



## **Local Area Propositions**

### **Specification**

[www.seeda.co.uk](http://www.seeda.co.uk)

**October 2008**

## 1. Background

### SEEDA

The South East England Development Agency (SEEDA) is responsible for the sustainable economic development and regeneration of the South East of England.

By working with local, national and international public and private sector partners, SEEDA aims to maintain and increase the South East of England's global competitiveness by attracting, retaining and growing high value businesses.

Against global competition, SEEDA is responsible for attracting high-tech companies in specific business sectors to establish operations in the region. SEEDA presents the South East as the optimum business location to achieve a profitable business in Europe. A professional, impartial, confidential and free advice service is offered to companies looking to move to and expand into the European market. One of the key services SEEDA offers is tailored market intelligence to assist companies with identifying opportunities in the region.

Local intelligence is of key importance to promote the specific opportunities in an area which will be of interest to target inward investors. Once these have been identified they can be used to promote the local area, the region and the UK.

The Local Area Propositions will be used as a way for local partners and SEEDA to work more closely together in handling and responding to inward investment enquiries.

## 2. Project Objectives

The primary objective is to produce a proposition for each of the following areas which set out the key selling messages for potential inward investors. It is critical that the messages are set in a global context as apposed to having a local focus.

- Basingstoke/North Hampshire
- Gatwick Diamond
- Urban South Hampshire (including Portsmouth and Southampton)
- Oxfordshire
- South Bucks (inc. Aylesbury Vale)

The propositions should include content on the following subject areas however the consultant should also put forward suggestions:

- An overview of the key advantages for a business locating there
- Top foreign owned businesses operating in the area and the reasons why (including quotes)
- Information on key sectors (both strengths and gaps)
- Labour force strengths
- Leading research and development (including universities)
- Transport infrastructure
- Property

The propositions are intended to be used for client presentations, websites and marketing material, and therefore will need to show the key market opportunities clearly and present the

information in an accessible way. Benchmarking against other local areas within the UK and in key competing areas would be welcomed.

(Please see the Locate in Kent Propositions for reference)

### **3. Approach**

To build confidence in the proposition and to ensure the best proposition is produced it is important for local authorities to be involved with developing the key selling messages (between 5 and 11 local authorities in each area). Suggestions on how to approach this consultation are welcomed.

The consultancy will be expected to produce all the intelligence to support the selling messages.

When meeting with the top foreign owned businesses in each area the consultant will be expected to work closely with the local partners, in developing the questions to be put to the companies.

### **4. Requirements**

The successful consultant will be required to undertake consultation with the local partners and produce propositions for each of the local areas.

### **5. Output**

- Draft propositions for consideration
- Final propositions

### **6. Timing**

Proposals to be in by 12.00 noon	Monday 17 <sup>th</sup> November 2008
Start of project	Monday 24 <sup>th</sup> November 2008
Draft proposition	Monday 26 <sup>th</sup> January 2009
Final propositions	Monday 2 <sup>nd</sup> March 2009

### **7. Proposal Response**

Proposals must include the following:

- Explanation of suggested content areas, format of the propositions and how consultation with the local authorities would be carried out.
- Explanation of how you will source intelligence to inform the development of the Local Area Propositions.
- Explanation of how local partners will be engaged e.g. Local Authorities, sub-regional partnerships and existing bodies/networks involved in inward investment enquiries.
- Timescales
- Breakdown of costs and details of staff resource (including who would be responsible for project management) should be supplied. Any work which is being subcontracted or delivered by associates should be clearly identified.

- Evidence of relevant experience and expertise of all parties
- Reason/s why the organisation is able to fulfill the requirement

## **8. IMPORTANT Instructions for Submission of Proposals**

**Please follow these instructions carefully as non-compliant proposals will not be accepted.**

- Your proposal must be returned to the Procurement Team in a plain envelope using only the label provided, and with no means of identifying the tenderer.
- Proposals must be returned no later than the due date and time above. (Proposals received after this time will not be accepted. If you are relying on couriers or the postal service, please send well in advance. No reasons will be accepted for missing the deadline.)
- Electronic submissions will not be accepted.
- Fax submissions will only be accepted by prior arrangement with the Procurement Team, and must be followed by hardcopies within 24hours.
- Proposals must include the signed and completed Form of Offer.

Please ensure that you have included all information requested in this specification.

## **9. Contract Award**

The contract will be awarded on the basis of the most economically advantageous and the approach suggested and will be evaluated on the following criteria:

Price

Quality of proposal (based on the content, format and consultation method suggested)

Understanding of the issues and requirements of the project

Approach and methodology

Capacity and ability to undertake the project

The successful bidder will be notified by Friday 21<sup>st</sup> November 2008. Unsuccessful bidders will be notified by email on Monday 24<sup>th</sup> November.

## **10. Freedom of Information**

Under the Freedom of Information Act 2000, SEEDA must reserve the general right to disclose either information about your tender or the tender itself, including your price or range of prices, once a contract is awarded. However, you may request that certain information is not disclosed if to do so would prejudice your legitimate commercial interests.

Requests for non-disclosure must accompany your tender and include a clear and substantive justification together with a time limit when any confidential information could be disclosed – this is not normally expected to be more than 7 years. It would be helpful, if appropriate, if you could keep the areas that you consider should not be disclosed separate from the other areas of your tender.

## **11. Terms & Conditions**

The contract will be awarded on the basis of SEEDA's standard terms and conditions of contract and that a copy of these will be made available if required.

## **12. Further Information**

Any requests for further information regarding this specification and briefing should be made by email for the attention of the Market Intelligence Manager.