

Consultants Brief

RESEARCH SPECIFICATION FOR LOCAL ENTERPRISE GROWTH INITIATIVE (LEGI) BID SUBMISSION

(1.0) Background

- 1.1 The four eligible NRF local authorities in County Durham, wishes to appoint suitable consultants to research and produce a combined LEGI bid submission. The local authorities included as part of the bid are District of Easington Council, Derwentside District Council, Sedgefield Borough Council, and Wear Valley District Council.
- 1.2 The LEGI is targeted at the 88 Neighbourhood Renewal Fund (NRF) areas in England and aims to release the productivity and economic potential of the most deprived local areas and their inhabitants through enterprise and investment, thereby boosting local incomes and employment opportunities. The LEGI has three main outcomes to support the above aim:
 - to increase total entrepreneurial activity among the population in deprived local areas
 - to support the sustainable growth – and reduce the failure rate – of locally owned business in deprived areas
 - to attract appropriate inward investment and franchising into deprived areas, making use of local labour resources
- 1.3 Due to the common enterprise and economic development issues being faced by all four local authorities, and the need for a co-ordinated and cross-boundary approach to enterprise and growth stimulation, a single bid will be submitted. The bid will need to be a comprehensive document clearly setting out the areas approach to LEGI through the identification of costed and programmed initiatives and activities. The areas approach must, therefore, follow the aims and objectives of the LEGI, make a real 'transformational' difference on the ground, have a good fit to the wider business development and economic policy context, and be properly supported and evidenced by qualitative and quantitative research.
- 1.4 The four local authorities have been successful in stimulating their local economies through targeted and innovative approaches to business support, growth, investment and infrastructure provision. Securing LEGI monies will therefore enable the further development of existing programmes where they have made a real difference and the formulation of new programmes that are complimentary to the ethos of the Initiative.

(2.0) Objectives

- 2.1 The objective of the brief is the production of a high quality researched, stakeholder supported, costed and programmed bid that meets the requirements of the LEGI and the needs of the bid area. Fundamentally, the bid document will illustrate those measures required to make a step-change in the economic potential of the bid area.

(3.0) Target Audience

- 3.1 The target audience for the bid will ultimately be the Government since the LEGI is a national programme developed by the Treasury. The Government Office for the North East (GONE) will be the body charged with assessing and approving the bids. Apart from the sponsor local authorities, the bid document will be of key importance to the various public and private sector stakeholders who will play a part in the implementation of the bid if it is successful.

(4.0) Critical Dates

- 4.1 The bid document must be submitted to Government Office for the North East by the 9th December 2005. The development of a realistic work programme will need to be produced to meet this submission deadline. It is expected that a first draft submission document would be available by early November. A detailed work programme will be negotiated with the appointed consultancy.

(5.0) Components of the strategy

- 5.1 The bid document should fully set out the measures required to meet the Government's set aims and outcomes of the LEGI. These should therefore be fully evidenced, supported by key stakeholders within the bid area, including the business community, and make a real difference 'on the ground'. They should also take account of current activity being undertaken to stimulate growth and development and the policy context within which this operates at the local, sub-regional and regional level. The bid document should include the following:

Scoping:

- [1] assessment of barriers to enterprise and business growth in bid areas
- [2] assessment of main issues facing businesses and enterprise development in bid areas
- [3] consultation with key stakeholders to determine key issues facing bid areas
- [4] assessment of current activity being undertaken to encourage business development, growth, inward investment etc.
- [5] review of current local, regional and national economic policy impacting on bid area

Evidence:

- [6] assessment of current state of the economy of the bid areas
- [7] assessment of future direction of the economy of the bid areas over the next 10 years
- [8] identification of main growth sectors
- [9] identification of main declining sectors
- [10] assessment of economic potential of bid areas in the wider sub-regional and regional context
- [11] assessment of potential target groups and the interventions required

Implementation:

- [12] identification of sustainable initiatives and activities required for the bid area taking into account the three LEGI outcomes
- [13] identification of the structures required to successfully deliver the above
- [14] full assessment of the costs for implementing the initiatives and activities identified
- [15] full timetabled programme for the delivery of the initiatives and activities identified
- [16] identification of available funding sources that can be utilised to secure leverage for the bid
- [17] risk assessment and mitigation measures to ensure successful delivery of bid

Monitoring and Review:

[18] identification of key indicators to effectively monitor the success of the bid

[19] identification of baseline position for each indicator

[20] identification of systems required to monitor the bid

[21] identification of key dates for the review of the bid

(6.0) Research

- 6.1 The nature of the bid will result in a large amount of desk research in terms of qualitative and quantitative data. The appointed consultants will be expected to analyse and review available data, policy and strategy documents and identify any further research required and draft proposals for carrying it out within the scope of this project. The appointed consultants will be required to determine how this work will be carried out and included in the tender document.

(7.0) Project Management

- 7.1 A named project manager will be identified to be responsible for day-to-day management of the project. A project management group will be established with representatives from District of Easington Council, Derwentside District Council, Sedgfield Borough Council and Wear Valley District Council and Durham County Council. The appointed consultants will be expected to meet with the project management group on a bi-weekly basis and provide regular reports on progress and any other issues to the project manager.

(8.0) Reporting

- 8.1 The bid document will need to be agreed in advance with the project management group.
- 8.2 Eight bound, colour copies of the bid document and will be required along with an electronic version.

(9.0) Costs

The proposal should provide a breakdown of the different elements of the research. All expenses involved should be included together with VAT. It is anticipated that the fee costs would be in the region of £80,000 - £120,000.

(10.0) Personnel

- 10.1 Tenders should be able to offer a high level of expertise and experience in conducting the requirements of the bid and its various component parts. The tender document should provide details of the relevant qualifications and experience of staff to be involved, including information of staff to which any of the work may be sub-contracted. Information should be provided on the number of days and day rates for each member of the proposed team. Contact details of at least two other organisations for which work of a similar nature has been carried out in the last three years should also be included in the tender document.

(11.0) Confidentiality

- 11.1 The appointed consultants must safeguard the confidentiality of any data supplied for the purpose of the strategy. On completion of the work, any data produced along with the bid document will be solely for District of Easington Council, Derwentside District Council, Sedgfield Borough Council and Wear Valley District Council, and Durham County Council that will have copyright over that material.

(12.0) Selection Process

12.1 The selection process will be as follows:

- consultants to confirm interest to participate in selection process – 16th September 2005 (12:00 noon)
- consultants to submit brief summary statement on planned approach and key personnel via e-mail – 21st September 2005 (12:00 noon)
- consultants attend presentation session to project management group – 23rd September 2005 (timings subject to number of expressions of interest received)
- selection of appointed consultant - 23rd September 2005
- inception meeting with appointed consultant – week beginning 26th September 2005
- negotiate final detailed brief to specify outcomes, approach, stakeholder consultation process, costs and personnel engaged – compiled by week ending 7th October 2005

(13.0) Enclosures

13.1 Enterprise and economic opportunity in deprived areas – A consultation on proposals for a Local Enterprise Growth Initiative (March 2005)
Enterprise and economic opportunity in deprived areas: Local Enterprise Growth Initiative– Next Steps (July 2006)