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Contract

## **SC20066 - Inward Investment**

Kent County Council

F03: Contract award notice

Notice identifier: 2021/S 000-021698

Procurement identifier (OCID): ocds-h6vhtk-0290c1

Published 2 September 2021, 8:43am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Kent County Council

Sessions House

Maidstone

ME14 1XQ

#### **Contact**

Miss Laura Garay

#### **Email**

[Laura.Garay@kent.gov.uk](mailto:Laura.Garay@kent.gov.uk)

#### **Telephone**

+44 3000416282

#### **Country**

United Kingdom

**NUTS code**

UKJ4 - Kent

**Internet address(es)**

Main address

<http://www.kent.gov.uk>

Buyer's address

<http://www.kent.gov.uk>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

Economic and financial affairs

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

SC20066 - Inward Investment

Reference number

DN525434

#### **II.1.2) Main CPV code**

- 79400000 - Business and management consultancy and related services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Kent's Interim Strategic Plan, "Setting the Course", places a strong emphasis on the importance of attracting investment, and we encourage locally based agencies to work closely with government agencies to bring new investment into the area. We are looking to consolidate and increase our promotion of Kent and Medway as a UK inward investment gateway, alongside secured commitment from Government and the Department for International Trade (DIT) to match local support for inward investment where it is focused around sectors in which Kent and Medway have particular strengths.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £1,666,667

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKJ4 - Kent

## II.2.4) Description of the procurement

The supplier will deliver a high quality, professionally delivered inward investment service for Kent and Medway. It will have the vision and the leadership to set a clear strategy to market and promote Kent and Medway as one of the premier inward investment destinations in the country. Creative and innovative solutions are required to create jobs through inward investment throughout the life of the contract, and to increase the number of companies relocating to Kent or making the decision to expand and grow in Kent.

The supplier will deliver, alongside Kent County Council and Medway Council, specific outcomes that contribute to economic development in Kent and Medway. It will work closely with stakeholders in the county and internationally, including the Department for International Trade.

The key features of the service are:

- Securing investment into Kent and Medway that creates new jobs;
- Promoting Kent and Medway to overseas markets;
- Maintaining close contact with investing businesses through an aftercare programme.

The supplier will also be expected to deliver the following outcomes;

- More investment opportunities from overseas markets;
- Increased supply chain benefits for local businesses;
- More inward investment into Kent and Medway;
- Raised profile for the county as a destination for investment.

The service will consist of the following requirements:

### Requirement 1 – Strategic Delivery

Working alongside Kent County Council and Medway Council, the supplier will deliver specific outcomes that contribute to economic development in Kent and Medway. It will play a key partnership role in driving and supporting economic development and will need to work closely with stakeholders in the county and internationally, including the Department for International Trade (DIT). Prospective bidders are required to specify their methodology and approach to the service and to show that they can demonstrate effective partnership working.

## Requirement 2 – Marketing and Promotion

The supplier will promote Kent and Medway as a top inward investment destination and an attractive place to; locate a business, work and live, to both the domestic and international markets. They will identify key markets for Kent and Medway and develop and run successful marketing campaigns across a range of media and events, aimed at increasing inward investment into the County. The supplier will look to build on Kent's and Medway's strengths to create exciting and modern marketing campaigns.

The supplier will also provide the following services as part of the contract, and to specify how they would deliver them, how many would be delivered and how these would be evidenced:

- Inward investment familiarisation visits to Kent and Medway, aimed at target markets and/or sectors;
- Specific campaigns on a geographic or sector basis to encourage companies to consider locating to Kent and Medway;
- Workshops directed at potential investors on specific themes of doing business in the UK;
- Encouraging apprenticeship opportunities within inward investment successes;
- Achieving impact through online, web- based services and social media interaction;
- Securing effective collaboration with DIT and other local business support organisations.

The supplier will develop a close working relationship with the Department for International Trade, ensuring that the Kent and Medway offer is integrated with their work.

The supplier will ensure that the role of Kent County Council and Medway Council in supporting inward investment services (including as the funders of these services) is effectively publicised, and that where applicable, it works collaboratively with the Councils' respective communications teams.

## Requirement 3 – Providing advice and support to potential investors

The supplier should demonstrate an understanding of the commercial property market with regards to inward investment and the service requirements of this project, and the supplier shall provide a professional advice and support service to potential investors, supporting them to find suitable business accommodation in Kent and Medway.

The supplier should demonstrate an understanding of the business environment with

regards to inward investment, the needs of specific priority sectors, and the service requirements of this project and skillsets available in the workforce.

The supplier should demonstrate how it will enhance inward investment in Kent and Medway with methods to provide specific intelligence to potential investors on their sectors.

The supplier will work closely with business and public sector networks and utilise these networks to aid the conversion of leads to successful projects.

#### Requirement 4 – Providing Support for businesses to set up in their new location

The supplier will develop a package of support that will assist investors to successfully complete their set up in a new location. This could include, but may not be limited to:

- Finalising property requirements;
- Relocation support for transferring staff;
- Linking to staff recruitment resources;
- Linking to professional services providers;
- Connecting into local networks;
- Linking to sources of funding.

#### Requirement 5 – Supporting investors to grow in Kent and Medway

The supplier will deliver a programme of post investment support that will ensure newly located businesses are supported following their investment and will be required to share details of these interactions with partners in Kent County Council and Medway Council.

#### Requirement 6 – Partnership Working with Kent County Council and Medway Council departments and initiatives

Kent County Council and Medway Council deliver some services directly, or fund other agencies to deliver services on their behalf, which have as a purpose, supporting business growth in Kent, or promoting Kent as a place to visit, to explore, enjoy culture, and leisure, or as a place to locate and grow a business. The supplier will work closely with these services, and others who promote Kent and Medway, to ensure a persuasive offer is available to potential investors and that access to information produced by these services is easily accessible.

The supplier will work with these services to create innovative partnerships and campaigns which promote Kent and Medway, and supports business growth in Kent and Medway.

These services would include, but not be limited to:

- Business Engagement initiatives by Kent County Council and Medway Council
- Business finance support schemes
- Thames Estuary Production Corridor and Creative Estuary
- Visit Kent
- Produced in Kent

The supplier will be a supportive partner in ensuring the success of these initiatives, and other initiatives at the request of the two Councils.

#### Requirement 7 – Governance/Client Liaison

The supplier will work with an advisors' group to advise strategically on the delivery of this contract, and this group will meet on a quarterly basis. Kent County Council and Medway Council would be represented on this group by their respective Cabinet Members with the relevant portfolio, and by their respective lead officers for economic development. The remaining members would be from stakeholders from the business sector in Kent and Medway, with membership to be agreed by Kent County Council and Medway Council. Final say over strategic direction will reside with Kent County Council.

The identified Account Manager for the supplier will meet regularly with Kent County Council and Medway Council, on a monthly basis, or as otherwise agreed by the Councils, to update on progress, share details of potential investors, and businesses supported, and to review performance data. The identified Account Manager for the supplier will be required to appear at, and prepare reports for, Kent County Council and Medway Council committee meetings as and when requested.

#### Requirement 8 – Coping with Reduced Funding

The supplier will accommodate the levels of funding set out in Section 4 - Scope and Context above.

Kent County Council and Medway Council, like all local authorities, may be required to make savings over coming years, and cannot guarantee to sustain levels of funding at the level indicated above in Section 4 - Scope and Context.

The supplier is required to accommodate a potential 10% reduction in funding over the lifetime of the contract period.

#### Requirement 9 - Service Outcomes

The supplier will achieve the target outputs and outcomes for the service over the period of the contract, and evidence them.

The supplier will share supporting information and evidence in relation to KPI performance with Kent County Council and Medway Council officers as and when requested. Officers may, on an annual basis, undertake sample audits on a minimum of 10% of projects.

These service levels will be monitored and reviewed on a monthly basis. In extreme cases of performance failure Kent County Council may terminate the contract.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality Criteria / Weighting: 100

Price - Weighting: 0

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: Yes

Identification of the project

European Structural and Investment Funds (ESIF) Programme 2014-20

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Competitive procedure with negotiation

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-002394](#)

## **Section V. Award of contract**

### **Contract No**

SC20066

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

24 August 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Locate in Kent

Ashford

Country

United Kingdom

NUTS code

- UKJ4 - Kent

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £1,666,667

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Kent County Council

Maidstone

Country

United Kingdom