

Request for Quotation

West Midlands Growth Company

Drive Midlands Partnership Programme – Recruitment & Account Management

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West Midlands Growth Company

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SECTION ONE – tender information

This document contains:

(1) Contract information - for reference only

- Background to West Midlands Growth Company (WMGC) and Drive Midlands
- Project aim

(2) Tender specifications

- Project briefing

(3) Tender process and evaluation

- You will need to respond to the requirements listed, considering the evaluation criteria specified and
- You will need to respond via the process and within the timelines as indicated

1.1 Background

The West Midlands Growth Company (WMGC) will help to create new jobs, expand existing businesses and attract new businesses and investment to the region, aligned to the ambitions set out in the West Midlands Combined Authority (WMCA) Strategic Economic Plan.

The WMGC is the West Midlands strategic marketing company, which focuses on three business areas: (i) investment, (ii) the visitor economy and (iii) strategic marketing <https://wmgrowth.com/>. This tender is issued by the West Midlands Growth Company, on behalf of its client Drive Midlands.

The tender is for a five-month contract. It is based on recruiting partners to the new Drive Midlands Partnership Programme aimed at companies operating in and on the automotive sector in the Midlands.

Drive Midlands will supply detail of the Partnership offer, which will include as a minimum:

- Details of the service offer
- Pricing structure
- Suite of documents to enable joining the Partnership

Drive Midlands

Drive Midlands provides a central hub for automotive businesses; coordinating local support services for the automotive sector and collaborating more closely with higher and further education to support skills development. By working with industry and government, Drive Midlands aims to help develop a robust local supply chain, increase local sourcing levels at Tiers 1 and 2 and improve coordinated working across the entire Midlands Engine geography.

Drive Midlands has four key objectives:

1. Supporting Inward Investment
2. Developing a robust supply chain
3. Improving partnership working
4. Developing a sustainable operation

This sector specific support programme has been developed with input from industry and led by Business Birmingham and Department for International Trade's Automotive Investment Organisation and regional Local Enterprise Partners (LEP) including: the City of Wolverhampton and the Black Country, Coventry & Warwickshire, Derbyshire & Nottinghamshire, Greater Birmingham & Solihull, Leicestershire, Stoke-on-Trent & Staffordshire, Telford Enterprise and Worcestershire.

<https://www.drivemidlands.co.uk/>

Funding sources

This project is funded by West Midlands Growth Company (WMGC).

Drive Midlands is predominantly funded by a mix of public sector funding through the Midlands Engine via Department of International Trade and private sector sponsorship.

1.2 Project Aims and Objectives

1.2.1 Aims

Drive Midlands is now in its second year of operation. Largely funded by the public sector, its focus is mainly on Foreign Direct Investment and support for inward investors with some tactical support for the local supply chain through events, website postings etc.

The programme has been successful in creating awareness and building relationships with key stakeholders and agencies, both in the public and private sectors.

There is an opportunity to broaden the scope of Drive Midlands by additionally becoming a partnership organisation, to offer a sector specific business support service to automotive companies, offering a unique coherent, sector-specific package. There is no directly comparable organisation in the Midlands.

This would follow the model of automotive supply chain organisations in other regions (Welsh Automotive Forum, Northern Automotive Alliance and North East Automotive Alliance).

The partnership would take the form of a diagonal cluster. Although the core partners would be automotive supply chain companies, it would extend to Higher Education and Further Education institutions, and industry agencies and service providers.

1.2.2 Objectives

- The appointed supplier will take on the role of Drive Midlands' strategic business development partner and front-end sales partner in recruiting partners to the Drive Midlands Partnership Scheme.
- After identification of a potential partner, the contractor will represent Drive Midlands to the client providing an ongoing account management service for the duration of the contract.
- The selected supplier will attend trade events and support the Drive Midlands team at both Drive Midlands and trade events, beginning with the Low Carbon Vehicle Event and a Drive Midlands event in September.
- The appointed supplier will provide input to the programme, relevant market intelligence on trends and developments.

1.2.2 Duration

The contract will initially run for five months from 1st August 2018 to 31st December 2018.

WMGC may issue another tender brief at a later date to extend this activity.

1.2.3 Value

The value of this contract is up to a maximum of £20,000 plus VAT.

£1000 per month will be paid in arrears as a retainer.

On receipt of confirmation evidence, payment per new Partner as detailed in the table below, will be as follows:

- Small company <150 employees £150
- Medium sized company 151 – 250 employees £250
- Large company >251 employees £275
- Associate (see 2.1) £240

1.3 Expenses

Tenderers should note that if the bid proposal submitted includes any element of expenses that sit outside of their fees quoted e.g. travel, parking, accommodation, subsistence, event/trade show attendance and other expenses, then it is a condition that at the time of submission of invoices the successful supplier MUST provide actual receipts and a description detailing the purpose to be achieved in relation to this contract. ~~WMGC and Growth Company~~ will not reimburse such expenditure without the evidence required.

Mileage undertaken as part of the contract will be reimbursed at the rate of £0.45 per mile.

A maximum amount of £400 per month is allowed for expenses.

SECTION TWO – tender specification

2.1 Description of requirement

The purpose of the project is to recruit automotive companies and service providers to the Drive Midlands Partnership Programme.

For automotive companies, target businesses could include:

- Vehicle manufacturers
- Small, medium and large Tier 1 – n component suppliers
- Companies engaged in automotive R&D

Associate members could include but are not confined to:

- Centres of excellence
- Higher and further education institutions
- Private training providers
- Trade associations
- Industry agencies and bodies
- Business and professional services providers

2.2 Project management

Meetings/calls shall be held on a fortnightly basis between the supplier and key personnel from Drive Midlands. These meetings/calls shall be held to review progress in the provisions of the services against the supplier's tender and any identified timescales.

A monthly report including pipeline review and progress against objectives and measurable outputs will be required. These will cover particular prospects and projects, as well as strategic planning for the following month. In addition to this, a final report will be required at the end of the contract.

At the end of the contract period, any pipeline data created as a result of the project will remain the property of WMGC and must be returned to WMGC in an acceptable format (e.g. Excel spreadsheet).

2.3 Confidentiality

WMGC would expect to have free use of all intellectual property rights to the deliverables produced and assigned to Drive Midlands/WMGC. The outputs of this project must be kept strictly confidential and they cannot be shared with any third party without written permission from Drive Midlands/WMGC.

The tender documentation is commercially sensitive and will be kept strictly confidential. Under no circumstances can information be passed on to any third party without permission from Drive Midlands/WMGC.

2.4 Freedom of Information

Tenderers should note that the Employer (WMGC) may be required to disclose information that Tenderers provide to the Employer under the Freedom of Information Act 2000 unless the Employer can establish either that the information is subject to a duty of confidence or that it is both commercially sensitive and the public interest in maintaining its confidentiality is greater than the public interest in disclosing it.

2.5 Conflicts of Interest

Contractors will be expected to manage conflicts of interest between WMGC/Drive Midlands and any competitors or partners that the contractor works with or becomes a representative of. To ensure that these conflicts of interest are managed effectively, tenderers are asked to

supply a detailed methodology setting out how they will manage any conflicts of interest that arise. This will be evaluated as part of tender submissions.

Should at any point during the duration of the contract any framework contractor becomes a representative of a competitor or partner of WMGC/Drive Midlands, that contractor will be required to inform WMGC and act in accordance with the agreed methodology. If the contractor fails to successfully manage any conflicts of interest then WMGC may choose to terminate the contract.

SECTION THREE – tender process and evaluation

3.1 Response requirements

Minimum requirements

A proposal is required that includes the following:

- Appendix A – Supplier Information – for information –
- Appendix B – Bidding Model – for information –
- Appendix C – Insurance Information – pass/fail
- Appendix D – Technical & Professional Ability – pass/fail

All of the above appendices **MUST** be completed for all consortia partners that are part of the bid proposal.

Appendix C – Insurance Information - tenderers are required to self-certify that they will provide copies of minimum levels of insurances:

- Employer's Liability Insurance (if applicable) = £2 million
- Professional Indemnity Insurance = £2 million
- Public Liability Insurance = £2 million

Appendix D – Technical & Professional Ability - Relevant case studies (**min 2, max 3**) to demonstrate your expertise in delivering similar projects to the specification. Please complete Appendix D which further details information on the evaluation of the case studies.

Information on the account team relevant to the case studies including:

- Qualifications, experience, expertise and skills of individuals assigned to the contract
- References from previous clients who have worked with the account team.

If submitting as a business consortium, please provide a minimum 1 case study demonstrating previous work as a consortium (can be with a different partner to the one you are partnering with in this bid submission), additionally provide a minimum 1 case study from each partner in this business consortium demonstrating experience relating to the tender specification.

Note – if this contract is delivered as a consortium then the contracting partner has full responsibility for the performance of the contract and the management of any partners or sub-contractors.

Award Criteria response requirements

- Details of your proposed approach and methodology to cover all aspects detailed in section 2.1.1
 - Include how the expertise and knowledge you hold in the sector and geographic area tendered for will aid in achieving the objectives
 - Include targeting methodology and pipeline development approach
 - Project management
 - Proposed multiplier engagement
 - Proposed sales, activity and marketing plan for the contract
 - Completion of 2.5 Conflicts of Interest methodology
- Total Cost for each of the outputs listed above with a clear breakdown of costs related to delivering the contract in order to achieve the required outcomes.
- The breakdown should include all management, service, research, travel, subsistence, event attendance and any other anticipated costs.
- Please note the award of this tender will be based solely on bid submission. There will be no additional interviews taking place.

3.2 How do we select from the responses received?

We will check and evaluate each submission and rank contractors according to the following criteria, with the tenderer receiving the highest overall score being awarded the contract:

3.2.1 Minimum requirements

- a) Completion of Appendix A, B, C & D
- b) Minimum levels of insurances - pass/fail

Supplier is required to indicate yes or no (in Appendix C)

Please self-certify whether you already have, or can commit to obtain, prior to the commencement of the contract, the levels of insurance cover indicated in section 3.1 and Appendix C.

Appendix D – Technical & Professional Ability – pass/fail

A total score of 10 from a maximum of 15 is required to pass. Refer to Appendix D for marking scheme. Allocated as below:

- Nature of Work – 5 marks available
- Evaluation of Outputs – 5 marks available
- Relevant Experience – 5 marks available

3.2.2 Award Criteria – see Appendix E for marking schedule for Methodology and Approach

a) Methodology and approach - weighted **80%** and assessed against the following:

- Tell us how you plan to deliver the contract activity taking into account key specifications of the project as listed under section 2.1.1 **(20%)**
- Tell us how you plan to deliver the support activities taking into account key specifications of the project as listed under section 2.1.1 **(15%)**
- Please provide a detailed methodology of how you will achieve the required measurable outputs as listed under section 1.2.1 **(20%)**
- How relevant, robust and realistic is the proposed approach to assess key specifications as listed under section 2.1.1 and specific outputs of the project as listed under section 1.2.1 **(10%)**
- Please provide information about what resources you will put to the project and how you will manage these to meet the project requirements **(10%)**
- The ability of the Tenderer to manage any conflicts of interest that may arise when fulfilling the project requirements **(5%)**

b) Price - weighted **20%** and evaluated as follows:

The total price is to include **all costs** related to delivering the agreed contract delivery plan and activity to achieve required outcomes including, but not exclusive to: management, direct staff costs, service, research, travel, accommodation, subsistence, event attendance and other expenses.

NB – Drive Midlands and WMGC shall rely on the information provided by the quoting provider. A material misrepresentation contained therein shall constitute a material breach of contract.

3.3 Process and timescales

This timetable is indicative only. WMGC reserves the right to change it at its discretion.

Milestone	Deadline and process
Brief stage	
Brief & task	WMGC to issue request for quotation by appropriate invitation on Friday 22nd June 2018
Response deadline	Companies must respond and submit their proposal to be with WMGC no later than 12:00 noon BST on Friday 13th July 2018.
Submitting your tender	<p>The WMGC tender process is outlined below. Failure to work in accordance with the deadlines outlined in the tender submission process will lead to automatic dismissal of application.</p> <p>Please submit any questions to WMGC through enquiries@drivemidlands.co.uk by Friday 6th July 2018.</p> <p>We will endeavour to respond to all questions by close of play Wednesday 11th July 2018.</p> <p>The final tender can be submitted as electronic copy via enquiries@drivemidlands.co.uk.</p> <p>Alternatively, submissions can be received by post at the following address:</p> <p>West Midlands Growth Company Drive Midlands Baskerville House 2, Centenary Square Broad Street Birmingham B1 2ND</p> <p>Please note: Failure to submit the requirements above by the stated deadlines will result in your company being removed from the procurement process.</p>

Evaluation stage	
Expected date of evaluation	All responses will be evaluated against pre-identified criteria by the project management team by Wednesday 18th July 2018 .
Contract Award: Expected date of notification of successful and unsuccessful tenders	Notification of successful and unsuccessful tenders will be made on Friday 20th July 2018 .
Expected date of appointment and project initiation	The expected date of appointment is Friday 27th July 2018 . A project initiation meeting will be held soon after appointment.

3.4 Tender Queries

Tender queries should be submitted via enquiries@drivemidlands.co.uk before the deadline specified above.

WMGC will issue response to any tender via e-mail.

3.5 Extensions to Deadlines

No extensions will be given to the tender deadlines set out above.

3.6 Period of Validity

Tenders must remain open for consideration (unless previously withdrawn) for not less than [10] weeks from the date for return of tenders.

3.7 Failure to Proceed

Should WMGC and the chosen tenderer fail to enter into a contract for any reason, the chosen tenderer (and all other tenderers) shall not be reimbursed for any tendering, design, mobilisation and/or management costs (or those of any proposed subcontractors, suppliers or consultants).

The chosen tenderer will be required to return to WMGC (at its request) all tender documentation received (including specifications, this invitation to tender, the draft contract etc.) or to destroy these.

Tenderers may not retain any documentation for their own use, or their use by third parties.

3.8 Costs

Each tenderer shall bear its own costs and liabilities in relation to all stages of the procurement process including the preparation, submission and clarification of tenders. Under no circumstances shall WMGC be required to reimburse any tenderer for its tendering costs or for any costs incurred in participating in this procurement.

3.9 Errors in Pricing

If WMGC discovers arithmetical errors in any tender, WMGC will give the detail of those errors to the tenderer. The tenderer will be given the opportunity to either:

- Confirm the offer, in which case all rates or prices are to be treated as being reduced in the same proportion as the corrected total of priced items exceeds or falls short of the tendered total or such items; or
- Correct their tender, in which case the corrected figures will be used in the evaluation.
- If a tender appears to be abnormally low, WMGC will follow the process in Regulation 69 of the Public Contracts Regulations 2015. A failure to provide a satisfactory explanation for a low price may lead to disqualification of the Tenderer.

3.10 Tender Return Documents

The following documents are required in response to this invitation to tender:

- Completed Supplier Information (Appendix A)
- Completed Bidding Model (Appendix B)
- Completed Financial Information (Appendix C)
- Completed Technical and Professional Ability Information (Appendix D)
- Responses to section 3.1, 3.2.1 and 3.2.2

APPENDIX A – SUPPLIER TO COMPLETE

Supplier information - Please complete the following form:

a. Name of the company (Prime or single contractor) in whose name the tender would be submitted:	
b. Contact name:	
c. Address:	
d. Telephone number:	
e. Fax number:	
f. E-mail Address:	
g. Company Registration number:	
h. Date of Registration:	
i. Registered address (if different from above):	
j. VAT registration number:	
k. Website address:	

APPENDIX B – BIDDING MODEL - SUPPLIER TO COMPLETE

Please mark 'X' in the relevant box to indicate whether you are;	
<p>a) Bidding as a Prime Contractor and will deliver 100% of the key contract deliverables yourself.</p>	<input type="checkbox"/> Yes
<p>b) Bidding as a Prime Contractor and will use third parties to deliver <u>some</u> of the services. If yes, please provide details of your proposed bidding model in your submission that includes members of the supply chain, the percentage of work being delivered by each sub-contractor and the key contract deliverables each sub-contractor will be responsible for.</p>	<input type="checkbox"/> Yes
<p>c) Bidding as Prime Contractor but will operate as a Managing Agent and will use third parties to deliver <u>all</u> of the services. If yes, please provide details of your proposed bidding model in your submission that includes members of the supply chain, the percentage of work being delivered by each subcontractor and the key contract deliverables each sub-contract will be responsible for.</p>	<input type="checkbox"/> Yes
<p>d) Bidding as a consortium but not proposing to create a new legal entity. If yes, please include details of your consortium in the next column and use a spare Appendix to explain the alternative arrangements i.e. why a new legal entity is not being created. Please note that the authority may require the consortium to assume a specific legal form if awarded the contract, to the extent that it is necessary for the satisfactory performance of the contract.</p>	<input type="checkbox"/> Yes <u>Consortium members</u> <u>Lead member</u>

APPENDIX C – INSURANCE INFORMATION - SUPPLIER TO COMPLETE

Please complete the following insurance form and confirm which section is relevant or not applicable and that evidence will be provided if you are the successful supplier before contract signage for evaluation:

a) Professional Indemnity Insurance = £2 million	YES <input type="checkbox"/>	NO <input type="checkbox"/>
b) Minimum levels of Insurance Cover Employer's Liability Insurance = £2 million	YES <input type="checkbox"/>	NO <input type="checkbox"/>
c) Public Liability Insurance = £2 million	YES <input type="checkbox"/>	NO <input type="checkbox"/>

APPENDIX D – TECHNICAL AND PROFESSIONAL ABILITY - SUPPLIER TO COMPLETE

Responses to this Form will be used to undertake an assessment of your organisation’s technical and professional ability to provide the works.

EXPERIENCE AND CONTRACT EXAMPLES				
<p>Please provide details of up to a minimum of 2 and maximum of 3 contracts that are relevant to the tender specification. Contracts should have been performed during the past three years. (The customer contact should be prepared to speak to WMGC to confirm the accuracy of the information provided below if we wish to contact them).</p>				
		Contract 1	Contract 2	Contract 3
1	Customer Organisation (name):			
2	Customer contact name, phone & email:			
3	Contract start date:			
	Contract completion date:			
	Contract Value:			
4	<p>Relating to the specification and in particular case studies demonstrating your expertise in delivering similar projects for each of the geographies for which you are submitting a proposal (maximum of 500 words per case study explain the nature of work and outputs achieved). Please use separate sheets if required.</p>			
<p>If you cannot provide at least one example, please briefly explain why (100 words max) –</p>				

APPENDIX D (Continued)

The following marking schedule will be used to evaluate the professional and technical ability criteria:

	Description	Evaluator Notes	Comments
1	Nature of Work (5 marks available)		Different from 'complexity' the nature of work should highlight projects where the work undertaken is the same as the project applied for.
2	Evaluation of Outputs (5 marks available)		Looks to identify outputs of similar projects to that applied for. The case studies should clearly outline the project objectives, KPIs and outputs achieved versus set by the client
3	Relevant Experience (5 marks available)		Assessment team are evaluating past experience and skills of key personnel delivering on the contracts similar to this contract e.g. Account Manager Scoring of case study(s)

A total score of 10 is required to pass.

Scoring system for selection criteria

Score	Interpretation
0	Either no answer is given or the answer provides no evidence that the Organisation meets any of the Contracting Authority's requirements.
1	The answer provides some evidence that the Organisation meets some of the Contracting Authority's requirements but only in a minimal way.
2	The answer provides satisfactory (or better) evidence that the Organisation partially meets the Contracting Authority's requirements.
3	The answer provides good (or better) evidence that the Organisation meets a majority of the Contracting Authority's requirements.
4	The answer provides good (or better) evidence that the Organisation meets nearly all of the Contracting Authority's requirements.
5	The answer provides excellent evidence that the Organisation fully meets of the Contracting Authority's requirements.

APPENDIX E. Marking Schedule

The following marking schedule will be used to evaluate the award criteria:

Score	Classification	Definition
0	No response (complete noncompliance)	No response at all or insufficient information provided in the response such that the solution is impossible to assess and/or incomprehensible.
1 - 2	Unsatisfactory response (potential for some compliance but very major areas of weakness)	Substantially unacceptable submission which fails in several significant areas to set out a solution that addresses and meets the requirements: little or no detail may (and, where evidence is required or necessary, no evidence) have been provided to support and demonstrate that the tenderer will be able to provide the services and/or considerable reservations as to the tenderer's proposals in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements. Would represent a very high-risk solution for the contracting authority
3 - 4	Partially acceptable response (one or more areas of major weakness)	Weak submission which does not set out a solution that fully addresses and meets the requirements: response may be basic/ minimal with little or no detail (and, where evidence is required or necessary, with insufficient evidence) provided to support the solution and demonstrate that the tenderer will be able to provide the services and/or some reservations as to the tenderer's solution in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements. May represent a high-risk solution for the contracting authority.

Score	Classification	Definition
5 - 6	Satisfactory and acceptable response (substantial compliance with no major concerns)	<p>Submission sets out a solution that largely addresses and meets the requirements, with some detail (or, where evidence is required or necessary, some relevant evidence) provided to support the solution; minor reservations or weakness in a few areas of the solution in respect of relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>Medium, acceptable risk solution to the contracting authority.</p>
7 - 8	Fully satisfactory /very good response (fully compliant with requirements).	<p>Submission sets out a robust solution that fully addresses and meets the requirements, with full details (and, where evidence is required or necessary, full and relevant evidence) provided to support the solution; provides full confidence as to the relevant ability, understanding, expertise, skills and/or resources to deliver the requirements.</p> <p>Low/No risk solution for the contracting authority.</p>
9 - 10	Outstanding response (fully compliant, with some areas exceeding requirements)	<p>Submission sets out a robust solution (as for a 7-8 score – above) and, in addition, provides or proposes additional value and/or elements of the solution which exceed the requirements in substance and outcomes in a manner acceptable to the contracting authority; provides full confidence as to the relevant ability, understanding, expertise, skills and/or resources not only to deliver the requirements, but also exceed it as described.</p> <p>Low/No risk solution for the contracting authority.</p>

