

Request for Quotation – Digital Champions

Coast to Capital are looking to procure the services of a minimum of six Digital Champions to support WSCC and C2C Growth Hub digital adoption to September 2021.

These would be experienced business support professionals with excellent track records in supporting businesses with their adoption and implementation of digital technology, who have undertaken this sort of work previously.

This request for quotation (RFQ) for the supply of services is issued by Coast to Capital.

Coast to Capital Contact	Lou Williams
Response Deadline	17:30 on Friday 28 th May 2021

Section 1: Company Information

Company	Coast to Capital
RFQ Title	Digital Champions
Response Date	17:30 on Friday 4 th June 2021
Company Description	We are the Coast to Capital Local Enterprise Partnership (LEP). There are 38 LEPs across England. They are local business led partnerships between local authorities and businesses and play a central role in determining local economic priorities and undertaking activities to drive economic growth and the creation of local jobs. In the six years since Coast to Capital was formed, we have successfully invested more than £300 million of public money in local infrastructure, and generated a significant return in the growth of the local economy. Now, our focus is to identify further, major investments that can address the economic challenges we face and lay the foundations for future prosperity.
Contact Details	Lou Williams Growth Manager Lou.williams@c2cbusiness.org.uk

Section 2: Overview of Project & Submission Instructions

Overview of Project

About Us

As a **Local Enterprise Partnership** we are here to provide strategic leadership to drive economic growth and the sustainable success of this beautiful, vibrant, and exceptionally well connected area. We have already secured over £300 million of public investment to ensure our economy is future-ready and to raise our profile even further we are developing a strong **Local Industrial Strategy**. We are collaborative to our core, passionate about the success of this area, and believe that by working together, there's nothing we can't achieve.

Our **Growth Hub** provides exceptional business support in the Coast to Capital area (West Sussex, East Surrey and Brighton and Hove). This service is funded by Government and provides free and impartial help for ambitious, innovative and high-growth potential businesses. We work with business leaders to help them to develop effective growth strategies. We are passionate about working with business leaders to support their businesses to thrive and connect them to experts, investors, funders and local, national and international opportunities.

The Project background

Small business survival and adaptation through digital adoption and transformation programme in collaboration with C2C Growth Hub.

West Sussex is characterised by an SME economy, with 85% of business classified as micro as they employ less than 10 people. A recent report from The Entrepreneurs Network (2020) argued that small firms need to make better use of digital technologies to tackle the sluggish productivity seen pre-pandemic, in order to bounce back faster post lockdown.

A range of technologies and management practices have been reported to have a positive impact on the overall productivity of SMEs, including CRM and accountancy software, cloud computing, e-commerce and payment technologies, and it has been estimated that if firms were to adopt these, the result could add £100 billion to UK GVA. The use of best practice technologies typically accompanies complementary improvements in management practices, which accounts for the largest increase in productivity, such as performance monitoring, talent management and operations management, and many SMEs in the UK are adopting less of these practices relative to their international counterparts.

The Lloyds Digital Business Index (2019) shows that South East businesses lagged slightly behind the national average when it comes to having essential digital skills, with only 55% having all of them. The Essential Digital Skills framework is a list of six essential digital skills for businesses, developed by Lloyds Banking Group in consultation with organisations such as the Federation of Small Businesses, Microsoft and DCMS. These are:

1. Communicating – e.g. social media, websites, email marketing, digital advertising
2. Creating – e.g. infographics, video, office suite
3. Managing Information – e.g. CRM and HR systems
4. Problem Solving – e.g. cloud-computing, web analytics, performance apps and software
5. Transacting – e.g. e-commerce, accounting, payment systems
6. Cybersecurity – e.g. password policies, website security, backing up data

Often, businesses are made aware of digital technologies and practices that would benefit them, but they fail to implement the changes necessary to adapt and improve their business. BEIS' Attitudes to Adoption report (2019) states the key factors for ensuring that a business does undertake a digital transformation included a pivotal situation or a need arising (such as COVID-19), an understanding of real-world benefits to the business and having an innovation mindset to be willing to adapt and upskill employees. Three main stages exist where a business may succeed or fail to adopt new practices, and these are 'awareness', 'contemplation' and 'adoption'. This pilot programme will move business through each of these phases. There are 4 main strands to the programme designed to target businesses at different stages of their growth.

Strand 1 – “Getting online” - establishing an online presence

- website development
- social media
- e-commerce
- visitor economy specific content
- retail specific content
- Staying safe online

Strand 2 - Customers & marketing – the customer journey and understanding your customers' needs

- CRM
- improving the customer experience
- customer data

- SEO
- Google analytics
- Data security

Strand 3 – Systems & productivity – save time and money

- Accounting systems
- HR systems
- stock and inventory
- Office applications
- Online communications & video calling
- Cyber security for business systems

Strand 4 – Growth, expansion and new products – exporting home & overseas

- The aim of this series is to explore the digital products and applications that can help businesses focused on growth and expansion, including accessing new markets and developing new products

Composition of each strand.

- Each strand will consist of at least six webinars
- Each strand will begin with awareness raising, with an amount of self-diagnosis and move from possibilities to practicalities to adoption
- Each strand will recognise the barriers to adoption and incentives to adoption, including cost and cyber security
- Each strand will have its own cyber security content
- Each strand will present benefits in business terms
- After each strand there will be an opportunity to engage with a Digital Champion to help with adoption of those digital technologies covered in that strand.

Main Responsibilities of Digital Champions

- Work alongside the Growth Hub team to support the WSCC Digital adoption pilot programme with businesses within the Coast to Capital area.
- Provide support to attendees of the various webinars in each strand. This can be in 1 2 1 consultations or over 7 hours of support as appropriate to the business.
- Become familiar with the content of each webinar.
- Achieve high levels of customer satisfaction and responsiveness to complaints/concerns raised, displaying a high level of professionalism.

- Achieve agreed objectives and targets, monitor own progress and report results.
- Provide documentation and reports of activity in line with agreed procedures.
- Act as an enthusiastic ambassador for Coast to Capital and the Growth Hub,
- Adhere to our company values and behaviours.
- Maintain relevant professional knowledge.

Skills, Competencies and Experience

Digital champions need to be a blend of both technology expert and business consultant, offering SME business owners a sounding board and business mentor as well as good advice about their current and future technology needs. They should understand business technology well and how to apply it to improve employee productivity, develop better client and supplier communication and improve collaboration on internal and partner projects.

Consulting skills

- Understanding of SME needs and the specific challenges they have been through with COVID-19
- Ability to questions business owners about their business technology and understand key criteria
- Broad understanding of main industry sectors and their differing needs and approach to technology
- Ability to build rapid trust through a good business and technical knowledge of specific SME needs

Personal skills

- Ability to rapidly build a rapport with business owners as part of a long-term C2C growth partnership
- Good communicator who can assess a situation and people quickly, with an open and friendly approach
- Confident and assertive approach and the ability to summarise situations and solutions succinctly
- Ability to listen and challenge business owners and senior managers about their perceptions of IT

Digital skills

- Past experience in software, hardware, IT consulting, cloud consulting or application development
- Understanding of the concept of 'pivoting' and how technology can help accelerate business growth

- Understanding of the uses of technology to improve communication, collaboration and productivity

Technical skills – ideally a good but certainly working knowledge of some but not all of the list below :

- Website content management systems like WordPress, Squarespace etc
- Staff productivity solutions e.g. Microsoft 365, Teams, Zoom etc
- eCommerce like WooCommerce or Shopify
- CRM systems, email and GDPR requirements
- ERP systems, payment systems and manufacturing systems
- Data visualisation and dashboards for better decision making
- Unified communications – mobile, phone and data
- Gigabit Broadband, 4G and 5G and how speed brings benefits
- VOIP and telecoms solutions to improve customer communication
- Cloud and SaaS solutions to improve scalability and reduce costs
- Cyber security and IT systems protection

Our Values

We are a small but passionate and high performing team which is ambitious for the Coast to Capital area. **Ambitious** is one of our corporate values along with **Focused**, **Trusted**, **Champion** and **Diverse**, and we are all working hard to make Coast to Capital an 'Exceptional' Local Enterprise Partnership. Our Senior Management Team is committed to creating and promoting a diverse, open and inclusive culture. Our supportive environment is important to us and employee wellbeing is a key priority.

The Coast to Capital Growth Hub team provides fully funded advice, support, investment and strategic leadership to help small and medium sized enterprises drive sustainable business success and regional economic growth in West Sussex, Greater Brighton and East Surrey.

Format of RFQ proposals

RFQ proposals should come to us in the form of a brief document (no more than 6 pages) which will include the following information:

- Details of the person submitting the tender
- Contact details
- CV

- Track record of delivery of similar work
- The daily fee for the person who will be involved in delivering the service and availability. Fees should include VAT. We will require the engaged Growth Champion for a up to 3 days per week
- The earliest date you would be able to start.
- The number of days per week the you can offer

Scoring of Tender Proposals

Tender proposals will be assessed on the following criteria:

Track record	40%
Calibre of person	30%
Value for money	30%

Scoring and selection will be based upon using the above weighting, along with the methodology which sits beneath it, to determine quality and value for money.

Equality & Diversity

Our region is a diverse one, in every sense - geographically, economically, socially, demographically. We regard this is a major asset. When we bring people together, and work inclusively to make the most of their potential, we achieve our best. We pride ourselves on our approach to equality and diversity which is one of our corporate values. We are committed to creating an inclusive organisation which promotes and values equality and diversity in everything we do. Therefore it is vital that the organisations we work with represent, champion and build on this approach.

Submission Instructions

Please email your proposal to lou.williams@c2cbusiness.org.uk before 17:30 on Friday 28th May 2021

Timescales

This tendering opportunity will only be open for 2 weeks – from 09:00 on Tuesday 11th. to 17:30 on Friday 28th May 2021.

We will contact you regarding the result of your tender application by 17:30 on Friday 4th June.

We will ideally require the Digital Champions to be in place by June.

To note

Although Coast to Capital has invited you to submit a quote, Coast to Capital makes no commitment.

By providing a quote you accept that no guarantee of volume or value of business will be given by Coast to Capital at any point.

The provision of a quotation is made only to compile a list of suitable candidates who can offer this service.

Acceptance of your quotation and confirmation, or otherwise of your place on the approved supplier list will be given following a review of the quotes by in line with the Coast to capital procurement policy as contained within the Coast to Capital [Assurance Statement](#).

Prices quoted shall be all-inclusive. This will include time, materials and disbursements.

Prices quoted shall be inclusive of VAT.

Costs Associated with Preparation of the Vendor's Response

Coast to Capital will not be liable for any costs incurred by the respondents in preparing responses to this RFQ.

Price Stability

The fixed price and cap will be fixed for the period up to 31st March 2021 from the date of confirmation of acceptance of your proposal. In no case shall the price exceed the Approved Supplier price cap unless agreed in writing between both parties.

Compliance with Laws and Regulations

The Approved Suppliers performance of the work shall comply with all applicable **English** laws, rules, and regulations

Liability and Insurance

The Supplier shall assume the full duty, obligation, and expense of obtaining and maintaining necessary insurance relevant to the provision of the service and / or required by law.

Right to Reject

The issue of this tender does not commit Coast to Capital to enter into the contract or any other agreement. Coast to Capital reserves the right to reject any or all of the responses received and

discontinue the bidding process. Coast to Capital can also reject any incomplete or incorrectly completed responses.

Cancellation

In the event provisions of this RFQ are violated by the appointed supplier, Coast to Capital may give written notice to the Supplier stating the deficiencies and removing them from the Approved Supplier list.

Advertising

The Vendor agrees not to use the results from this RFQ a part of any commercial advertising or promotion without prior written approval of Coast to Capital.

Non-collusion

A bidder will be disqualified from further participation in the tender if it:

- Fixes or adjusts its bid in any agreement or arrangement with any other bidder;
- Enters into any agreement with any other bidder to withhold its bid or alters, in any way the content of any other bid to be submitted; or
- Offers to pay, pays or gives any sum of money or inducement or directly or indirectly to any persons for doing or causing to be done any act or omission in relation to any other bid.

Canvassing

Any bidder who, in connection with its bid:

- Offers an inducement, fee or award to any representative of Coast to Capital LEP or any person acting as an adviser to Coast to Capital LEP in connection with the selection of bidders for inclusion in the contract; or
- Does anything which would constitute a breach of the Prevention of Corruption Act 1889 to 1916 of the Competition Act 1998,

Will be disqualified from further participation in the competition for inclusion in the contract.

Gifts and Hospitality

Bidders shall not offer gifts, hospitality, donations, and inducements to Coast to Capital staff during this tender process.