



**DORSET**  
Local Enterprise Partnership

**Dorset Local Enterprise  
Partnership**

**Tender Specification**

**Dorset Strategic Narrative**

**April 2018**

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## 1. SUMMARY

The Dorset Local Enterprise Partnership (LEP) wishes to commission a Strategic Narrative for the area. This work consists of four main components:

1. A light-touch refresh of the Dorset evidence base, building on our existing work.
2. The Dorset evidence base will include specific reference to the strengths of the local economy e.g. exactly what are the creative and digital strengths
3. Working with the LEP team and Board to develop the concept of the Dorset strategic 'offer' to Government, and as a contribution to growing the UK economy.
4. Articulating the offer, and the evidence it is based on, in a concise and well-designed document that can be used in discussions with Government.

## 2. BACKGROUND

- 2.1 In 2014 Dorset LEP launched its Strategic Economic Plan 'Transforming Dorset' setting out the key strengths and opportunities within Dorset's economy and how they would be supported to drive economic growth.
- 2.2 Dorset's Strategic Economic Plan was refreshed in early 2016, to reflect the changes within the County. Dorset's Economic Vision is: "By 2033 Dorset will be one of Britain's Core City-Regions, and the most sustainable of these. Its competitiveness will be driven by innovation".
- 2.3 Dorset's Strategic Economic Vision sets out Dorset's Key Sectors and the contribution that each of these sectors makes to the economy in terms of numbers of employed but also its quality. The Strategic Economic Vision sets out actions for each of these sectors, developing new opportunities for growth.
- 2.4 In November 2017, the Government published its Industrial Strategy. The Industrial Strategy sets out a series of priorities for national growth and four grand challenges for the country to address: AI and the data-driven economy, clean growth, future of mobility, and the ageing society – all of which are relevant to Dorset as a place and where locally developed solutions can support the national economy.
- 2.5 The Industrial Strategy sets out the intention to invite LEPs and Combined Authorities (CAs) to develop Local Industrial Strategies in due course. A small

number of pathfinder areas have already been invited by BEIS to develop Local Industrial Strategies.

- 2.6 At the same time, a proposal for unitarisation in Dorset has been approved by Sajid Javid MP that will see the nine existing councils replaced with two unitary authorities. These new unitary councils will be established by April 2019.
- 2.7 Also, since we published our Strategic Economic Vision, the result of the EU referendum and the resulting move to exit the EU have created challenges and opportunities for our area that are of great importance to our sectors and business base.
- 2.8 Therefore, we require consultants to develop a Strategic Narrative that reflects the significant governance changes expected in our area over the next year, and which positions our area within the Government's ongoing conversation with LEPs and Combined Authorities around Local Industrial Strategy, reiterating our desire and ambition to be one of Britain's Core City-Regions and a hub for innovative, sustainable growth. We must also be mindful of the challenges and opportunities of Brexit which more than ever emphasise the need for innovative, knowledge-based growth, and supporting the export ambitions of our local firms.

### 3. BUDGET AND DURATION

- 3.1 The budget allocated is £40,000, exclusive of VAT and reasonable expenses
- 3.2 We expect the work to be completed no later than mid-August 2018.

### 4. OBJECTIVE

We require consultants to:

- 4.1 **Review our evidence base work and produce a concise analysis of key economic and strategic issues.** This should inform our discussions around the strategic narrative. Particular focus should be placed on:
  - Key economic sectors and businesses, including areas of growth and opportunity.
  - Skills issues as they relate to the growth opportunity in our economy.
  - Interconnections within the area in terms of commuting patterns.

- Connectivity with other areas in terms of commuting patterns.

The analysis should use maps to illustrate trends and key issues. This should be developed into a short PowerPoint presentation that can inform (4.2) below. This work should be to the point and tell a powerful story about the key opportunities and challenges in Dorset. The analysis should acknowledge the work that we are already doing in these areas (this information can be provided by the LEP).

- 4.2 **Hold two strategic sessions with the LEP team and Board.** In the first of these, the consultancy team will feed back the findings of the evidence base review work and use this as a basis for a discussion about how best to progress the ideas in the Economic Vision given the anticipated change in local governance. In particular, this session will focus on the economic opportunities that arise from thinking as a City Region. This will also need to fully reflect the 'Future Dorset' proposal to Sajid Javid MP.

Following this session, the consultancy team will develop some draft ideas for the strategic 'offer' to Government, drawing on the initial discussions with the Board and building on the existing initiatives in place.

The consultancy team will then lead a second strategic session with the LEP Board that will present the draft 'offer' ideas and lead a further discussion that develops and refines these ideas. This discussion will provide the basis for the development of the final output document as per (4.3) below.

The dates for the Board meetings will be confirmed at project inception.

- 4.3 **Develop a document which articulates the Dorset strategic offer to Government (and UK PLC) in a concise, attractive and accessible way.** The final document will set out clearly our offer to Government – and our proposed ambitious contribution to the growth of the UK economy - in a way that helps us progress conversations with BEIS and other government departments about our vision and objectives. It should set out:

- The economic potential of our City Region – noting the strategic importance of the Bournemouth, Christchurch and Poole area as well as wider and rural Dorset.

- Our existing commitments and progress towards these.

- A clear investment proposition for Government that sets out what investment is required, how the LEP and partners are investing in this already, and estimates of what might be achieved additionally in GVA / jobs terms from such Government investment.

The consultants should expect to receive comments from the LEP Board and partners and should make provision for one draft revision on this basis.

- 4.4 **Provide appropriate project management support throughout the process.** This includes attending an inception meeting and at least two other meetings with the LEP team that complement the above workshops. The consultants will also provide regular updates via telephone call or similar.

## 5. OUTPUTS

As described above – the following outputs are required from this work:

- 5.1 A concise PowerPoint presentation summarising the evidence base review
- 5.2 Two strategic sessions held with our LEP team and Board (i.e. two sessions in total)
- 5.3 A concise, well-designed document which articulates the Dorset strategic offer to Government

## 6. REQUIRED SKILLS AND EXPERIENCE

We require applicants to demonstrate all of the following skills and experience:

- 6.1 Current work on Local Industrial Strategies – particularly in pathfinder areas that are already working with BEIS.
- 6.2 Experience of working with City Regions / Combined Authorities to develop economic strategies and deals with Government (e.g. Devolution Deals, Housing deals, etc.).
- 6.3 Experience of developing local 'offers' - on behalf of local places and in partnership with Government - that have a quantified impact on the UK economy.
- 6.4 A strong track record of working with LEPs and their Boards in the context of economic strategy, and similarly strong experience of working with the leaders of City Regions (Combined Authorities, Mayors).
- 6.5 Strong knowledge and experience of economic data analysis in a UK context, including thorough understanding of available datasets.

- 6.6 Extensive experience of presenting data in the form of maps using GIS software.

## 7. CONTRACT MANAGEMENT AND MONITORING

- 7.1. The work will be overseen by the Dorset LEP Director.
- 7.2. The supplier should nominate a dedicated point of contact to act as Contract Manager to oversee the work and liaise with and report into the LEP Director.
- 7.3. The Dorset LEP requires a high level of accuracy in this piece of work, particularly in relation to the data and information provided. The Contract Manager is responsible for ensuring the quality of the work and the accuracy of the information provided.

## 8. TIMETABLE

- 8.1 The outline timetable for the tender process is as follows;

Invitation To Tender	11 <sup>th</sup> April 2018
Deadline for the submission of Tenders	24 <sup>th</sup> April – 18:00 (pm)
Interviews	30 <sup>th</sup> April
Appointment	1 <sup>st</sup> May
Inception meeting	Week commencing 7 <sup>th</sup> May
Work complete	Not later than 17 <sup>th</sup> August

- 8.2 Dates within the programme can be subject to negotiation but at the inception meeting the appointed consultants will be required to set out their intended programme, identifying the key stages and milestones required to enable the work to be completed by 17<sup>th</sup> August.

## 9. TENDER ASSESSMENT AND COMMISSIONING PROCEDURE

- 9.1 Tenders must include:

- A fixed fee quotation for fulfilling the requirements contained within this brief, subdivided in respect of each of the items listed in section 4 (Objective) ;
- Confirmation that the proposed programme can be adhered to;
- A brief risk management assessment outlining any identified risks to the proposed programme, the most appropriate way to mitigate these and the approach to contingency planning;
- The name of any individual/individuals who will work on the project, their role, the amount of time to be spent on the work, their hourly rate and a summary of their qualifications and relevant subject knowledge and experience. Full CVs are not required;
- An indication of whether the bidding organisation will need to subcontract any of the work contained within the brief and, ideally, an outline list of known potential partners.
- A schedule (e.g. Gantt chart), showing the critical path for the programme of work
- A breakdown of costs under headings of staff, travel and subsistence, and other costs, identifying the daily rates of each team member plus an hourly rate for providing any additional requirements;
- Evidence of completing similar work.
- Details of any conflicting or complementary work which you may be undertaking at the same time.
- Confirmation of professional indemnity insurance, including amount of cover held
- Contact details for two references.

## 9.2 Evaluation Criteria

Consultant selection will be made at the discretion of Dorset LEP.

Quality will account for 75% of the Overall Score. A total of 100 marks are available. This is broken down as follows:

- Recent experience of undertaking similar projects – 25%
- Understanding of our requirements – 25%
- Staff and other resources – 25%

Price will account for 25% of the Overall Score.

The contract will be awarded on the basis of the overall most economically advantageous tender submitted to the LEP. The LEP reserves the right not to make any appointment.

## 10. TENDER GUIDANCE

### 10.1 Developing and submitting your quote

- Take the time to read and understand this document.
- In particular develop a strong understanding of the Objective and Outputs sections.
- In structuring your response consider how it will be evaluated.
- If anything is unclear or you have any questions please direct these to our point of contact; Rob Dunford, via email in the first instance to [rdunford@bournemouth.ac.uk](mailto:rdunford@bournemouth.ac.uk)
- Your response should be submitted via email to Kathryn Hill [khill@bournemouth.ac.uk](mailto:khill@bournemouth.ac.uk) before the deadline shown in 8.1 (18:00, 24<sup>th</sup> April 2018).
- Responses may be submitted at any time before the deadline. Late responses will not be accepted.

### 10.2 Conflicts of Interest

The Dorset LEP may exclude the Supplier if there is a conflict of interest which cannot be effectively remedied. The concept of a conflict of interest includes any situation where relevant staff members have, directly or indirectly, a financial, economic or other personal interest which might be perceived to compromise their impartiality and independence in the context of the procurement procedure.

Where there is any indication that a conflict of interest exists or may arise then it is the responsibility of the Supplier to inform the LEP, detailing the conflict in the response to this tender.