

Business Gateway Growth Hub

Supplier Specification - Business Support

Programme webinars

Topic: Successful Grant Applications

Introduction

The Business Gateway Growth Hub is looking to host a series of webinars focusing on supporting businesses to understand how they can produce a successful grant application. The key aim is to support businesses to understand what an effective application looks like, and how to utilise appropriate tools, frameworks and competencies to secure a successful outcome.

About the Business Gateway

The Business Gateway is the growth hub for Leicester and Leicestershire. It aims to promote the uptake of business support by making it easier to find out what is available. The Business Gateway is a single place to go for information and advice on local, regional and national business support available across Leicester and Leicestershire.

The service is free and impartial, for any business, big or small, new or established looking for:

- business support to start or grow a business
- advice and help to improve services, products and processes
- access to finance including our Business Growth Grants
- business events and networking (currently webinars)
- help to relocate or find new premises
- leadership, staff development and recruitment

The Business Gateway offers 1:1 advice to help diagnose any challenges a business is facing and informs them of the support they are eligible for. We connect them to the most appropriate form of support or service available.

We offer:

- a website (www.bizgateway.org.uk) with a range of business support information
- a local telephone triage and signposting service
- face-to-face appointments with a business adviser who is available to conduct a business review meeting (currently on MS Teams)

- Weekly webinar programme that covers key skills and knowledge areas for running a successful business
- Business Growth Grants towards the costs of capital projects
- Peer to Peer Network groups across key sectors
- Investor Readiness programme

The Business Gateway is a partnership of public sector, private sector and university services dedicated to business support and growth.

It is delivered in partnership with Leicester City Council, Leicestershire County Council, East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire) and the Leicester and Leicestershire Enterprise Partnership Limited.

The Business Gateway Growth Hub is part-funded by the European Regional Development Fund (ERDF) and the Department for Business, Energy & Industrial Strategy (BEIS).

Requirement

The Business Gateway Growth Hub is seeking to appoint a practitioner(s) to deliver a series of 90-minute webinars /workshops focusing on supporting businesses to understand how they can make a successful grant funding application.

Sessions need to be practical and interactive and should not be traditional “chalk and talk” workshops, but innovative practical sessions that attendees will leave with something of value for their businesses. Your content will need to be relevant to SMEs (and potentially community-based organisations). The majority of businesses across Leicester and Leicestershire are 1-10 employees so content needs to be suitable for micro and small businesses.

We are seeking a supplier(s) who can deliver a 90-minute webinar to a minimum of 10 businesses, on a monthly basis from April to December 2021. You will need to cover the following broad topic areas:

- How to create a systematic approach to identifying and applying for grant funding
- How to make your application stand out from the rest
- How to increase your chances of success
- Understanding the processes including what can and can't be funded
- Any other fundamental information that will lead to successful grant funding applications

In addition, the successful supplier should produce a short guide for attendees to take away and apply to their business.

All webinars delivered are required to consider any current Government guidance and legislation.

Key Contractual Considerations

Webinars will be delivered on a monthly basis from April – December 2021. If the minimum number of 10 businesses is not reached, the session will be rescheduled for another date.

Contractual payments will be based upon the practitioner delivering a successful webinar.

Budget

Please provide your best quotation. We will be looking for the proposal with the best value for money and customer service. Your quotation will need to include the time spent on your planning, research and preparation for the webinars. Please quote net of VAT.

If successful, you will be responsible for:

- Liaising with the Business Gateway Growth Hub Team
- Assisting and amplifying marketing activity for the event to potential businesses within Leicester and Leicestershire. This may include writing a blog post, creating a social media video or providing quotes for press releases.
- Developing the proposed webinar content
- Delivering and facilitating webinars between April-December 2021

These activities are funded by the European Regional Development Fund (ERDF) and all documents relating to this activity must adhere to the funder's guidelines, including the use of ERDF logos on any presentation slides and hand-outs. The ERDF publicity toolkit is available at:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/564432/esif_branding_and_publicity_requirements.pdf

Business Gateway Growth Hub will be responsible for:

- Providing appropriate ERDF paperwork where necessary
- Providing and operating the online platform which will be MS Teams for webinar delivery
- The co-ordination of webinar program on an 'In House' Event Management System
- Supporting marketing and communications
- Providing monitoring and evaluation forms

Assessment Criteria

Submissions will be assessed against the criteria below:

Bidders will be scored on their responses to the Quality questions. The weighting applied to each of the quality sub criteria is shown in the table below:

Element	Weighting
1. Experience	20%
2. Proposed Methodology	20%
3. Additional Insight	5%
4. Working with Groups	10%
5. Quality assurance	5%
6. Budget	40%

Category	0 does not meet requirement 4 exceeds requirement
Relevant Experience	Experience of delivering similar webinars to local businesses – specifically ERDF projects and shows an awareness of the business landscape within Leicestershire
Approach and Methodology	Methods of delivery suitable to client group (include details of proposed activities and materials for delegates to take away)
Value for Money	The proposal demonstrates good value for money
Administration	Delivery of workshops aligns with project timescales
	The proposal demonstrates an understanding of ERDF and Growth Hub branding guidelines

Any quotation that is accepted will be awarded on the basis of the Most Economically Advantageous quotation. Evaluation will use a 60% quality: 40% price weighting.

To submit your proposal for this tender please complete the Quotation Response Form below, by the deadline stated.



[Quotation Response Form](#)

Deadline to Quote

Submissions outlining how you meet the assessment criteria should be sent to [Jay Lad](#) by 31 March 2021.