

REQUEST FOR PROPOSAL:

***CHAMBER TRAINING & DEVELOPMENT:
LOT 1 - SOCIAL MEDIA***

FEBRUARY 2019

BLACK COUNTRY CHAMBER OF COMMERCE

**CREATIVE INDUSTRIES CENTRE, UNIVERSITY OF WOLVERHAMPTON SCIENCE PARK, GLAISHER DRIVE,
WOLVERHAMPTON, WV10 9TG**

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BACKGROUND

The Black Country Chamber of Commerce (CHAMBER) is launching a new Training & Development programme 'Black Country Training' from April 2019 and is accepting proposals for the provision of training as part of this programme.

Several lots are being released, to which providers may apply for more than one lot – provided they submit separate applications for each individual lot.

This RFP is for LOT 1: SOCIAL MEDIA

To work with the best training providers to deliver an annual programme of premium, quality training courses; relevant to business needs and helping them develop and improve knowledge and skills.

REQUIREMENTS

Our ambition is:

- To work with the best quality training providers available
- To deliver premium, quality training courses year on year
- To be business relevant, delivering on the topics that are important to business
- For businesses to develop and improve skills and knowledge
- To create a stable revenue stream for the Chamber, to continually improve our services

SERVICES REQUIRED

In order to be truly business relevant, the Chamber held focus groups for local business opinion on what we should deliver, to which they gave us the following feedback on what they'd like to see:

- Improving digital skills for sales people
- Course available at different skills levels i.e. Introductory / intermediate / advanced
- Primarily aimed at LinkedIn, Facebook & Twitter (although open to other platforms)
- How to win more business via Social Media
- How to get found/have a better presence
- How to build relationships
- How to turn social media connections in to 'real' contacts

We are open to your ideas on what you would consider a high quality, premium course (may be single workshop, a workshop that can be delivered multiple times or, indeed, a series of connected workshops) on this topic – using the above comments as guidance, but not limited to them.

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PROPOSAL CRITERIA

Your proposal needs to include the following criteria:

1. EXPERIENCE

Details of your experience in delivering training to include;

- Background / BIO
- Years trading / delivering training
- Relevant qualifications, accreditations & awards
- Audiences you have delivered training to (sizes, business sectors..)

2. EVIDENCE OF QUALITY

Please give details of evidence of providing quality training, for example:

- Businesses or organisations you have delivered training for / with.
- Client Testimonials
- Relevant course feedback
- References we may contact (3 max)

3. COURSE CONTENT

Please give details of the training course(s) you are proposing we should include in our programme, including details on:

- How the course will deliver on quality & development
- The intended audience for each course
- Maximum / minimum delegates for the course to be effective
- Time & frequency of courses
- Facilities required

4. COMMERCIALS

Please give clear details of your rates for delivering your proposal; in terms of your day / half day or hourly rates and any reasonable travel costs.

Being mindful that The Chamber is operating its training programme on a full cost recovery basis (with delegates paying individually / per head for training) and is looking to create a commercial revenue stream from training.

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We would also see potential commissions the Chamber could receive, should the training lead to you working directly with the delegates outside of our agreed programme

CHAMBER COMMITMENT

The Chamber will manage all of the facilitation required for the course, including:

- Promotion of the training programmes as part of our events & training calendar and wider PR of the programme
- Processing of bookings, payments and invoices with delegates
- Communication with delegates in relation to arrangements / joining instructions
- Booking and management of training rooms / venues
- Provision of refreshments where required
- Printing of general handouts / agendas (to be internally printed as required)
- Collection of delegate feedback

OUT OF SCOPE

- Access to delegates contact information, unless consent given
- Using the training to advertise other services (unless explicit consent given by the Chamber)
- Any promotion of the course that does not reference the Chamber

HOW YOUR PROPOSAL WILL BE EVALUATED...

The evaluation process will be open, fair and competitive.

We will be evaluating all applications based on the same aspects, so please supply detailed plans and examples of the following criteria: Each of the criteria defined will be then evaluated by importance and split into sub criteria,

The weighting for each of these is listed below:

- **EXPERIENCE:** 20%
- **EVIDENCE OF QUALITY:** 30%
- **COURSE CONTENT:** 30%
- **COMMERCIALS:** 20%

The criteria will be marked by the decision board based upon an evaluation of the above criteria, the evaluation panel will consist of at least a member of the CHAMBER senior management team and The Chamber Training &

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Events team. This decision board will evaluate each bidder's response and award the contract to the supplier that offers the most economically and operationally advantageous proposal based upon the Chamber's overriding requirements.

Each of the areas noted above will be evaluated using scores that reflect the extent to which the responses have addressed the published criteria.

These scores will then have the published weightings applied to them and will be added together to give an overall Score. Candidates must answer all the requirements in full and avoid making unsubstantiated reference to company policies, statements or other documents.

Sub-Contractors

Where applicable, If the work requires the use of subcontractors, this must be stated clearly in the proposal. The CHAMBER will not refuse a proposal on the basis of using subcontractors however the sub-contractors must be identified and the work they perform clearly defined. Any subcontractor must be a limited company or partnership with public liability, employer's liability and indemnity insurance

The rates and prices inserted by the candidate will be inclusive of ALL disbursements and exclusive of VAT

SCORING CRITERIA...

Each criteria will be scored to establish the quality score (0 to 5), which will be weighted to reflect level of importance.

SCORE	CRITERIA
0	No response provided/ response does not address any of the issues
1	Very poor response with minimal issues addressed
2	Poor response with few issues addressed
3	Satisfactory response with the majority of issues addressed
4	Good response with all the issues satisfactorily addressed
5	Outstanding and/or innovative response

Your responses to the criteria will be incorporated into the agreement should your submission be successful.

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PROJECT TIMELINE AND REQUIREMENTS

The timeline for the tender process is as follows. Proposals received after 22nd February will not be considered.

EVENT	DETAILS
RFP Released	Released Friday 22 nd February 2019
Questions to Buyer	Open from 22 nd February 2019
Final date for submission of RFP	End of Friday March 15 th 2019 (open for 3 weeks)
Chamber Senior Management Team review of Proposals and Shortlisting	Monday March 18 th 2019
Candidate Interviews	W/C March 25 th 2019
Decision, Contract Negotiation & Award	By Monday March 25 th 2019
Contract Starts	TBC (From April 2019)

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Submissions are to be made in electronic format only; this should consist of one PDF file which can be authored in the candidate's preferred application.

The proposal must include a cover page that includes:

- Company name
- Address
- Primary contact with email
- Direct telephone line and mobile.
- Responses to the questions above (proposal criteria)

Your responses to the criteria listed above are restricted to a maximum number of 5 pages of A4 in addition to your cover page.

The candidate's terms and conditions must be included alongside the proposal. (These will also fall outside of the above page allowance)

Please note the submission should answer all the questions below specifically in the response. The use of visuals is encouraged.

Completed proposals should be emailed to tenders@blackcountrychamber.co.uk

CONTRACT TERMS...

The CHAMBER will enter into a contract negotiation and final pricing on selection of the preferred candidate. All contracts are subject to review by the CHAMBER legal counsel and the Board of Directors.

The project will be awarded on signing of a contract or agreement, which outlines the terms, scope, budget deliverables, timeline and other necessary items.

As this is a new initiative, the contract award will be for an initial period of 1 year, subject to the following;

- A full review meeting will take place at the end year 1, in order to measure the results of the course(s)
- Feedback from delegates will be used to measure the effectiveness of the course(s) and determine if it will be renewed and including in the Chamber Training Programme for subsequent years.

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CONTACT INFORMATION...

The Principal Point of Contact (PPC) for the project is an internal member of staff; **Kristian Jones – Training & Events Co-ordinator**

The invitation to respond and any questions regarding the proposal are to be sent to

PPC	Contact Details
Tender Submission & questions	tenders@blackcountrychamber.co.uk
PPC	Kristian Jones (Training & Events Co-ordinator) kristianjones@blackcountrychamber.co.uk 01902 912305

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