

UK-Coventry: business analysis consultancy services

OJ S 95/2012 19/05/2012

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Coventry University Higher Education Corporation

Postal address: Priory Street

Town: Coventry

Postal code: CV1 5FB

Country: United Kingdom

Contact person: Procurement Department

E-mail: michael.duffy@coventry.ac.uk

Telephone: +44 2476887392

Fax: +44 2476795120

Internet address(es):General address of the contracting authority: <http://www.coventry.ac.uk/finance/Pages/Finance.aspx>Address of the buyer profile: <https://in-tendhost.co.uk/coventryuniversity/asp/Tenders/Current>Electronic access to information: <https://in-tendhost.co.uk/coventryuniversity/asp/Tenders/Current>Electronic submission of tenders and requests to participate: <https://in-tendhost.co.uk/coventryuniversity/asp/Home>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority**

Body governed by public law

I.3. Main activity

Education

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Creative enterprise consultancy framework agreement.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 11: Management consulting services [6] and related services

NUTS code UKG33 Coventry

II.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with several operators

Maximum number Envisaged maximum number of participants to the framework agreement
: 12

Duration of the framework agreement

Duration in months: 24

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT: 211 500 GBP

II.1.5. Short description of the contract or purchase(s)

Creative enterprise is a project co-financed by ERDF and Coventry University taking place over a 2 year period. The project will benefit creative sector small and medium enterprises' (SME's) and start-ups based in the West Midlands, working predominantly in design, media, visual arts and performance. This tender relates to the delivering of specialist business support. The framework includes 4 lots, covering start-up and development support provided throughout the project in one-to-one, workshop and seminar formats.

Pre-qualification questionnaire submissions are requested from experts in creative sector business development. These may be sole traders or companies. Some lots can be delivered directly by the business winning the tender and others may be best delivered by sub-contracting to niche & specialist mentors, speakers and trainers.

II.1.6. CPV code(s)

72221000 Business analysis consultancy services, 79411000 General management consultancy services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Creative Enterprise is a project co-financed by ERDF and Coventry University taking place over a 2 year period. The project will benefit creative sector small and medium enterprises' (SME's) and start ups based in the West Midlands, working predominantly in design, media, visual arts and performance. This tender relates to the delivering of specialist business support. The Framework includes 4 lots, covering start up and development support provided throughout the project in one to one, workshop and seminar formats.

Pre qualification questionnaire (PQQ) submissions are requested from experts in creative sector business development. These may be sole traders or companies. Some lots can be

delivered directly by the business winning the tender and others may be best delivered by sub-contracting to niche & specialist mentors, speakers and trainers.

Essential Requirements. Interested suppliers to this framework:

1. Must be able to deliver business support activity to creative SMEs located across the West Midlands area as defined within the West Midlands European Regional Development Fund (ERDF) 2007 to 2013 Operational Programme;
2. Must be able to meet the current requirements for beneficiary reporting as detailed in the National ERDF Handbook for the English Convergence and Competitiveness Programmes 2007 to 2013;
3. Must be able to evidence experience from within the last 3 years of providing effective specialist support for SMEs in the creative sector.

Estimated value excluding VAT: 211 500 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Duration in months: 24 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Creative sector specific mentoring

1) Short description

We are looking for an organisation to source and sub-contract sector-specific mentors for creative business owners. Mentors will be required to provide each client with on average 8 hours of support which will need to be evidenced in line with ERDF guidelines and will be predominantly face-to-face sessions. Mentors should be from the specific specialist area in which the business/start-up operates (eg theatre, graphic design, animation) or have specific knowledge required by that business according to a brief supplied by the project staff (eg getting a product to manufacture, copyright law for musicians). The contract-holder will have the knowledge to supply mentors with the specialist knowledge required to meet the clients needs. The mentors will be expected to adhere to mentoring guidance provided by the project staff, pass on their knowledge and signpost to relevant trade events and key contacts.

2) CPV code(s)

79411100 Business development consultancy services

3) Quantity or scope

We are looking for an organisation to source and sub-contract sector-specific mentors for creative business owners. Mentors will be required to provide each client with on average 8 hours of support which will need to be evidenced in line with ERDF guidelines and will be predominantly face-to-face sessions. Mentors should be from the specific specialist area in which the business/start-up operates (eg theatre, graphic design, animation) or have specific knowledge required by that business according to a brief supplied by the project staff (eg getting a product to manufacture, copyright law for musicians). The contract-holder will have the knowledge to supply mentors with the specialist knowledge required to meet the clients needs. The mentors will be expected to adhere to mentoring guidance provided by the project staff, pass on their knowledge and signpost to relevant trade events and key contacts.

Estimated value excluding VAT: 81 000 GBP

4) Indication about different time frame or duration

5) Additional information about lots

The maximum number of companies we anticipate to tender for lot 1 is 4.

Lot No: 2

Lot title: Business advice for the creative sector

1) Short description

We are looking for individuals and organisations with extensive experience of providing one-to-one support to start up and established creative businesses. Business Advisers will have proven experience of working with SMEs in the creative sector. Each adviser will be able to support individuals to start up a business and support existing business to grow and/or improve their performance. Our range of advisers will be able to support businesses with a range of aims including both high growth businesses and self-employed creatives. We anticipate the package for each client will be approximately 8 hours of support focussing on face-to-face sessions which will need to be evidenced in line with ERDF guidelines.

2) CPV code(s)

79411100 Business development consultancy services

3) Quantity or scope

We are looking for individuals and organisations with extensive experience of providing one-to-one support to start up and established creative businesses. Business Advisers will have proven experience of working with SMEs in the creative sector. Each adviser will be able to support individuals to start up a business and support existing business to grow and/or improve their performance. Our range of advisers will be able to support businesses with a range of aims including both high growth businesses and self-employed creatives. We anticipate the package for each client will be approximately 8 hours of support focussing on face-to-face sessions which will need to be evidenced in line with ERDF guidelines.

Estimated value excluding VAT: 64 000 GBP

4) Indication about different time frame or duration

5) Additional information about lots

The maximum number of companies we anticipate to tender for lot 2 is 4.

Lot No: 3

Lot title: Creative seminar programme

1) Short description

We are looking for an organisation to provide a full programme of seminars for the Creative Enterprise project. This will include sourcing appropriate venues and speakers for seminars targeting start-up and established creative businesses. The seminar programme should have 2 strands. The first will cover business development issues as relevant to the creative sector (eg Intellectual Property, online publishing, licensing for product design, selling via online platforms, managing creative projects, pricing creative work). The second strand will be a Getting started in.... featuring speakers with experience of setting up their own businesses and providing inspiration and advice to recent graduates. Seminars are likely to be 2 to 3 hours long to include networking time for attendees and may take place in the evenings. Attendance at the seminars by beneficiaries will need to be evidenced accordingly to ERDF guidelines.

2) CPV code(s)

79411000 General management consultancy services

3) Quantity or scope

We are looking for an organisation to provide a full programme of seminars for the Creative Enterprise project. This will include sourcing appropriate venues and speakers for seminars targeting start-up and established creative businesses. The seminar programme should have 2 strands. The first will cover business development issues as relevant to the creative sector (eg Intellectual Property, online publishing, licensing for product design, selling via online platforms, managing creative projects, pricing creative work). The second strand will be a Getting started in.... featuring speakers with experience of setting up their own businesses and providing inspiration and advice to recent graduates. Seminars are likely to be 2 to 3 hours long to include networking time for attendees and may take place in the evenings. Attendance at the seminars by beneficiaries will need to be evidenced accordingly to ERDF guidelines. Estimated value excluding VAT: 33 000 GBP

4) Indication about different time frame or duration

5) Additional information about lots

The maximum number of companies we anticipate to tender for lot 3 is 4.

Lot No: 4

Lot title: Creative sector pre-start and start-up workshops

1) Short description

We are looking for individuals and organisations to provide a package of pre start and start up workshops for the Creative Enterprise project. The workshops should take place in appropriate venues in the West Midlands as guided by the Creative Enterprise project team and be led by trainers with experience of providing effective, successful start up and pre start workshops for creative graduates. Workshop content should draw on the NESTA creative enterprise toolkit, include creative-sector case studies and use a wide range of techniques to suit a range of learning styles. The workshop programme is likely to include a one-day session on Testing your business idea and a two day Starting up your creative business workshop. The trainers will be expected to encourage the workshop groups to network, learn from each other and continue to support each other on an ongoing basis. Attendance at the workshops by beneficiaries will need to be evidenced accordingly to ERDF guidelines.

2) CPV code(s)

79411100 Business development consultancy services

3) Quantity or scope

We are looking for individuals and organisations to provide a package of pre-start and start-up workshops for the Creative Enterprise project. The workshops should take place in appropriate venues in the West Midlands as guided by the Creative Enterprise project team and be led by trainers with experience of providing effective, successful start-up and pre-start workshops for creative graduates. Workshop content should draw on the NESTA creative enterprise toolkit, include creative-sector case studies and use a wide range of techniques to suit a range of learning styles. The workshop programme is likely to include a one day session on Testing your business idea and a two day Starting up your creative business workshop. The trainers will be expected to encourage the workshop groups to network, learn from each other and continue to support each other on an ongoing basis. Attendance at the workshops by beneficiaries will need to be evidenced accordingly to ERDF guidelines. Estimated value excluding VAT: 33 500 GBP

4) Indication about different time frame or duration

5) Additional information about lots

The maximum number of companies we anticipate to tender for lot 4 is 4.

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

No deposits are required but parent guarantees may be required at a later stage of the tender process.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

As per pre-qualification questionnaire.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

If the contract is awarded to a consortium, joint venture or alliance, applicants will be required to contract with joint and several liability under English law either nominate a lead service provider with whom the contracting authority can contract and to whom all communication will be addressed or to form themselves into a single entity before the contract is awarded.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: As per pre-qualification questionnaire.

III.2.2. Economic and financial ability

List and brief description of conditions: As per pre-qualification questionnaire.

Minimum level(s) of standards possibly required: As per pre-qualification questionnaire.

III.2.3. Technical and professional ability

List and brief description of conditions:

As per pre-qualification questionnaire.

Minimum level(s) of standards possibly required:

As per pre-qualification questionnaire.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 4: and Maximum number 16

Objective criteria for choosing the limited number of candidates: As per pre-qualification questionnaire.

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated no

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

PD-082-MD-ERDF-CONSULTANCY CREATIVE ENTERPRISE

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 26.6.2012

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

26.6.2012

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

10.7.2012

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Date: 20.8.2012

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: This project is part funded by the European Regional Development Fund (ERDF).

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Coventry University Procurement Department

Postal address: Alma Building, Alma Street

Town: Coventry

Postal code: CV1 5QA

Country: United Kingdom

Body responsible for mediation procedures

Official name: Coventry University Procurement Department

Country: United Kingdom

VI.4.2. Review procedure**VI.4.3. Service from which information about the review procedure may be obtained**

Official name: Coventry University

Postal address: Priory Street

Town: Coventry

Postal code: CV1 5FB

Country: United Kingdom

VI.5. Date of dispatch of this notice

17.5.2012