



**European Union**

European Regional  
Development Fund

**creative  
england**

## TENDER SPECIFICATION

**TENDER TITLE: EPIC – Specialist Programme Consultancy**

**ERDF PROJECT: E-health Productivity & Innovation Cornwall & Isles of Scilly (EPIC)**

TENDER REF: EPIC/2018/001

SUBJECT TO CONTRACT

November 2018

Please read carefully the instructions and answer all questions. If you have any queries regarding completing of the response please email [penny.morgan@creativeengland.co.uk](mailto:penny.morgan@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

E-health Productivity & Innovation Cornwall & Isles of Scilly (EPIC) is a project part funded by the European Regional Development Fund that will use a new, user led approach to take digital health in C&IoS from a nascent market to one which is more developed, productive, accepted and embedded within the health and care sector to drive economic growth and productivity.

EPIC is being led by the University of Plymouth (UoP), who will be the accountable body for ERDF. It will be delivered in partnership with a range of delivery and strategic partners to ensure healthcare professionals, commissioners, policy makers and innovators can drive and adopt change. Creative England is a key delivery partner in the EPIC programme.

The Smart Specialisation Evidence report base recognises that this sector is a growing global market, not only with the development of apps and other digital technology tools, but also robotics and other smart devices. However, there is a recognised block to the growth of the sector, namely the willingness and ability of end users/consumers to adopt the solutions on offer, and the willingness of commissioners/care givers/consumers to implement/pay for solutions on offer.

The key strands to the project include:

- Consumer led/end user led approach to identifying needs
- Working with GPs and care homes to help articulate key challenges
- Working with local SMEs to develop new solutions to issues which can drive new market opportunities
- Delivering a cultural shift with the users and commissioners of digital health services/products to enable a long term change in the delivery of health and care systems
- Utilising UoP and partner strengths to support market development and cultural change

The project will work across a range of enterprises including those in product and service design, software development, technology development, social enterprises, primary care, and care homes and will be delivered through the following specific activities;

1. User Led Collaborations/Networks
2. Knowledge Exchange Roadshows
- 3. Business Engagement**
- 4. Challenge Fund**
5. Demonstrator Projects
6. Cultural Change
7. International Collaboration

This multifaceted approach to digital health is needed to grow the current nascent market in Cornwall and the Isles of Scilly (C&IoS) which in turn will drive SME productivity and growth. The project will provide links to investment channels, skills development, and wider business support and knowledge transfer opportunities. This will lead to a well-developed and flexible supply chain introducing new products, processes and services and high value jobs through new innovation engagements between businesses and the knowledge base.

Creative England has specific responsibility to deliver activity strands **3** and **4** as highlighted for the EPIC project. Creative England wishes to procure specialist consultancy to lead delivery of Business Engagement (strand **3**) across the C&IoS area. Business engagement will be delivered via a programme of events and direct face to face support in the project area as detailed below:

- A knowledge building and content-led programme of events delivered in Cornwall. Locations TBC, however no more than two events to be held in the same location. This will be a combination of business and healthcare knowledge – to enable the Cornish SMEs (digital, creative and health) to become proficient in the fundamentals of digital health and how they can apply this to their own businesses. This would also include bringing in expertise from outside Cornwall, along with local experts, to act as speakers at events.
- Direct support and engagement programme delivered in C&IoS. The aim is to meet the businesses face to face and grow a digital health community. This will include a specialist digital consultant meeting the businesses and assessing their needs and potential to engage in the digital health market. This would include helping SMEs set up an ecosystem of like-minded organisations to promote collaboration.

## REQUIREMENTS OF THE BRIEF

Creative England is looking to procure the provision of a programme to engage Digital and Creative SMEs in Cornwall to develop their awareness and capability to operate within the emerging market for digital healthcare products and services as part of the EPIC programme delivered by Plymouth University and Creative England across the Cornwall and Scilly Isles Local Enterprise Partnership area.

### Skills and Experience

The provider must have:

- A demonstrable track record and profile within the healthcare sector that will allow them to introduce UK thought leaders in digital health to Cornish companies and project partners
- Practical experience in the management, support and development of SME's, their business plans and technology strategies, particularly within the Creative Industries
- Expertise in providing support and development programmes
- Access to and evidence of suitably qualified named personnel to deliver the programme
- An understanding of ERDF programmes and their outputs and be willing to undertake certain activities in order to obtain these outputs in a timely and compliant manner

### Services

1. A knowledge building and content-led programme of events delivered in Cornwall. The design and provision of a Digital Healthcare Education programme for SME's. This programme should be delivered with the endorsement and participation of thought leaders and experts in Digital Health

from across the UK. As a minimum, delivery should include at least 10 sessions across multiple locations, including the Isles of Scilly. The events should be used as a platform to share the latest national developments relevant to the programme. Holding these events should be seen as an opportunity to foster and nurture the Cornish health technology ecosystem, and promoting opportunities for collaboration. There should also be a focus on raising awareness of the challenges the healthcare system faces on a local and national level.

2. SME business Engagement and Support Programme. The development and delivery of SME business support for Digital SME's in Cornwall that includes on site coaching, strategy support technology review, promotion of the collaborative opportunities between SMEs and research institutions, business plan and market positioning appraisal. The programme should include a minimum of 80 days of direct SME business support. The programme will promote the grants available via the EPIC Challenge Fund and companies will be encouraged to make applications for funding to Creative England as appropriate, with support in submitting the applications where applicable. All activities in this programme must be delivered in the Cornwall and Scilly Isles LEP area.

Contract Duration: 12 months

Programme Start Date: 01/01/2019

**Notes:**

- Venues will be sourced, provided and paid for by Creative England. Creative England will pay direct costs for expert speaker fees and speaker travel/subsistence costs.
- The EPIC programme is part funded by ERDF and the winning bidder will be contractually bound to adhere to ERDF specific data collection and branding compliance regulations.
- Dates for events programme roll out to be agreed with winning bidder.

## BUDGET

Please quote prices including VAT and travel expenses. A breakdown for each element of the service will be required.

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	05/11/2018
Deadline for Submission of Questions	16/11/2018
Deadline for Submission of Tenders	<b>25/11/2018      MIDNIGHT</b>
Tender Evaluation/Scoring & Shortlist Completion	W/C 26/11/2018
Interview (if required for clarification)	W/C 26/11/2018
Preferred Bidder Identified & Notified	W/C 03/12/2018
Feedback to All Bidders	W/C 03/12/2018

## 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 demonstrate their expertise in the subject areas mentioned in the brief.

## HOW TO APPLY

Please submit a full proposal to Penny Morgan via post to the address below, clearly noting 'TENDER REF: EPIC/2018/001' 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 their suitability against the skills and experience listed in the brief in addition to:

- A track record of success providing business support in the areas mentioned in the brief;
- 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 evaluation team will include representation from Creative England and EPIC project partners. 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:

- Proposal fully meet the 'Eligibility Criteria' (Pass/Fail)
- Extent to which proposal includes demonstrable skills and experience as outlined within the Requirements of the Brief section (20% of Score – Max 20 Points)
- Realistic budget that demonstrates value for money (30% of Score – Max 30 Points)
- Suitability of proposed model for successful business engagement outreach in the project area (20% of Score – Max 20 Points)
- Extent to which bidder demonstrates their ability to deliver the required breadth and quality of events, along with knowledge of industry networks to source expert speakers (20% of Score – Max 20 Points)

- Extent to which bidder offers additionality over and above the brief requirements (further value add to promote the creative industries) (10% of Score – Max 10 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.