender Training Development & Delivery for Leicester Business Women

Closing date for return of completed applications is
Friday 24th July 2009 at 12.00pm

Skills for Enterprise Limited
Fourth Floor
2-4 Colton Street
Leicester
Leicestershire
LE1 1QA

(t) 0116 251 8730
(e) info@skillsforenterprise.co.uk
(w) www.skillsforenterprise.co.uk

July 2009

Introduction

Skills for Enterprise Ltd (SfE) is a creative and fast growing organisation established to help individuals and businesses to develop their skills – develop their potential. This is achieved through training, mentoring and helping our customers to set up their own businesses. Our vision is to support the development of our clients' skills enabling them to realise their full potential.

SfE is the winning contractor for the Leicester Business Women project funded through the European Regional Development Fund (ERDF) and the Working Neighbourhoods Fund (WNF). Delivery for this project includes workshops, one to one coaching and access to an enterprising women's website.

The ERDF programme aims to strengthen economic and social cohesion in the European Union by supporting regional economic development. The ERDF objectives for England are: (i) promoting innovation and knowledge transfer; (ii) stimulating enterprise and supporting successful business; (iii) ensuring sustainable development, production and consumption; (iv) building sustainable communities; (v) improving accessibility and connectivity (for Cornwall and the Isles of Scilly only).

1.1 Background and rationale for tender

In 2007, SfE successfully tendered for the Business Link Start Up Programme within the Leicestershire and Welland sub-strategic partnership areas. This programme delivers business advice, training and support to local individuals and new-start businesses (those within first 12 months of trading) to enable the creation of sustainable new businesses in the East Midlands.

Leicester Business Women ('LBW') has been designed to work seamlessly in conjunction with the above programme in order to meet an identified need that additional support was required to better support local female entrepreneurs. This is particularly true of women from a black or minority ethnic background, those who are currently unemployed or returning to work. This project will therefore work in disadvantaged and isolated communities engaging cultural and ethnic communities, providing leadership roles for women from a minority ethnic background, local residents, young people and women in white worklessness communities. In addition, the marketing currently undertaken by Business Link is very masculine in approach and, as a result, a significantly lower number of clients engaging with the Business Link Start Up Service are women.

The programme will deliver coaching, workshops and access to an enterprising women's website. This project began in April 2009 and will run until December 2011.

The programme focuses on the number of new jobs created, people assisted in their business venture and raising the standard, quality and number of new businesses created in Leicester. The programme is targeted at females based in Leicester City exploring the opportunities around starting their own business.

SfE will deliver the workshops throughout the emerging Multi Access Centres in Leicester. These multi access centres will be based in the following areas:

**Highfields
New Parks
Beaumont Leys/Stocking Farm**

**Braunstone
Central Leicester**

**St. Matthews
Saffron / Eyres Monsell
North East Leicester**

The workshops will, in the main, be delivered from the Multi Access Centres; there is however a need to be flexible as alternative locations (for example community centres) may be identified as a route to market. In addition, the winning contractor will be required to work with our sub-contractor, The LeicestHerDay Trust, to deliver training workshops as part of the Mind Your Own Business (MYOB) events – these events are designed to offer a taster session leading into full workshop delivery through the core offer above.

We are therefore looking for one organisation (or a consortium led tender) with the knowledge, experience and capacity to develop the training materials and deliver the programme from now until circa. December 2011.

1.2 Project Aims

The overall aims of the LBW project are to:

1. Establish a central women's hub providing information and guidance, and undertaking scoping work into the establishment of a women's business development agency for the City;
2. Deliver a promotional campaign aligned to the Business Link strategy, widening our reach;
3. Deliver an extended Business Link training programme supporting 120 female owned businesses to get started;
4. Providing coaching support to female entrepreneurs resulting in the creation of 72 sustainable new businesses (i.e. businesses still trading after 12 months);
5. Delivering an events programme to showcase these businesses and raise awareness of enterprise as an option; and, specifically in relation to this invitation to tender
6. Design and manage a web-portal to support women in business.

1.3 Project Team

The project is led by Sanjay Pancholi (project manager) and coordinated by Heena Mistry (project coordinator) at SfE. The team is further supported by Nicole Hocking (project assistant).

Tender Specification

Description of Requirement

The successful tenderer will be required to co – ordinate and deliver training within the areas set out above.

There is already a programme of Business Link training in place which covers a number of the elements required to get started in business. These workshops are, however, designed to provide a good overview rather than look in detail at any particular element. In addition, there is a lack of soft skills training which we have identified that female entrepreneurs, in particular, would find beneficial. The idea is therefore to deliver the workshops as a seamless combination of the existing material and the new elements.

The existing courses are Deciding to Start, The Business Plan, Financial Planning, Sales & Marketing. We would like to develop these as follows:

1. Deciding to Start

This course includes the following objectives:

- What to consider when starting your own business
- Key decisions that will have to be made and why
- Business name, structure and registration
- Premises
- Legal issues and financial responsibilities

Within this workshop we intend to incorporate the self confidence element of the course. This part of the course should encourage the delegates to come out of their comfort zones, eliminate negative emotions, past baggage, self limiting beliefs, and encourage self confidence. We would like to see a system whereby the client is monitored / or is monitoring themselves as to their levels of confidence throughout the course. This part of the workshop would last 4 hours, with the Deciding to Start module lasting 1 hour, therefore the workshop would be a total of 5 hours.

2. The Business Plan

This course includes the following objectives:

- Competitor analysis
- Goals
- Market segmentation wheel
- My action points
- Personal survival budget
- SWOT analysis

This workshop should be delivered as a female friendly course in a creative way. The workshop should include all of the above Business Plan. In addition, a total of 1 hour should be spent looking at the importance of work – life balance and time management. The aim of this workshop is for the delegates to feel able to complete their business plan with an understanding for the importance of time management / work – life balance. This should help the delegates focus and dedicate time to their business plan.

3. Financial Planning

This course includes the following objectives:

- The importance of preparing your personal survival budget
- Commonly used financial terms
- How to price your product or service
- Profit and cash flow forecasting
- How to prepare break-even levels
- How to develop a cash flow forecast

This workshop should run as per the current Business Link material, but delivered in a female friendly manner, however we would like to see it go into more depth, giving the clients a chance to fully understand all sections and feel confident about their financials. Clients should leave with a personal guide as to how their cash flow forecast should look, what they will price their product/service, what their break even point is and where the profit margin is. As part of this session, the trainer should discuss business and the recession, its impact on businesses, how women business

owners have worked through the recession better than men (Dr Rebecca Harding; Women's Enterprise Task Force, May 2009) and tips on how to survive the recession. This part of the session should last 1 hour.

4. Motivation and Attitude

In this workshop, the delegate will form an idea of the link between attitude and motivation. Delegates will learn how to become more motivated and what it is that motivates them. In addition, they will learn about their attitudes to work and life, discover what their potential is by, amongst other things, changing negative behaviours, find solutions to existing problems and learn how to overcome challenges. Delegates should leave this course feeling inspired to move forward, have activities/tips on how to keep motivated on a daily basis, and generally feel more motivated. This workshop will be 5 hours.

5. Sales and Marketing

This course includes the following objectives:

- Marketing and market research
- Branding your product or service
- Knowing what you are really selling
- Simple sales techniques from asking the right questions to handling objections

Again, this will run as per the current Business Link materials in a female friendly manner but will incorporate networking and communication skills, and will take a total of 5 hours to deliver. Networking and communication skills should focus on how to network effectively. In addition, delegates should be encouraged to attend the free networking sessions as part of the Leicester Business Women project.

6. Self Confidence & Assertiveness

We will then revisit self confidence to see how the delegates are getting on. We would like the self confidence theme to go into more depth (by learning how to use the conscious and unconscious mind), including positive thinking, taking on new challenges, encouraging the development of a new, strong and positive self image, and learning how to say 'No.' This workshop will last 5 hours.

Organisations are asked to describe how they will develop and deliver these materials and packages in a professional and concise way, and also how they will market and quality assure the training delivery. In addition, tendering organisations need to be aware that each series of courses should run over a maximum of a 3 week period.

Working arrangements

Organisations interested in tendering for this programme will be required to work closely with SfE in order to deliver a professional and high quality service.

Responsibilities of Skills for Enterprise

- To create quarterly training diaries and make these available 3 months in advance to the successful tendering organisation;
- To promote these courses;
- To book and liaise with Multi Access Centres in relation to refreshments, equipment etc – invoices are then to be raised directly with, and paid by Skills for Enterprise;

- To provide delegate lists to the successful tendering organisation 24 hours in advance of the scheduled course delivery, together with notice by email of any changes to this list.
- To undertake course administration ensuring delegates are sent timely information in relation to timings, venues and course objectives;
- To host monthly meetings with the successful tendering organisation in order to provide training materials, trainer packs, electronic updated versions of training courses;
- Undertake post course administration, including contacting all no show clients with the aim of re booking them onto a workshop, on receipt of evaluation forms from the successful tendering organisation, uploading this information onto a local database, and action any further requirements identified by the delegate.

Responsibilities of the successful tendering organisation

- Develop the training materials in accordance with this tender;
- To ensure the effective co ordination of the training provision;
- To maintain effective communication channels with SfE and attend a monthly meeting at SfE premises;
- To ensure the professional delivery of the series of training courses through the recruitment and selection of a high quality bank of trainers, each of whom are able to demonstrate expertise for the course they will deliver;
- To advise SfE of any no shows that were booked;
- To undertake internal quality assurance;
- To ensure that evaluation forms, time cards and any other documents which are required as part of the contract, are completed by each delegate and that the originals of these, together with any informal feedback received, are returned to SfE within 24 hours;
- To support the effective recruiting of delegates for this programme by directing any enquiries through to SfE;
- To identify new and innovative ways in which to deliver the training programme in order to reach particular audiences.
- To ensure that the tendering organisation encourages delegates to participate in additional workshops (and monitors non attendance).

Timeline for development and delivery

The timescales for the development of the materials are outlined below:

13.07.2009 – Tender to go out
 24.07.2009 – Deadline for all completed tenders
 31.07.2009 – Assess all tenders
 03.08.2009 – Advise winning contractor
 04.08.2009 – Meeting to discuss training materials
 21.08.2009 – 90% materials developed, meeting to discuss materials to date
 04.09.2009 – All materials finalised

Please Note: You should only tender if you can complete the project within the specified timescales and budget.

Expected Outcomes

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

1. Increase the number of jobs created in the Leicester area;

2. To engage with a number of people, and assist them in starting a business;
3. To increase the number of SMEs trading in Leicester;
4. To engage with individuals or businesses from hard to reach areas, and groups to include, but not exclusively; women; BME; disabled and culturally diverse communities.

Expected Outputs

This programme is seeking to achieve the following outputs as a minimum:

- Development of an effective and enjoyable training programme (please note that Intellectual Property for the workshop programme will sit with SfE or with our funders);
- 25 training programmes (consisting of 6 workshops);
- Overall delegate attendance of 275 delegates, i.e. average of 11 delegates per programme.

The 25 training programmes will be split as follows:

5 programmes	Sept – Dec 2009
14 programmes	Jan - Dec 2010
6 programmes	Jan – July 2011

Period of Contract

The contract shall run from 3rd August 2009 and will end on 31st December 2011.

Pricing and Budget

The total budget for the Training Provision is £66,000 inclusive of VAT. This is broken down as follows:

Training material development	£3,000
Workshop programme delivery	£63,000

The tenderer is required to provide a detailed breakdown of costs and pricing structure of the project.

Evaluation of Tenders

This tender process will be in one stage:

Interested parties are asked to complete their tenders which will be scored by an internal evaluation team consisting of between 3 – 5 Skills for Enterprise 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.

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

1. Financial stability (as indicated by their inter alia, by analysis of accounts or other financial documentation addressing financial stability).
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.
3. Satisfactory responses to the specific requirements of this contract.

4. Methodologies proposed for contract delivery including environmental considerations and how they apply to the tendered works, and details of your operational location for delivery of the services, including the facilities and systems that will be required, together with details of monitoring and evaluation measures and standards.
5. The qualifications, experience, expertise and skills of the individuals assigned to the Tender scope.
6. Detailed breakdown of price showing all elements of expenditure relating to this contract.
7. Satisfactory insurances and policies relating to professional indemnity etc.
8. A thorough understanding of all the courses that will be delivered.

Instructions to tenderers

Tender Timescales

The closing date for submission of your tender is 12.00pm Friday 24th July 2009.

Please complete and submit 2 copies of your tender (1 with wet ink signatures and 1 in electronic format to heena.mistry@skillsforenterprise.co.uk).

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

It may also be required that organisations are asked to work collaboratively if required.

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.

Conditions of tender

Representations

A tenderer may contact Heena Mistry to obtain any further information about the requirements of the contract or the tendering procedures if these are not evident or clear from the documentation 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 SfE 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 practise or canvassed the tender with an officer of SfE. If a tenderer has indulged or attempted to indulge in such practises 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 that specified in the specification.

Collusive Tendering

In submitting a tender against this contract, the tenderer confirms that they have 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 in relation to any other tender or proposed tender for the said work and act or thing of the sort described above. For 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 maybe 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 (eg: during a tender process) but afterwards it may not. The timing of any request for information maybe 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.