



## **REQUEST FOR QUOTATION (RFQ) FOR BUILDING LEGACIES TRAINING & EVENTS PROGRAMME – Marketing (incl. Social Media)**

### **1) Introduction**

This document outlines a training requirement of the 'Building Legacies' programme, which is being delivered by East London Business Place (ELBP) in partnership with Newham College's Centre for Innovation & Partnerships (CIPs), and which provides tailored support solutions for London-based Small, Medium and Micro Enterprises (SMMEs) seeking competitive business advantage.

Part-funded by the European Regional Development Fund (ERDF), the purpose of this initiative is to deliver a sustained support programme tackling gaps in SMMEs' growth, innovation, contract-readiness and knowledge of procurement and supply-chain requirements over a programme which completes at the end of 2018.

#### **Key outputs for the project:**

Target market and sectors (predominantly but not exclusively)

- Digital & Creative/Care/Construction

Targets and KPIs

- 400 x 12 hour SME supports (min 12 hours)
- 95 x 'new to the firm' product introductions
- 53 x new enterprises supported
- 60 x jobs created

### **2) Background to RFQ**

The Building Legacies training and events programme will provide robust business support and networking opportunities to its clients via the usage of external expert consultants and trainers. The main focus for Building Legacies is to differentiate its approach, proposition and focus by offering a variety of events which focus on business growth in key areas and also provide hands on practical outcomes and takeaways.

Building Legacies has undertaken extensive client research via diagnostics, 1-2-1 engagements and focus groups to better understand the training needs of its clients. The outcome of this research has effectively dictated the proposed training programme which will ensure that clients have access to the training required to help grow their business.

The training programme is planned to be delivered through a series of training workshops and (where appropriate) associated 1-2-1 activity between April and June 2017.

You are therefore invited to submit a quotation to provide the following:

**A) 4 x workshops for Marketing (incl. Social Media)**

**B) 5 x 1-2-1 consultancy engagements for Marketing (incl. Social Media)**

### **3) Requirements**

- To create and deliver a consistent programme of training in Marketing (incl. Social Media).
- To be flexible and innovative where Building Legacies business exigencies and programme need dictate required topic and content amendments.
- To provide half day workshop sessions (generally from 09.00am – 13:00pm).
- To facilitate and run the training sessions at venues across London (Building Legacies will be responsible for all venue liaison).
- To provide and supply relevant training material and visual aids which are of a high standard and approved in advance by the Building Legacies events team. Where possible these should (as a minimum) include the Building Legacies logo which will be provided (a fully branded slide deck template will be supplied for this purpose).
- To print and supply ALL physical handouts and material for ALL delegates at every training workshop.
- To develop and deliver content that delegates find useful and come away from the session with a clear understanding of what they should practically do next as opposed to just an overview of the theory.
- To assist with workshop promotion and awareness-raising of the Building Legacies brand through social and other appropriate media pre, during and post event.
- To deliver (where required) associated 1-2-1 consultancy as detailed in section 2B above.
- To demonstrate relevant experience of conducting 1-2-1 sessions.

### **4) Proposals**

Organisations are therefore requested to supply a full quotation which includes:

- A price for each half-day workshop/seminar (based on a maximum £500 inclusive of all travelling/ancillary expenses and VAT per session, and an assumed maximum of 4 sessions if required)
- A brief outlining the likely content of each workshop.
- A price for 1-2-1 consultancy based on a half day or hourly rate (based on a maximum £500 inclusive of all travelling/ancillary expenses and VAT per half-day, and an assumed maximum of 5 sessions if required).
- Total price for the above - stating whether VAT is applicable.

***Please note:***

If successful, the above does not constitute the awarding of anything further than a minimum one x half-day's training provision. The proposed programme may be subject to change and will be at the total discretion of Building Legacies according to the exigencies of the business and programme need.

**5) Assessment and Evaluation process of proposals and training providers**

The tender will be assessed on the following criteria:

- Knowledge and experience in the proposed business discipline/s.
- Professional capacity and expertise – i.e. company/individual profile highlighting experience of delivering similar workshops and training sessions.
- Evidence of previous client feedback, testimonies, case studies etc.
- Value for money (including a breakdown of all costs)
- Details of how the organisation will meet all requirements and any additional benefits/value added features which will be provided
- An innovative and flexible approach to delivering workshops and 1-2-1 engagements
- Relevant policies and insurance cover.
- Ability to adhere to the timeline outlined below

Organisations are invited to submit their proposal (which should be no more than 4 sides of A4) by the 16<sup>th</sup> March 2017 by e-mail to [procurement@elbp.co.uk](mailto:procurement@elbp.co.uk)

**6) Timetable**

<b>Action</b>	<b>By</b>
RFQ advertised	6/3/17
Proposals Submitted	16/3/17
Decision made and contract awarded	20/3/17
Programme commences	3/4/17