



**European Union**

European Regional  
Development Fund



## TENDER SPECIFICATION

**TENDER TITLE: Pro-Connect Programme - Workshops Partner**

**ERDF PROJECT: Creative England Hertfordshire Pro-Connect Programme**

TENDER REF:HPC/2016/003

SUBJECT TO CONTRACT

December 2016

Please read carefully the instructions and answer all questions. If you have any queries regarding completing of the response please email [emma.stewart@creativeengland.co.uk](mailto:emma.stewart@creativeengland.co.uk). We reserve the right to distribute the response provided to your question to other interested applicants via a public Questions and Answers Log.

## BACKGROUND

Creative England has secured a contract for the provision of the Hertfordshire ProConnect Project which is part funded by the European Regional Development Fund (ERDF). Creative England is leading the delivery of the Hertfordshire ProConnect programme and is seeking delivery partners to deliver workshops covering different areas of support for the programme.

The creative sector tends to be populated by company leaders with strong creative backgrounds and a desire for creative independence rather than a strong business background. This highlights the need for specific targeted business support. This market failure is the impetus behind the programme.

*ProConnect* is focused on helping these companies win business with a programme built around the specific needs of the industry. The film and media industry is a growth sector with a far reaching supply chain, but is often disjointed, unconnected and when unsupported, lacks the skills to promote critical mass, create confidence in business skills and win new contracts.

This ProConnect programme will provide meaningful specialist support to SMEs working in or in the supply chain to the film and TV production industry in Hertfordshire. The programme will deliver a series of workshops and one-to-one interactions leading to economic growth for programme beneficiaries. These will deliver advice, support and guidance to help the companies plan better growth and new business strategies. They will also introduce the companies to industry buyers - at the appropriate level in the supply chain - to forge connections with new, potential customers and secure contracts. In addition, the ProConnect programme will offer a 'Knowledge Bites' strand of activity aimed at potential entrepreneurs such as recent graduates or anyone wishing to set up their own business or as a sole trader (freelancer) in the film/TV or related sectors\*.

Project beneficiaries will predominantly be based within the Hertfordshire area. They can be classed into four separate target market segments:

- Target 1 - Production companies : these are businesses which are responsible for the development and delivery of new productions for film and TV as well as corporate and commercial production.
- Target 2: 'Facility company' SMEs : these are the companies which also cater to the same ebb and flow needs, but they provide teams, equipment and plant rather than individual consultancy.
- Target 3: Sole Traders : these businesses - generally individuals make up the back-bone of the industry and support the ebb and flow contracting needs of the production companies.
- Target 4: Related industries : these are businesses for which film and TV is not a principle business, but an opportunity they are interested in profiting from. This includes, but is not limited to: Location owners (museums, attractions etc.) hotels

Working with a number of partners and industry specialists, Creative England wishes to procure a Workshops Partner/s to develop a programme of workshops to appeal to and be relevant to the above market segments, to help these companies grow and guide those setting up their own business. The workshop provider/s will be expected to:

- Provide 24 ProConnect workshops over three years (8 in each of 2017, 2018, 2019) covering different aspects of support for film and television production companies and related businesses.
- Provide 6 Knowledge Bites workshops - including an 'enterprise ready' element - over three years (2 annually in 2017, 2018 and 2019) guiding our Knowledge Bites delegates through how to set up their own business in any of the market segments listed above.
- Provide speakers for up to 8 large events over the course of the programme (a maximum of 2 events in 2017, 3 in 2018 and 3 in 2019).

\*NB Knowledge Bites is intended to offer pre start-up support and is therefore aimed at recent graduates rather than students still in education. Students are still welcome to attend the workshops where there are places available.

## REQUIREMENTS OF THE BRIEF

The requirements are as follows:

### ProConnect Workshops

These are likely to be half day events delivered at one of the venues selected by the ProConnect programme as the home of the workshops. All workshops to be delivered during normal working hours.

- 8 x 4 hour (including comfort breaks) workshops to be held annually in 2017, 2018 and 2019 (a total of 24 workshops over the three year duration of the programme) in Hertfordshire to cover a range of subjects suited to support the attending delegates to grow their businesses.
- We anticipate a series of 12 workshop topics that will be delivered twice to make up the total 24. So each workshop will be delivered twice to provide flexibility for the participants to join their chosen workshop to suit their availability as much as possible.
- All costs for any materials needed for the workshops to be included in the budget available and provided by the trainer - and will need to always include the ERDF logo as funder for the programme.
- Venue including any AV equipment will be provided and paid for by Creative England and Creative will supply and pay for refreshments for each workshop.
- All workshop participants will need to sign a form confirming their attendance at each workshop and this requirement must be delivered by the trainer.
- Workshops to be delivered to around 40 delegates at a time.
- First workshop to be held in 2017 (date tbc).
- Dates for further workshops to be agreed with winning tenderer.
- Workshops to cover a variety of subjects chosen to help SMEs and sole traders in the four target tier groups. These subjects may include but not be limited to:
  - Tax breaks and filming incentives
  - Self marketing, networking specifically across Film/TV
  - Self assessment and business advice bespoke for Film/TV Funding for film/TV/ content
  - Legislation affecting hire companies/legal requirements for sole traders working in TV and Film
  - monetising content
  - marketing, pitching, financing
  - understanding the international market and export opportunities
  - building critical mass
  - international industry budgeting
  - attracting and keeping talent/managing people
- We see the above as a guide in determining your workshop plan, but we are also interested to hear from you workshop topics you think will be valuable to our participants that they/we may not have considered.

### Knowledge Bites Workshops

- 2 events to be annually in 2017, 2018 and 2019 (a total of 6 workshops over the three year duration of the programme) to be held in Hertfordshire within normal working hours at a venue selected by the ProConnect programme. Each workshop to comprise 2 x 6-hour sessions (not including comfort breaks) ideally over two consecutive days covering a range of subjects required by the cohort.
- Workshops to be delivered to around 40 delegates at a time.
- First workshop to be held in 2017 (date tbc).
- Dates for further workshops to be agreed with winning tenderer.
- Workshops to include two core elements:
  1. an element of industry specific expertise relevant to the cohort in the broad subject areas of: technical, production, craft and creative skills. We would like to see where possible a practical elements to the workshops to provide hands on experience for the delegates. (For example an on screen makeup tutorial etc)

- 2. The second core element of the session should be focuses on setting up as a sole trader or company and include tips and potential pitfalls of being self-employed in that particular subsector of the film/TV or related industries, to include such subject areas as, but not limited to:
  - Setting up: am I a sole trader or employee?
  - How to break into the film/TV industry
  - How to find business leads
  - Networking
  - Presenting yourself online
  - How to maximise the opportunities available in the film/TV industry
  - Guidance on how to be 'enterprise ready': ie from drawing up a business plan to employing staff.

## Large Events

Industry speakers may be required for up to 8 large events over the three year duration of the programme. These events may be designed to appeal to any one of our targeted tier groups and the speaker would be expected to be an experienced industry professional in the agreed subject area, able to share their knowledge with an audience of up to 200 delegates. Large events may be themed on individual subject areas eg: providing guidance for owners of potential filming locations, or they may need to include some general coaching on soft business skills such as networking for all attendees.

Speakers for all events and workshops will have their travel and, where required, overnight accommodation costs covered by the programme. All ProConnect and Knowledge Bites events will take place in Hertfordshire at a venue or venues selected by the programme.

## BUDGET

Please quote prices including VAT on an annual basis, for three years. A breakdown for each element of the service will be required. The contract will be for a 12 month period, subject to renewal for a further 12 months based on performance.

The maximum budget available for this tender (over the three year period) is £54,000 inclusive of VAT and travel expenses for speakers for all workshops over the three year period. The budget may be broken down as follows:

Speakers for ProConnect Workshops and Large Events: £36,000 incl. VAT

Speakers for Knowledge Bites Workshops: £18,000 incl. VAT

Bidders are invited to submit proposals for the ProConnect and/or Knowledge Bites strands of the Programme. We may award separate contracts for these two separate strands of activity.

## TIMESCALES

The table below outlines the timescales for this tender and delivery of the project. This is an indicative timetable and, whilst Creative England does not intend to depart from the timetable, it reserves the right to do so at any stage.

Issue of Specification	01/12/2016
Deadline for Submission of Questions	16/12/2016
Deadline for Submission of Tenders	<b>03/01/16      17.00 PM</b>
Tender Evaluation/Scoring & Shortlist Completion	W/C 09/01/2017
Interview/Site Visits (if required for clarification)	W/C 16/01/2017
Preferred Bidder Identified & Notified	W/C 23/01/2017
Feedback to All Bidders	W/C 23/01/2017

## ELIGIBILITY CRITERIA

Please note that Creative England is only able to accept tenders from organisations who can meet the following eligibility criteria:

- Tendering organisations must be able to offer workshop solutions for both the large and medium sized events as detailed in the above brief.
- Tendering organisations must be able to demonstrate their expertise in the subject areas mentioned above.

## HOW TO APPLY

Please submit a full proposal to Emma Stewart via post to the address below, clearly noting 'TENDER REF:HPC/2016/003' on the tender envelope. Proposals should include an overall quote and an accompanying budget identifying costs for each strand of activity.

Creative England Ltd

1<sup>st</sup> Floor College House

32-36 College Green

Bristol

BS1 5SP

Successful applicants will demonstrate:

- A track record of success providing business support in the areas mentioned above;
- Good understanding of the business context and business services environment;
- Ability to work flexibly as part of a team.

## AWARD CRITERIA

An evaluation team will consider all tenders correctly submitted by the tender deadline. The team will score bids with a view to shortlisting a maximum of 3 potential providers for the site visit/interview stage, if required. The evaluation team will take into consideration the following scoring criteria:

- Proposals fully meet the 'Eligibility Criteria' listed above (Pass/Fail)
- Proposals include the requested information as stated under 'How to Apply' (25% of Score – Max 20 Points)
- Realistic budget that demonstrates value for money (25% of Score – Max 20 Points)
- Suitability of speakers proposed for hosting similar workshops (25% of Score – Max 20 Points)
- Extent to which bidder offers suitable addition subjects for target delegates (25% of Score – Max 20 Points)

Creative England will evaluate all proposals on the basis of the "most economically advantageous proposal". Creative England does not bind itself to accept the lowest tender or indeed any tender submitted and reserves the right to accept any tender in whole or in part. The overall evaluation process will be conducted in a fair and equitable manner, so that Creative England is able to consider the value for money of each proposal. This means that different clarification/information may be sought from different applicants.

# TECHNICAL NOTES

## NO CONTRACT

No information contained in this specification or in any communication made between Creative England, and the project partners and any supplier in connection with this specification shall be relied upon as constituting a contract, agreement or representation that any contract shall be offered in accordance with this specification. Creative England reserves the right, subject to the appropriate procurement regulations, to change without notice the basis of, or the procedures for, the competitive tendering process or to terminate the process at any time. Under no circumstances shall Creative England incur any liability in respect of this specification or any supporting documentation.

You accept Creative England's Terms and Conditions of Business and Requirements of ERDF Funding.

## QUERIES ABOUT THE PROCUREMENT

Creative England will not enter into detailed discussion of the requirements at this stage. Any questions about the procurement should be submitted by e-mail to the contact stated at the top of page 2. If Creative England considers any question or request for clarification to be of such significance that all potential suppliers who have responded should be made aware of it, both the query and the response will be communicated to them, in a suitably anonymous form. All responses received and any communication from service providers will be treated in confidence.