

**SOUTH EAST ENGLAND DEVELOPMENT AGENCY (SEEDA)
Invitation to Tender**

Tender Name: South East England Business Snapshot Survey

Tender Reference: SEEDA/SR/AUG/2010/03

1. Background

SEEDA is a government sponsored body and is one of the nine regional development agencies (RDAs), established under the Regional Development Agencies Act 1998, which became fully operational on 1 April 1999. The South East region covers the counties of Buckinghamshire, Oxfordshire, Berkshire, Hampshire, Isle of Wight, East Sussex, West Sussex, Surrey and Kent.

SEEDA Research & Economics deliver a wide range of economic analysis to regional and sub-regional Stakeholders. This includes for example Monthly Intelligence Snapshots, South East Economy Reviews, Sub-regional Economy Reviews and presentations to regional Stakeholders on the State of the South East England Economy. Over the past years the bi-annual RDA National Business Survey (NBS), and since 2008 the Business Snapshot Survey (in-between the NBS), have been an important source for SEEDAs analysis and policy development. The last survey was conducted at the beginning of 2010. SEEDA now wishes to commission another South East Business Snapshot Survey to provide further evidence and analysis to regional Stakeholders.

2. Project

The South East Business Snapshot Survey is a 10-15 minutes telephone survey that collects views from a sample of businesses across the South East England region, representing industry structure, size and location. It is intended as a snapshot view of business performance, confidence, investment experiences and intentions; and provides SEEDA and its Stakeholders with a significant level of detail about the issues currently affecting businesses in their local areas.

SEEDA and Stakeholders will agree on the draft questionnaire, which will be finalised with the advice from the successful supplier. As a general guide, tenderers may wish to view previous business surveys, available on SEEDAs webpage (RDA National Business Survey and Business Snapshot Survey).

3. Requirement

SEEDA seeks to engage consultants to conduct a Business Snapshot survey of South East England:

a) Survey set-up, random sampling and weighting

- The successful supplier will be required to put in place appropriate telephone surveying systems e.g. CATI.
- The supplier will be responsible for sourcing an appropriate database of businesses to be contacted and surveyed.

- The successful supplier will be required to set up the sampling and weighting framework for the survey to ensure that results are representative by industry sector, size and location (counties in the South East, see below). This should be based on the Inter-Departmental Business Register (IDBR) and agreed with the SEEDA project manager.
- Statistical significance testing should be applied at an agreed level of confidence.
- **The following response rates are required:**
 - Sample of at **least 640 completed telephone interviews** in the South East as a whole
 - Representative results at county level, **at least 80 completed telephone interviews per county** (i.e. Buckinghamshire, Berkshire, Oxfordshire, Hampshire & Isle of Wight, East Sussex, West Sussex, Surrey and Kent)
 - Tenderers should have the capacity to conduct at least 800 interviews (100 per county) if requested

b) Telephone Interviews

- It should be noted that the key contacts for this survey will need to be business owners / executive / finance director level. This should be borne in mind when putting together the telephone survey team.
- Throughout the telephone surveying period, the project manager from SEEDA will require weekly updated on the number of responses received to date, and any issues with responses that the telephone team identify.
- Any further costs to buy additional business contacts, should the sample sizes not be achieved will be borne by the supplier, so please consider expected response rates when acquiring the business database for the sampling.

a) Reporting

- Once the survey is completed, SEEDA should be provided with an Excel spreadsheet of key results (with guidance on the bases/weights used). A template for the data summary should be agreed with the SEEDA project manager at the outset of the survey.
- A PowerPoint presentation style write-up of the survey findings, at the regional and sub-regional level. A template for the write-up should be agreed with the SEEDA project manager at the outset of the survey. SEEDA will be keen to share the results with partners / press. Please state if you have any innovative reporting ideas / solutions that you would like to propose as part of this commission.
This presentation is to be costed separately as it may not be used.

4. Timing

Task	Timescale
Receipt of tenders	12.00 noon Friday, 17th September, 2010
Anticipated contract award date	Wednesday, 22 th September 2010
Project Set up meeting	Monday, 27 th September 2010
Fieldwork autumn survey	October 2010
Data-tables provided in Excel	First week November
Presentation report (if option agreed)	Second week November
Fieldwork quarter 1 2011 survey	Tbc

This contract is offered for 2 survey waves (autumn 2010 and quarter 1 2011). However, the Quarter 1, 2011 survey will be subject to requirement, and to satisfactory performance of the contractor in the autumn 2010 survey.

5. Tender Response

Please provide one bound copy and 1 unbound copy of your tender.
Please also provide a copy of your tender on CD/DVD.

Tenders must include the following:

- Completed Form of Offer
- Detailed breakdown of costs supporting the Form of Offer (costing the Powerpoint presentation separately, and the Quarter 1, 2011 survey separately)
- Most recent company accounts or equivalent
- Project management and proposed project team, and their experience of managing telephone survey work to businesses
- Acquiring an appropriate sample Business Database
- How it will be weighted and a random sample achieved
- Fieldwork team and managing the fieldwork
- Reporting arrangements (how, who and their skills)
- Timescales for survey

Tenderers must state if any of their proposed solution requires the use of sub-contractors. SEEDA reserves the right to reject the use of any particular sub-contractor.

6. IMPORTANT Instructions for Submission of Tenders

Please follow these instructions carefully as non-compliant tenders will not be accepted.

- Your tender must be returned to the Procurement Team in a plain envelope using only the label provided, and with no means of identifying the tenderer.

- Tenders must be returned no later than the due date and time above. (Tenders received after this time will not be accepted. If you are relying on couriers or the postal service, please send well in advance. No reasons will be accepted for missing the deadline.)
- Electronic submissions (email) will not be accepted.
- Fax submissions will only be accepted by arrangement with the Procurement Team on the morning of the due date, and must be followed by hardcopies within one working day.
- Tenders must include the signed and completed Form of Offer.

Please ensure that you have included all information requested in this specification.

7. Tender Selection

SEEDA reserves the right to exclude a tender from the evaluation for any one of the following reasons:

- Does not include all information requested in the Tender Response section above
- Does not meet budget requirements
- Does not demonstrate capacity to perform the required work
- Does not show relevant experience of project management and telephone survey team in managing business survey work at director / owner level

8. Contract Award

SEEDA considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

The contract will be awarded on the basis of the most economically advantageous tender, and tenders will be evaluated on the following equally weighted criteria:

- Understanding of telephone survey response rates, random sampling and weighting
- Approach and methodology
- Price
- Quality of the proposed project team

9. Terms & Conditions

The contract will be awarded on the basis of SEEDA's terms and conditions of contract and a copy of this can be found on the SEEDA website at: <http://www.seeda.co.uk/about-us/procurement-and-tender-opportunities>.

SEEDA reserves the right to award the contract for all or any part of a tender, or not to award the contract. SEEDA also reserves the right to award the contract to more than one supplier.

10. Freedom of Information Act 2000

Under the Freedom of Information Act 2000, SEEDA must reserve the general right to disclose either information about your tender or the tender itself, including your price or range of prices, once a contract is awarded. However, you may request that

certain information is not disclosed if to do so would prejudice your legitimate commercial interests.

Requests for non-disclosure must accompany your tender and include a clear and substantive justification together with a time limit when any confidential information could be disclosed – this is not normally expected to be more than 7 years. It would be helpful, if appropriate, if you could keep the areas that you consider should not be disclosed separate from the other areas of your tender.

11. Further Information

Any requests for further information regarding this tender should be made in writing or email to:

Sabine Rumscheidt
Economic Analysis Manager
South East England Development Agency
Cross Lanes
Guildford
Surrey
GU1 1YA

SabineRumscheidt@seeda.co.uk