



DECISION OF DIRECTOR OF DEVELOPMENT AND ENVIRONMENT,

DECISION No. 16/17 DE 4

SUBJECT:

Food and Drink Business Support Programme

DETAILS

North Somerset Council are developing plans to build a dedicated Food and Drink Innovation Centre. As part of this, North Somerset Council (NSC) has tendered for a suitably experienced organisation to develop and deliver a Business Development programme for the food and drink sector to support business growth and innovation. The programme is to be used as a pilot for a longer term support programme that will eventually be delivered from the South West Food and Drink Innovation Centre (SWFDIC) at Junction 21 Enterprise Area (J21EA), within the DEFRA designated Food Enterprise Zone, Weston super Mare.

One of the key aims of the Business Development Programme is to build a strong reputation for supporting SME growth and innovation in the food and drink sector before the proposed new Food Centre is built. The Programme will build an engagement profile and model and target growth SMEs through a variety of methods to make advice and guidance as accessible as possible. The programme will also need to be accessible to larger companies. Larger companies for example may particularly be interested in innovation e.g. by raising awareness around the strategic planning needed to fully make use of R&D tax credits and raising awareness of open innovation techniques.

The contract will start from 1st April, but the 18 month programme of support will commence from June 2016. The programme will be reviewed monthly and the results and findings of will inform the funding bid to the West of England Local Partnership for the main Food and Drink Innovation centre. It is anticipated that the core budget and income generated from workshops, seminars, surgeries and 1-1 site visits to will be used to deliver a comprehensive programme of activities and test businesses ability and willingness to pay for such support on a longer term basis. This will also test the ability to generate income which will be a key requirement for the sustainability of the Centre when operational .

The budget of £30,000 for this Business Support Programme will be funded from a £50,000 award from Defra in 2015 for the development of the Food Enterprise Zone at Junction 21EA. The support programme is seen as an integral part of lead up to the development of the Food and Drink Innovation Centre and a sizeable food and drink cluster within the FEZ

The contract for this work, with further detail is attached.

DECISION:

1. That a contract is entered into with BIC Innovation Consultancy to the value of £30,000 for the provision of Food and Drink sector business support programme that will be focused upon North Somerset growth SMEs and sector focused businesses in the West of England and across the wider region. The £30,000 funding is from a specific reserve set up from grant funding from DEFRA for the Food Enterprise Zone, current balance on the reserve is £50,000 as at 01/04/2016.

That the attached contract with BIC Innovation Consultancy is approved.

Reasons:

1. The programme was put out to tender using an open tender process via the Supplying the Southwest Portal. Four tender submissions were received and two organisations subsequently interviewed by the Head of Economic Development, Programme and Projects Manager and Principal Economic Development Officer.
2. The approved nec 3 Professional Services Short Contract as required through the Council's Tendering process.
3. The Programme will provide vital business input into the business case for and the development of the South West Food and Drink Innovation Centre.
4. The Programme will be used to identify the potential levels of income that could be achieved by the longer term delivery of the programme via the Centre. The programme will also be used to explore the potential to secure further external funding to develop this work on an ongoing basis.
5. Specialist sector support was identified as a specific need by those businesses surveyed by North Somerset Council in 2015 as part of the Centre's business case. The programme has been specifically developed to take into account the specific issues identified in this survey and the more general business survey undertaken by the West of England Skills team and Business West in 2015

Other Alternatives Considered:

No other alternatives are able to provide such a vital evidence base for the development of the business support element of the South West Food and Drink Centre. There is not one organisation already operating in the West of England that has the ability to draw together such a number of delivery partners to pilot a sector specific scheme. Through the tender process it was established that BIC Innovation with their specialist food and drink sector support and knowledge of businesses in the area can offer the best value solution for the delivery of this vital business support.

Financial Implications:

- The decision is within the relevant budget of the Directorate from funding specifically ring-fenced for Food Sector work and allocated by Defra for the Food Enterprise Zone and related work.

Implications for Future Years:

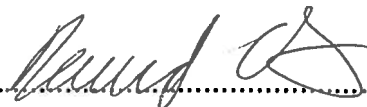
The pilot programme will be delivered over an eighteen month period to build up a clear picture of the needs and requirements of food and drink SMEs.

To enable the programme to be fully developed a range of income options will be tested to expand the programme activity beyond what is possible with the core funding and also to provide a means to continue the programme past the initial 18 month period. This will also provide match to other sources of external funding.

Learning throughout the programme will be used to inform future bids to other funding sources for the long term delivery of training and business support from the Food and Drink Innovation centre at Junction 21EA.

Risk Assessment:

BIC Innovation have delivered three pieces of work for North Somerset Council in the last two years and completed all work and associated outputs to the satisfaction of the Economic Development Service. BIC have a strong track record of delivering support of this nature and the programme was put out to tender to ensure a robust assessment process was put in place. The Programmes and Projects Manager and Principal Economic Development Officer will meet with the Project Management team monthly for progress updates and to review the ongoing monitoring and evaluation of the programme

Signed  Director of Development and Environment

Dated *16/5/16*



Short Contract

A contract between **North Somerset District Council**
.....
Town Hall, Walliscote Road, Weston-super-Mare
.....
BS23 1UJ
.....

and **BIC Innovation Consultancy**
.....
Pencoed Technology Centre, Bridgend
.....
CF35 5HZ
.....

for **Business Development Programme for Food and Drink Sector**
.....
.....
.....

Contents	Page
Contract Forms	
Contract Data	2
The <i>Consultant's</i> Offer	5
The <i>Client's</i> Acceptance	6
Price List	7
Scope	8

Contract Data

The *Client* is

Name North Somerset District Council
Address Town Hall, Weston-super-Mare, BS23 1UJ
Telephone 01934 426327
E-mail address Simon.gregory@n-somerset.gov.uk
The services are Food and Drink Business Support Programme

The starting date is 1 April 2016
The completion date is (18 months after commencement date)
The delay damages for late Completion are Nil per day
The law of the contract is The Law of England and Wales
The period for reply is 2 Weeks Weeks
The defects date is 12 Weeks Weeks after Completion
The assessment day is the First Day of each month

The period for payment is 30 Days
The interest rate on late payment is 2% Per annum above the Bank of England Base rate

Contract Data

The *Consultant* provides the following insurance cover

Insurance against	Minimum amount of cover	Period following Completion or earlier
Failure of the <i>Consultant</i> to use the skill and care normally used by professionals providing services similar to the <i>services</i>	£500,000 (Five hundred thousand) in respect of each claim, without limit to the number of claims	6 Years
Death of or bodily injury to a person (not an employee <i>Consultant</i>) or loss of or damage to property resulting from an action or failure to take action by the <i>Consultant</i>	£5 million (Five million) in respect of each claim, without limit to the number of claims	1 Years
Death of or bodily injury to employees of the <i>Consultant</i> arising out of and in the course of their employment in connection with this contract	£5 million (Five million) in respect of each claim, without limit to the number of claims	1 Years

The Client provides the following insurance cover - None

Contract Data

The *Consultant's* total liability to the *Client* for matters for which insurance is provided is limited to £5 million pounds

The *Consultant's* total liability to the *Client* for other matters is limited to £50,000 (Fifty thousand)

The *tribunal* is Litigation

If the *tribunal* is arbitration, the arbitration procedure is

The place where the arbitration is to be held is

The person who will choose the arbitrator if the Parties cannot agree is

The *conditions of contract* are the NEC3 Professional Services Short Contract (April 2013) and the following additional conditions.

Z1. The Contracts (Rights of Third Parties) Act 1999

Z1.1. The provisions of The Contracts (Rights of Third Parties) Act 1999 are expressly excluded from this contract.

Z2. Freedom of Information and Environmental Regulations

Z2.1. The *Consultant* acknowledges that the Council is subject to the requirements of the Freedom of Information Act and the Environmental Information Regulations and shall assist and co-operate with the Council to enable the Council to comply with any applicable information disclosure requirements.

Z3. Data Protection Act

Z3.1. The *Consultant* shall ensure that any of its Service Provider's Personnel involved in the provision of this contract shall comply with any notification requirements under the Data Protection Act and both Parties shall duly observe all their obligations under the Data Protection Act, which arise in connection with this contract.

The Consultant's Offer

The Consultant is

Name Chris Price-Jones
Address BIC Innovation, Pencoed Technology Centre, Bridgend, CF35 6HZ
Telephone 01656 861536
E-mail address Chris.Price-Jones@bic-innovation.com

The Consultant offers to Provide the Services in accordance with the conditions of contract for an amount to be determined in accordance with the conditions of conditions.

The offered total price is

£30,000 (including expenses) + VAT


Signed on behalf of the Consultant

Name

Position

Signature

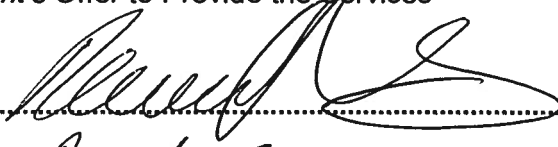
Date


- Chris PRICE - JONES. *WINDOLLS*
- DIRECTOR *DIRECTOR.*

22/4/2016.

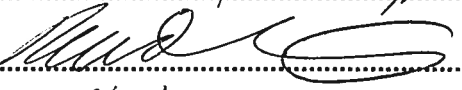
The Client's Acceptance

The *Client* accepts the *Consultant's* Offer to Provide the Services

Signed on behalf of the Client 

Name David Carter

Position Director of Development & Environment

Signature 

Date 10/5/16

Price List

Entries in the first four columns are made either by the *Client* or the tenderer.
For each row:

- If the *Consultant* is to be paid an amount for the item which is not adjusted if the quantity of work in the item changes, the tenderer enters the amount in the Price column only.
- If the *Consultant* is to be paid an amount for the item of work and which is the rate for the work multiplied by the quantity completed, the tenderer enters the rate which is then multiplied by the Expected quantity to produce the Price, which is also entered.
- If the work is to be paid on a time charge basis, only expenses should be included.

Costs incurred by the *Consultant* other than the listed expenses are included in the Rates and Prices and the *staff rates*. If expenses are paid at cost, then 'at cost' should be entered into the Rate column.

Delete or strike through unused rows.

Item number	Description	Unit	Expected quantity	Rate	Price
.....	Administration	10 days	£200 per day	2000
.....	Venue Hire	18 workshop s	£200	3600
.....	Promotional activity	2400
.....	Expert advice	10 days	£550	5500
.....	Mentoring	30 days	£550	16500

The total of the Prices is

£30,000

North Somerset Council shall pay BIC Consultancy £30,000 (inclusive of expenses) plus VAT. The payments to be split as 50% payable at start of Contract, 25% in October 2016 and 25% on completion of the contract and the submission and acceptance of final evaluation report. Price list has been provided by BIC consultancy as part of their tender submission.

Scope

The Scope should be a complete and precise statement of the *Client's* requirements.

1 Purpose of the services

Please refer to Invitation to Quote for full details.

The primary aim of the Business Development Programme is to build a strong reputation for supporting SME growth and innovation in the food and drink sector before the proposed new South West Food Innovation Centre is built. The Programme will be used to build an engagement profile and model and target growth SMEs through a variety of methods to make advice and guidance as accessible as possible. The programme will also need to be accessible to and involve larger companies where appropriate. Larger companies for example may particularly be interested in innovation e.g. by raising awareness around the strategic planning needed to fully make use of R&D tax credits and raising awareness of open innovation techniques.

It is anticipated the programme will enable a high level of business engagement necessary to help NSC explore and establish a wide operating envelope for the physical centre once built that might include, food engineering, packs and packaging technology, biotechnology aspects but also to measurement and testing in areas such as food security and sustainability. The ongoing feedback and final evaluation of this Programme will help NSC refine The Food Centre facilities and models for the longer term delivery of food and drink business support.

The Business Development programme needs to enable the provision of flexible, accessible, targeted, high quality training and support for food and drink manufacturers and related technologies. This support must be over and above the start-up and generic business support already delivered and funded by existing organisation and agencies to avoid duplication.

It is expected the delivery of the programme will use a variety of methods and techniques to engage businesses and one size will not fit all. A mix of creative engagement and learning methods will be critical to encouraging engagement from business, some maybe starting up, some looking to grow, some may not be sure what their problem is, others may have some specific problems that will require specialist support, or at least signposting to the right advice.

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As per your tender submission and subsequent interview it is expected that the programme of business support will;

- Provide a range of business support services through seminars, workshops, webinars, surgeries and site visits that will enable businesses to grow, develop and innovate by improving their processes, efficiencies, capacity and strategy for growth.
- Improve business competitiveness in North Somerset and the wider region and help business consider and engage in innovation processes.
- Support the capacity of SMEs to grow in regional, national and international markets.
- Link to other local, regional and national organisations and programmes to support businesses to access relevant advice and guidance, improve collaboration potential and networking development opportunities.

2 Description of the services

Give a complete and precise description of what the *Consultant* is required to do.

- Deliver an 18 month programme of business support for growth SMEs in the food and drink processing/manufacturing sector using The Hive, Weston-super-Mare as the main venue for the delivery of workshop/seminar sessions.
- Use a variety of agreed delivery methods to engage businesses in North Somerset, the West of England and potentially the wider South West region as the budget allows.
- Local, regional and national partners; specialists and industry professionals to be identified and involved in the delivery of the business development programme. It is vital to build this specialist capacity within the region and establish a pool of key individuals and partners who will be an essential part of the ongoing delivery of the support programme.
- Test and record the success of the delivery methods to adapt and develop the programme as it progresses and make final recommendations for the longer term.

- Be aware of and acknowledge the fact that the quality and credibility of this programme is critical to its longer term development and success and to be aware that any failing may reflect poorly on the development of the physical South West Food Innovation Centre. It is therefore vital all partners and advisors who are involved in programme delivery understand the importance of maintaining high quality delivery and a coherent and agreed message.
- Identify fee structures/mechanisms that are developed during the life of the programme to provide a sustainable income stream that is additional to the proposed budget outlined in the tender. This income to be used to develop a more comprehensive programme that will enable the type and number of activities and scope to be enhanced. This additional income may also be vital as match funding to secure additional funding streams.
- Test and implement different methods of income generation identified above to inform the final report and recommendations.
- Develop a comprehensive database that is shared with NSC to enable regular and ongoing communication with businesses across the region to keep them informed of the development of the physical centre and ensure that regular and direct input from businesses regarding the services and facilities is maintained.
- Use a dedicated webpage/website as agreed with NSC for the communication of all information related to the SW Food and Drink Innovation centre and business support programme. Social media to be developed in hand with NSC.
- Ensure all promotional/advertising and recruitment work in relation to the above uses the agreed branding, 'script' and acknowledge that this is a North Somerset Council led programme.
- Refer any non food and drink related enquiries that cannot be supported via this programme back to the NSC ED team where appropriate, e.g. more generic for business or start-up support, search for business premises, planning related issues, funding, and business rates.
- Submit a final evaluation report at the end of the programme that will include an assessment of and recommendations for a longer term Food and Drink Sector Business Development Programme.

For further detail please refer to the Service specification of the Invitation to Quote, dated 1 February 2016 and detail as provided in the Consultants tender submission

Scope

3 Existing information

As supplied with the invitation to quote dated 1 February 2016

4 Specifications and standards

The use of reasonable skill and care normally associated with professionals providing this level of service.

The quality and credibility of this programme is critical to the longer term development of the business support package and the development of the physical South West Food Innovation Centre. It is therefore vital that any partners and advisors who are brought in to help deliver the programme understand the importance of delivering a high quality service. The suitability and experience of these individuals must be taken into account

Where business advice is provided consultants should be SFEDI accredited or similar quality standards.

5 Constraints on how the *Consultant* is to Provide the Services

Location – where services are to be delivered

The BIC Consultancy team may use the office/seminar room, G29 at The Hive for the planning and delivery of **this Business support programme**. A door entry pass will be provided for this purpose and a gate key if necessary for out of hour's access.

Please note - G29 is a shared facility that will be used by NSC in the development of the Business support programme, South West Food Innovation centre and the Food Enterprise Zone. Other partners related to the development of the SW Food and Drink Innovation Centre may also be encouraged to use this room to deliver services. It is therefore essential that a shared calendar booking system **must** be used or contact made with the Economic Development team if the calendar cannot be accessed for any reason.

On-site meetings with businesses will form part of the delivery of the programme and it is anticipated that the frequency and duration of these meetings will increase as the budget is supplemented through income generation.

It is expected that over time meetings and events will be held in other locations across the region to meet demand and improve programme reach.

Reporting procedures

The Programmes and Projects Manager and Principal Economic Development Officer will meet with, and communicate with BIC Innovation on a monthly basis or more frequently if necessary to discuss progress and any issues arising.

Full Project meetings will take place on a monthly basis for the initial 6 months and then bi monthly as the project develops.

Monitoring and Evaluation

Project monitoring for the purpose of the Contract will take place on a quarterly basis, in addition to the agreed schedule of project update meetings with North Somerset Council. The specific format and level of detail for the monitoring and evaluation of the project to be agreed between both parties to ensure information is collected as efficiently and used as effectively as possible.

It is acknowledged that the income generating element aspect will be critical to being

able to deliver a full and comprehensive programme and achieve a set of outputs that are above what might normally be expected for the fixed budget. This knowledge will be used to help inform a longer term sustainable support programme once this 'pilot' has been completed. The outputs will consist of:

Programme Outputs

- A minimum of 18 workshop/seminars/supported visits/webinars to be delivered across the 18 month period.
- A minimum of 200 individual businesses to be supported through the above delivery methods.
- A minimum of an additional 50 businesses are to be supported through 1-1 advice surgeries and on-site visits.
- Final Evaluation report (A maximum of 10 sides of A4)

The programme will be delivered over an 18 month period, with an agreed start date in June 2016.

Evaluation forms to be completed for each event detailing key business information and identification of any further areas of support and how these might be met, i.e. through programme, external or subject to further funding

A diagnostic report to be completed for each of the 50 businesses supported via 1-1 surgery and or site visit and results shared with NSC (excluding confidential financial information)

A record kept of all business support made through the programme including those that did not benefit directly but were directed to other more appropriate partners for support.

Final Evaluation Report

The final evaluation report should include progress against targets and will:

- provide an overview of the activity undertaken throughout the project
- assess the impact of the project and its performance against the outputs
- determine how successful activities have been in meeting business needs and assess the localised impact
- provide qualitative data on impact, for example additional businesses exporting or expanding
- review effectiveness of the operational aspects of the project
- assess awareness of the project amongst the target population within the target

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region and identify ways to improve reach

- identify any area with scope for improvement in project delivery/support
- Identify and assess added value and unplanned outcomes
- determine market responsiveness to the project
- Assess project income levels, any external funding sources identified or secured and recommendations for funding ongoing delivery of programme
- identify overall client satisfaction
- determine on going compatibility and contribution to the development of the NSCs vision to implement a longer term business support programme for the food and drink sector
- make recommendations on the way forward

Project Milestones

May 2016 Production of a project initiation document as per Invitation to quote

May 2016 Define further milestones based upon agreement of programme

June 2016 Launch of initial programme

6 Requirements for the programme

The Consultant is required to provide draft workshop programme and timetable of work that will be agreed before its launch in June 2016. Any changes and variation to this programme or delivery as outlined in the tender submission and subsequent interview are to be notified to the project management team as soon as possible. The delivery as outlined will be used for the basis of contract payments.

Please refer to Invitation to quote and tender submission for further detail.

Scope

7 Information and other things provided by the *Client*

Describe what information and other things the *Client* is to provide and by when. Information is that which is not currently available, but will become available during the contract. Other things could include access to a person, place (such as office space or a site) or the *Client's* information technology systems.

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Item	Date by which it will be provided
.....
.....
.....
.....
.....

