

Marketing of the programme for recruitment purposes:

Are Coast to Capital going to be responsible for all of the marketing to recruit for this programme & if not is it to be jointly shared with a supplier - how do Coast to Capital envisage the branding for this process - jointly or not?

Coast to Capital Clarification:

No, Coast to Capital anticipate this will be jointly shared and should be Coast to Capital branded.

Recruitment of Businesses to the programme:

We understand from the tender that leads for the programme may very well come via the Business Navigator and presumably the list of Scale Up companies for the area.

As a point of clarification, we would like to know what the weighting is of this in regard to your expectations of what a contractor is expected to bring as it is not entirely clear from the requirements listed below

Or are you anticipating it to be a collaborative approach to recruitment? Which is what we think you are asking but we wanted to clarify as this will affect how we will put our costing's together.

Coast to Capital Clarification:

The leads will also come from Business Advisors & Coast to Capital anticipate recruitment will be a collaborative approach.

Page 9 - Requirements:

It is stated that:

"Coast to Capital will be responsible for agreeing a list of target invitees creating, issuing, and following up invitations.

The appointed contractor is responsible for venue search and booking, and liaison on the day"

Coast to Capital Clarification:

Yes, this is correct.

Page 10 - Specific Requirements:

It is stated that the contractor will:

"Preferably have the ability to access contacts and databases of potential invites that satisfy the required criteria."

Coast to Capital Clarification:

The contractor should demonstrate that they have contacts and databases which may include scale up businesses that meet the criteria for joining the programme.

Page 11 - Bid requirements:

Explanation of their ability to use own databases and contacts to attract scale up businesses with interest in the programme.

Coast to Capital Clarification:

Yes, this is correct. The bid should explain how the use of bidders databases and contacts will recruit scale up businesses.

Cost to businesses

Are businesses going to be charged for coming on the programme?

Coast to Capital Clarification:

Yes, businesses will be charged £1,200 for joining the programme & this may be offset by a voucher from Coast to Capital for 50% of the cost.