

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/034316-2023>

Tender

## Supply Chain Transition Programme

West Midlands Combined Authority

F02: Contract notice

Notice identifier: 2023/S 000-034316

Procurement identifier (OCID): ocds-h6vhtk-041b65

Published 20 November 2023, 4:33pm

### 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/63352690018BED8C5659>

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/63352690018BED8C5659>

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

Supply Chain Transition Programme

#### II.1.2) Main CPV code

- 79411100 - Business development consultancy services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

WMCA are seeking up to 4 Provider/s with a demonstrable track record of providing services that can deliver this programme. Providers can be a single organisation or part of a consortium. The £1 million programme will be split equally and delivered across 4 of the 12 Plan for Growth clusters, with each cluster provider supporting 40 businesses (160 total). The value of each contract awarded will be £250,000. Providers can bid to deliver against any of the 12 clusters and are permitted to bid on more than one cluster. Providers bidding on more than one cluster will be required to submit a separate response for each.

#### Brand and collateral

Successful providers will initially be required to promote the programme to the target audience, explaining the offer succinctly and providing a distinctive brand and marketing collateral (digital collateral can be hosted on [www.businessgrowthwestmidlands.org.uk](http://www.businessgrowthwestmidlands.org.uk)). The provider should work collaboratively with BGWM and ensure any BGWM branding requirements are met.

#### Business Engagement & Recruitment

Businesses will be referred to the successful providers by the Business Growth West Midlands service, following an initial diagnostic and assessment. This will identify firms with an interest in taking part in the programme

The providers will promote the programme alongside BGWM's activities but must align their processes and client journey to avoid confusion and duplication.

The providers should engage with stakeholders to support the promotion of the programme, including universities, national support programmes such as Made Smarter and private sector networks such as Make UK.

#### Workshops and one-to-one support

Following initial diagnostic and referral from BGWM the providers will be required to deliver workshops and 1-2-1 support to all 40 businesses within their cluster area. Activity can include small group workshops delivered by a technical specialist, and visits to Original Equipment Manufacturer (OEM) or key customer premises where relevant.

Providers must offer each business a minimum of three hours of one-to-one coaching in addition to a programme of group workshops.

Workshops and 1-2-1 Support will cover, but not be limited to:

Overview of the opportunity, key customers, processes and technology

Accreditations, standards and other requirements

Sales and Marketing

Bidding for, winning and managing contracts

Skills, qualifications, training and recruitment

Risk

Change management

Preparation of a roadmap towards new sales in the target cluster(s)

Risk analysis, mitigation, prevention, and planning

Enhancing the capacity and/or capability of the management team and board of directors

New accreditations or certifications

Marketing strategy development and execution

Training and recruitment – needs analysis and planning

Meet the Buyer event(s)

Meet the Buyer events will be facilitated by the successful suppliers to give businesses the opportunity to meet buyers from key customers and OEMs to explore new contract opportunities. A Meet the Buyer event should be delivered for each cluster area and designed in collaboration with BGWM marketing team.

Assist and inform the evaluation.

An independent evaluation will be commissioned by a third party, to commence midway through the programme. This will provide initial feedback to the programme providers to inform delivery. The providers should support this process by giving the evaluators access to relevant information.

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

Value excluding VAT: £1,000,000

#### **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**

see above description

#### **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: £1,000,000

#### **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