

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/034280-2023>

Tender

## High Growth Accelerator Programme

West Midlands Combined Authority

F02: Contract notice

Notice identifier: 2023/S 000-034280

Procurement identifier (OCID): ocds-h6vhtk-041b4e

Published 20 November 2023, 2:30pm

### Section I: Contracting authority

#### I.1) Name and addresses

West Midlands Combined Authority

16 Summer Lane

Birmingham

B19 3SD

#### Email

[william.pemberton@wmca.org.uk](mailto:william.pemberton@wmca.org.uk)

#### Telephone

+44 3453036760

#### Country

United Kingdom

#### Region code

UKG - West Midlands (England)

**Internet address(es)**

Main address

<https://www.wmca.org.uk/>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://wmca.bravosolution.co.uk/go/91517202018BECE302A7>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://wmca.bravosolution.co.uk/go/91517202018BECE302A7>

Tenders or requests to participate must be submitted to the above-mentioned address

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

Regional or local authority

**I.5) Main activity**

General public services

---

## **Section II: Object**

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

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

High Growth Accelerator Programme

#### **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**

The West Midlands Combined Authority (WMCA) is commissioning a range of business support programmes to address the region's economic priorities. The High Growth Accelerator Programme forms part of these suite of programmes and will be funded via the Commonwealth Games Legacy Fund, aiming to complement existing schemes available locally as well as nationally.

The High Growth Accelerator Programme aims to help high-growth businesses in the West Midlands (WM) manage their growth more sustainably, to increase the pace of growth and its duration. It will do this through a range of potential interventions including, but not limited to, intensive one-to-one coaching, peer-to-peer support and workshops.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,705,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UKG - West Midlands (England)

#### **II.2.4) Description of the procurement**

WMCA intend to award one contract to a Provider with a demonstrable track record of providing in-depth support to “High Growth” firms. The provider can be a single organisation or part of a consortium. If bidding as a consortium, a declaration must be made confirming all members of the consortium and their respective roles in delivery of the services and a lead organisation must be appointed to enter the contract with WMCA if successful.

In delivering the programme, the Provider will be required to carry out the following activities:

#### Brand and collateral

The Provider will provide a distinctive brand and marketing collateral to promote the High Growth Accelerator Programme to the eligible businesses, explaining the offer succinctly.

#### Business Engagement & Recruitment

The Provider will be required to engage with stakeholders to support the promotion of the programme, including universities, internal support programmes (such as the Investment Readiness Programme), private sector networks and providers such as Federation of Small Businesses (FSB) and Institute of Directors (IoD), banks, accountants and solicitors etc.

#### Discovery meeting and baseline position

Following a referral and initial diagnostic from the Business Growth West Midlands service, the Provider will be required to arrange an initial meeting with the participant business to develop the completed diagnostic and understand how to best meet the needs of the business and achieve the aims of the programme. The Provider will then prepare an improvement plan, agreeing a baseline of the company’s performance, and detailing the proposed activity over the duration of the programme to continue growth sustainably and include costings against each activity proposed.

#### Active account management

Rather than simply offering advice and guidance, the Provider will be required to actively work on behalf of the participant businesses to achieve the goals set in the improvement plan over the lifetime of the programme. The Provider will be required to work closely and in collaboration with the Business Growth West Midlands team and Local Authority (LA) account managers to involve third party support where relevant and suitable. Activity will be delivered predominantly as one-to-one support but can include a range of support such as small group workshops, peer-to-peer workshop activity, best practice visits etc. where there are additional benefits mutually agreed by all participants. The Provider will provide

the participant businesses access to a network of mentors, coaches, non-executive directors, investors, and other expertise.

Assist and inform an independent evaluation

An independent evaluation will be commissioned by a third party, to commence midway through the programme. This will provide initial feedback to the Provider and WMCA to help inform delivery. The provider will facilitate access to businesses taking part in the programme to assist with the independent evaluation.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £1,705,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

End date

31 March 2025

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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: No

---

## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

---

## **Section IV. Procedure**

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

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

Open procedure

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

20 December 2023

Local time

5:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

21 December 2023

Local time

9:00am

---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

WMCA

Birmingham

Country

United Kingdom