

Invitation to Tender – No 004 COMMERCIALLY CONFIDENTIAL



Closing date 4pm Monday 17th May 2010

To provide telemarketing support to communicate the services of the Resource Efficiency East programme to small businesses in the East of England and generate referrals into the one to one services offered by the programme.

1. SUMMARY

Renewables East is funded by the East of England Development Agency (EEDA) and European Regional Development Fund (ERDF) to manage a resource efficiency programme on behalf of EEDA. The Resource Efficiency East (REE) programme will operate until 31 March 2011 and in this period will provide intensive resource efficiency support to in excess of 700 companies assisting them to identify and achieve savings in the use of water, materials and energy.

In line with the programme objectives REE has recently appointed a number of contractors to work across the region to provide one-to-one consultancy support services to SME businesses. The appointed organisation/s will be providing consultancy support to the SMEs to the value of two days to cover one of the following service offerings;

- **The Business Resource Review** – a generic resource review covering energy, water and materials/waste aimed at assisting SMEs to identify resource efficiency opportunities and the associated cost savings.
- **EMS Initial Review** – a benchmarking review to assist SMEs looking to adopt an EMS
- **Water Demand Management Review** – a review focusing on water demand and use and assisting SMEs to develop a water use action plan and improve water efficiency.

Following a successful telemarketing programme in 2009/10 to generate referrals into the one to one delivery programme of REE, Renewables East is now seeking to appoint a telemarketer (or panel of telemarketers) to continue this support.

The appointed telemarketer(s) will continue to promote the one-to-one support services provided by REE to small and medium sized businesses across the region.

Renewables East is proposing to invest in 150 days of support to ensure that the telemarketing programme maintains a steady flow of business referrals into REE on a month by month basis. The aim is to generate around 60-70 referrals per month into the programme.

2. About Renewables East

Renewables East is a private company delivering the services associated with being the renewable energy agency for the East of England. The Company is funded by the East of England Development Agency (EEDA) and officially designated as an EEDA sister organisation. For the year 2009/10, RE has been allocated in excess of £2m from various sources including EEDA, ERDF and central government to continue its mission.

The objectives of the Company are:

- a. To enable the East of England to meet its adopted target for the production of energy from renewable resources, within the context of national energy policy and the need to move towards a lower carbon economy; and
- b. To maximise the rate of growth of the renewable energy sector and the economic benefits to the region, especially through stimulating investment and job opportunities, supply chain development and innovation.

Renewables East's primary work areas are Bioenergy (Biomass and Biofuels,) Offshore/Onshore Wind, Planning, Supply Chain Development and the Mass Market Renewables agenda. If you have not already done so, you may find a visit to our web-site useful www.renewableseast.org.uk.

Resource Efficiency East is a programme managed by the Renewables East executive with strategic direction and governance provided by an independent Programme Board.

3. Scope of Work

The REE programme is seeking to contract with up to two organisations to provide 150 days of telemarketing support to the programme during the period from 24th May 2010 to 31st October 2010 (approximately 6.5 days a week).

The objective of the investment is to maintain a flow of business referrals into the REE (1-2-1) services on a daily basis, equating to approx 15-17 per week to achieve a monthly target of between 60-70 referrals into the programme.

In addition, where it is agreed that it is of value to do so, the telemarketers may be given approval to secure relevant business contact databases on behalf of REE, from which the telemarketing activity will be conducted.

Contractors will be required to confirm contact details and the eligibility of businesses prior to referral to REE (eligibility is based on SME status and industry sector) and to make notes and convey notes on what the customer has indicated is the priority area for resource efficiency and other relevant information which will assist the Business Resource Review process. A standard template has been developed to capture eligibility criteria, contact information and notes – a referral form.

Contractors will be asked to refer companies as they accept the service offer and to provide summaries of successful referrals at the end of the day. In addition the contractor will be required to provide a summary of activity/success to the REE team at the end of each week. This will include details such as the number of organisations contacted and the outcome/status, including any updates to the contact database.

From time to time the REE Management Team may ask the telemarketers to assist with short promotional campaigns to drive businesses towards some of the other support services the programme offers.

Scoring will be based on value for money; previous experience working with business support programmes, in particular those focused on resource efficiency; experience and

an understanding of the barriers of working with small and medium sized businesses, plus added value that the contractor can bring to the programme.

4. Tender Details

Applicants who wish to submit a tender bid must include a covering letter which is to include the Tender Title, Telemarketing Service Tender and ITT No 004, Postal address, contact details, indicate if they are an SME or not, and total number of pages.

The tender submission should be page numbered with the Company/Consultant name on the bottom of each page, the tender criteria should form the page headings for the main body of the tender submission. You should also include your public liability insurance, organisation structure and details of the team that would be working on the project.

Tenders must include a total cost for the proposed work, inclusive of VAT and expenses.

Tenders on average should be no longer than 8 pages.

Responses to this tender should be submitted electronically and must be received by Renewables East no later than **1600hrs on Monday 17th May 2010**. They should be sent via email to:

John Heath
Delivery Manager
Renewables East
johnheath@renewableseast.org.uk

The successful applicant will be notified by Friday 21st May 2010 at the latest and must be in a position to attend/conduct by conference call a kick-off meeting and be ready to start work on Monday (24th May 2010).

Responses should be submitted electronically, and should include details of the service to be delivered against the scope of work.

5. Tender Process

Applicants are advised to ensure that they are fully conversant with the nature and extent of the obligations to be accepted by them if their Tenders are accepted.

Renewables East reserves the right to extend proposed timescales if extensive Tender clarification is required during evaluation or for any other reason.

Applicants should be aware that queries raised by Applicants that affect the Tender process will be circulated to all Applicants. Responses of a commercially sensitive nature will be confined to the correspondent(s).

Any Applicant who directly or indirectly canvasses any member or officer of Renewables East concerning the award of the Contract for the provision of the Services, or who directly or indirectly obtains or attempts to obtain information from any such member or officer concerning any other Tender or proposed Tender for the Services will be disqualified.

It is the responsibility of Applicants to obtain for themselves and at their own expense all information necessary for the preparation of their Tenders. Information supplied by Renewables East (whether in these Tender Documents or otherwise) is supplied solely for general guidance in the preparation of the Tenders. Applicants must satisfy themselves by their own investigations with regard to the accuracy of any such information and no responsibility is accepted by Renewables East for any inaccurate information obtained by Applicants.

All information supplied by Renewables East in connection with this Invitation to Pre-qualify and Tender shall be regarded as confidential by the Applicant except that such information may be disclosed for the purpose of obtaining sureties and quotations necessary for the preparation of the Tender. Renewables East reserves the right to ask all Applicants to complete a separate Confidentiality Agreement and if deemed necessary this will be forwarded under separate cover for completion and return within a specific timescale no later than the tender return date.

The Tender Documents are and shall remain the property of Renewables East and must be returned upon demand.

No servant or agent of Renewables East has authority to vary or waive any part of the Tender Documents or procedure other than the Authorised Officer nominated by Renewables East who shall only do so in writing.

Renewables East will not consider individual requests for extension of the closing date and the time specified above, but may at its own absolute discretion extend generally the closing date and time.

Renewables East reserves the right to request such further information from Applicants as it deems necessary to assist the clarification of Tender submissions.

Renewables East reserves the right to dismiss those tender applications that do not meet the specific tender details required.

6. Tender Criteria and Weighting

The tenders will be assessed against the following criteria:-

1. Value for money and ability to deliver - 30% weighting
 - a. Total price to be shown including VAT & Expenses
 - b. Discounting structures offered
 - c. Add value beyond the scope of the tender
 - d. Completeness of response to entire scope of tender, clear and concise proposal
 - e. Project management and reporting mechanisms evidenced

2. Previous experience working with and promoting (via telemarketing) business support programmes, in particular those focused on resource efficiency – 50% weighting.
 - a. Experience of working with and promoting publicly funded business support programmes and services
 - b. Experience of working with and promoting resource efficiency focused business support initiatives and services
 - c. References provided in support of above experience
3. Experience of working with small and medium sized enterprises – 20% weighting
 - a. Demonstrate knowledge and understanding of barriers to engaging SMEs – e.g. motivational aspects of SME behaviour, reference to barriers to engagement, and proposed methodologies for overcoming barriers
 - b. Successful track record of engaging SMEs with promotional activity to include direct and telemarketing

7. Fees

Payment for the service will be on the agreed day rate for the work (inc VAT). Payment will be made on a monthly basis subject to satisfactory completion of the work, provision of required evidence; and receipt of invoice, subject to our standard conditions (available on request). Payments are normally made within 30 days.

8. Further information

Should you require any further information on this brief to complete your tender submission, please contact John Heath by e-mail or post:

johnheath@renewableseast.org.uk

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9. Restricted and Commercially Confidential

PLEASE NOTE THAT THE INFORMATION CONTAINED WITHIN THIS TENDER DOCUMENT AND ASSOCIATED DOCUMENTS IS NOT IN THE PUBLIC DOMAIN AND REMAINS COMMERCIALY CONFIDENTIAL. THE INFORMATION IS NOT TO BE USED FOR ANY PURPOSES OTHER THAN TO RESPOND TO THE TENDER.