# Business Gateway Growth Hub – Business Support Programme webinars

## **Getting SMEs to Net Zero Carbon Emissions by 2050**

Can you provide expert energy efficiency support and advice to SMEs across Leicester and Leicestershire?

For SMEs this is business critical support. Many don’t realise that that low and no-cost actions can reduce energy costs and improve their bottom line by significant margins.

Below is an opportunity for you to work with the Business Gateway Growth Hub to deliver a series of webinars focusing on supporting SME’s to understand how they can get to Net Zero Carbon Emissions by 2050.

The Business Gateway Growth Hub provides support to businesses from all sectors across Leicester and Leicestershire. The project is a partnership between Leicester City Council, Leicestershire County Council, Leicester and Leicestershire Enterprise Partnership Limited and East Midlands Chamber of Commerce.

Amongst other project delivery activities, the Business Gateway Growth Hub is responsible for the design and delivery of a series of workshops/webinars focusing on how to reach Net Zero Carbon Emissions for small businesses.

### **Brief for the support**

We are looking to commission a practitioner(s) to deliver a series of webinars focusing on supporting SME’s to understand how they can contribute towards Net Zero Carbon Emissions by 2050. The webinars should provide an overview of the national and local perspective on the low carbon agenda, and how businesses can incorporate zero carbon activity within their practices, or to diversify into the low carbon and environmental goods and services sector.

The sessions are required to be **practical and ideally feature low or no-cost solutions,** so that attendees can leave with something of value for their business. The workshop programme will also be required to include local case studies which will be identified in partnership, with the Business Gateway Growth Hub.

As part of this package, we are seeking a supplier(s) who can deliver six distinct but connected 90-minute webinars for a minimum of 10 businesses at each session covering the following broad topic areas:

**Webinar 1 – Introduction to Zero Carbon and what it means for SMEs**

**Webinar 2 – Available Funding, support, and opportunities for SMEs**

**Webinar 3 – Greener Transport options inc for staff, customers, deliveries etc**

**Webinar 4 – Business energy efficiency – heat, light, power – plus a small section on housing for those working from home.**

**Webinar 5 – How to Reduce, reuse, recycle in your office and workplace (using recycled materials, reusing packaging, reducing packaging)**

**Webinar 6 – Behaviour change among staff and customers [including gaining positive profile for your business from this activity]**

In addition, the successful deliverer should produce a Hints and Tips factsheet for attendees to take away and apply to their business.

Once the initial series of six workshops have been delivered, the Business Gateway Growth Hub may wish to commission further workshops based on demand in the Climate for Change agenda.

## **Timescale**

We would like the sessions to be delivered during the period January to March 2022. If the minimum number of 10 businesses is not reached, the session will be rescheduled, or on some occasions cancelled.

## **Budget**

Please provide your best quotation. We will be looking for the proposal with the best value for money and customer service. Your quotation will need to include the time spent on your planning, research and preparation for the webinars.

## **The provider**

The event organiser will be responsible for:

* The capture of Information, data, and insight to help inform contract manager and programme about frequent hot topics for delegates
* Liaising with the Business Gateway Growth Hub Team
* Assisting in marketing the event to potential businesses within Leicester and Leicestershire
* Developing the proposed webinar topics
* Deliver and facilitate 6 x workshops

### **Key characteristics of a provider**

Essential

* + - Optimistic, enthusiastic and self-motivated, with an empathetic approach
    - Passionate about getting the best out of people, with a genuine interest in supporting others to excel
    - Integrity, independence and patience
    - Strong interpersonal skills, with a robust but respectful and constructive approach to facilitation
    - Able to offer constructive challenge
    - Ability to rapidly evaluate the needs of participants and suggest appropriate support based on their capacity, ability and motivation
    - Practical understanding of the current landscape of publicly funded business support (local and national)
    - Strong IT/technical skills, including an understanding of video conference platforms (e.g. Teams/ Zoom/Hangouts), computerised management information systems, diary management, and CRM databases
    - Excellent stakeholder management and relationship management abilities
    - Professional experience of managing and delivering business assessment, advice and development
    - Understanding and appreciation of smaller business – from micros to large SMEs

These activities are funded by the European Regional Development Fund (ERDF) and all documents relating to this activity must adhere to the funder’s guidelines, including the use of ERDF logos on any presentation slides and hand-outs. The ERDF publicity toolkit is available at:

<https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/564432/esif_branding_and_publicity_requirements.pdf>

### **Business Gateway Growth Hub will be responsible for:**

* Providing appropriate ERDF paperwork where necessary
* Online platform will be on MS Teams for webinar delivery
* Co-ordination of webinar program on an ‘In House’ Event Management System
* Supporting marketing and communications
* Providing monitoring and evaluation forms

## **Assessment Criteria**

Submissions will be assessed against the criteria below:

| **Question** | **Method Statement** | **Weighting** |
| --- | --- | --- |
| 1 | **Experience**  Please:  (a) Provide details of your experience of carrying out similar business support programmes. Submissions should demonstrate how programmes were designed; what quantitative methods were employed to demonstrate success.  (b) Please demonstrate your knowledge, understanding and experience of the local SME business environment and the challenges/opportunities faced by businesses in understanding the low carbon agenda.  (c) Provide copies of or links to outputs (reports / case studies for similar projects etc.).  (d) Provide CVs for the individuals undertaking the work. | 25% |
|  | **SUPPLIER’S RESPONSE/EVIDENCE** |  |
| 2 | **Proposed Methodology**  Please:  (a) Provide a proposed methodology on how your organisation will identify and target end users of this service.  (b) Provide a detailed explanation as to why this method/process is being utilised and how this might benefit the work.  (c) Demonstrate tools and processes to mitigate risk in this project including contingency for changes in timeline. | 25% |
|  | **SUPPLIER’S RESPONSE/EVIDENCE** |  |
| 3 | **Additional Insight**  Please detail any additional value that you would derive for the participants. This should focus on any additional benefits that your proposals will deliver – above and beyond the core outputs and outcomes. | 10% |
|  | **SUPPLIER’S RESPONSE/EVIDENCE** |  |
| 4 | **Working with Groups**  Please detail your experience of working with a steering group and other partners that have potentially different needs. How will you manage this project and manage risk? | 10% |
|  | **SUPPLIER’S RESPONSE/EVIDENCE** |  |
| 5 | **Quality Assurance**  State your approach to the project management you will use to deliver this contract. Please include reporting of progress and approach to delays or obstacles within your answer | 10% |
|  | **SUPPLIER’S RESPONSE/EVIDENCE** |  |

|  |  |
| --- | --- |
| **Scoring** | **Rationale** |
| **0** | 0-poor or unsatisfactory response giving rise to serious concerns about meeting the specification unsuitable or unable to deliver the specification/criteria. |
| **1** | 1-weak response suggesting there are shortcomings of a less serious nature in meeting the specification |
| **2** | 2-adequate response suggesting that the specification is likely to be met, albeit only just, or with minor shortcomings that will not be critical to delivery of the service |
| **3** | 3-good response giving confidence that the specification will be satisfactorily met in all relevant respects |
| **4** | 4-very good response giving a high level of confidence that the specification will be fully met and exceeded, offering added value and further improved outcomes |

# Deadline to Quote

Submissions outlining how you meet the assessment criteria should be sent to [Growthhub@bizgateway.org.uk](mailto:Growthhub@bizgateway.org.uk) by Thursday 7 October at noon FAO Events Manager