

TENDER SPECIFICATION

TENDER TITLE: Business Plan for Business Support
Commercialisation

Issue of Specification	13/02/23
Deadline for Responses	03/03/23

Responses are to be emailed to sarah.colclough@staffordshirechambers.co.uk before the specified deadline.

Tender Brief

Aim

Staffordshire Chambers of Commerce is looking to appoint a consultant to deliver a detailed business plan(s) for the commercialisation of elements of the Chambers' portfolio of business services. The business plan(s) need to be developed enough to be shared with the Chambers' management and Board.

As these areas are crucial to the future of the Chambers' and its financial security, the consultants will have to show proof of their discretion and will be asked to sign a contract and non-disclosure agreement.

The areas that the Chambers is seeking to develop are:

The Advice Hub

Building the current Growth Hub programme, that delivers a mechanism for businesses to access both public and private sector sources of business support. We are looking to develop a new service that will build on the current subsidised programme, most of which is funded by ERDF and will cease in June 2023.

This new service will maintain some diagnostic function, and look to then develop a commercial mechanism for referrals to professional service businesses in Staffordshire.

We will need to understand the possible financial and legal arrangements, deliver models and how private sector companies would pay for an referrals made.

Companies seeking to access the advice and support would not be expected to pay.

We are also keen to understand what topics of support the service should cover, through building on our existing data, other local and national research, and what are the current gaps in our services/knowledge that we would have to source elsewhere.

Thrive and Grow

This new service would also build on our Growth Hub programme but also incorporate aspects of our Let's Do Mentoring support and Peer Networks.

Targeted at companies seeking to grow significantly, it would be open to businesses from any starting point, however it will likely be target at business established for more than 3 years.

This support would encompass a business diagnostic (such as GrowthMapper) carried out by an experienced advisor. This would then be followed by a series of interventions allied to the needs identified by the diagnostic – including referrals through The Advice Hub, bespoke workshops and training and paid for support via a mentoring programme.

There would also be a strategic peer network element to support a group of growing businesses – delivered by an experienced cohort leader/manager/facilitator to help develop their business - with businesses required to pay to take part.

Deliverables

The developed business plan(s) will need to address these specific areas for both services:

- Mission and strategy – alignment with wider Chamber business strategy.
- Identifying the market need and further opportunities.
- Review the licensing of external tools (e.g. GrowthMapper), software and other resources. Addressing any IP issues and legal frameworks to be considered and an assessment of costs.

- Evaluate current business diagnostic tools/theories and provide examples of best practice.
- Data management and sharing - How would the information be stored and shared – CRM adaptation, CMS for recording information and sources of advice. How to ensure fair referrals to partners and keeping up to date recording of the services on offer. Guidance around GDPR risks and solutions for implementation.
- A proposed 'model' of delivery to consider if it is part of the Chambers offering, a separate business unit or partnership with other stakeholders.
- Strategic objectives and key performance measures to ensure impact and success.
- Identification of key partnerships required to deliver the proposition and an early indication of likely partners/ any funding opportunities to support set and delivery.
- Three-year operational plan – key issues related to initial investment, costs, revenue generation and profit.
- Recommended around legal entity/ governance.
- Risk factors, issues and potential mitigations.

The business plan (s) will include, within the limits of time available, consumer/ partner research and the use of the existing data, engagement with key industry players.

Following the completion of the business plan(s), we would look for the successful bidder to present these to both the Chamber Management Team and Chamber Board.

The successful bidder will also need to draft non-disclosure agreement, as well as a contract, to be signed by both parties due commercially sensitive nature of this work.

Timeline

The deadline for proposals is 3rd March 2023. An evaluation of the proposals will be completed w/c 6th March 2023, and this could be followed by an interview with the Senior Management Team at Staffordshire Chambers.

Once awarded, an initial inception meeting with key staff would be scheduled to take place w/c 13 or 20th March 2023.

We would expect the final business plan document to be completed and presented to both the Chamber Management Team and Chamber Board by 28th April 2023

Pricing

We would expect to receive a fully costed model for delivery of the business plan(s) and presentation to the Chamber Management Team and Board. Costs should also highlight the expected day rate and the number of days anticipate to complete the project.

It should also be noted that key considerations in appointing a supplier will include:

- Experience of producing business plans and strategic reports/documents, demonstrating a range of formats and presentation content;
- Quality and clarity of the proposed approach, including the methodology and timeline;
- Experience to interpret information collected, to be able to present using infographics and other sources;
- Ability to meet the objectives outlined above, including presenting the findings and recommendations in a clear and simple manner;
- Evidence of innovation and creativity in presenting the key important areas and recommendations. within a strict deadline;
- Value for money.

Payment will be made 50% upon commencement of the project, with the final 50% being paid upon full completion of the business plan. Our payment terms are 30 days from receipt of a valid invoice.

Next Steps

Please send your proposal, including :-

- A cover letter introducing the company and outlining the key strengths and relevant experience. CVs for staff working on the project should also be included.
- A detailed project proposal, including the proposed methodology, timeline, and budget.
- A portfolio of relevant previous work/reports that you have produced.

Please also provide a response to the below additional information.

Are you a member of Staffordshire Chambers of Commerce	Y / N
Do you hold ISO 9001 and / or ISO 14001?	Y / N
If no, would you be interested in attaining ISO 9001 or ISO 14001	Y / N
Do you pay at least the Real Living Wage to employees?	Y / N
If no, would you like someone to contact you with more information on how to sign up to the Real Living Wage foundation?	Y / N
Are you doing anything towards the Sustainable Development Goals? If yes, please tell us below:	Y / N
Would you like more information on the Sustainable Development Goals?	Y / N

This proposal and answers should be emailed to sarah.colclough@staffordshirechambers.co.uk and received no later than 5pm on 3rd March 2023

Tender Scoring

The scoring of the tender is based on the following criteria:

Company Background /CVs

Information Only

Area

- | | |
|--|-----|
| 1. Project Proposal | 30% |
| 2. Background Knowledge/Experience/Portfolio | 30% |
| 3. Price | 35% |
| 4. Additional Information Questions | 5% |

If you have any questions or queries regarding the tender opportunity, please e-mail them in the first instance to sarah.colclough@staffordshirechambers.co.uk



Staffordshire
Chambers of
Commerce.