



Friday 14th December

**INVITATION TO TENDER FOR THE PROVISION OF SPECIALIST TRAINING AND ADVISORY SUPPORT SERVICES
FOR THE ASDA SUPPLIER DEVELOPMENT ACADEMY 2019
QUOTE Ref: SFD/UKMD/ASDA19**

You are hereby invited by Scotland Food & Drink to quote for the provision of services detailed in this invitation to tender.

Your response must be in accordance with the invitation to tender, and include specification of requirements, evaluation and price summary.

Your quotation must be received by on Tuesday 15th January 2019 at 1200hrs. It is the responsibility of the provider to ensure the quotation response is received no later than the appointed time.

Scotland Food & Drink is not bound to accept the lowest price or any quote and shall not be bound to accept the provider as a sole provider. Prices quoted shall remain firm for the duration of the contract. Value Added Tax (VAT) should be shown separately.

It is your responsibility to obtain at your own expense any additional information necessary for the preparation of your tender response, and you will be responsible for any expenses incurred by you during the tendering process.

If your tender response does not accord with all the requirements of this invitation to quote, it may not be considered.

Enquiries and quotations should be emailed to: stephanie@foodanddrink.scot

Yours faithfully

Stephanie Pritchard
Head of UK Market Development
Scotland Food & Drink

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INTRODUCTION & BACKGROUND

Purpose

Scotland Food & Drink seeks to award a contract for the provision of specialist training and advisory support services for the successful delivery of the Asda supplier academy (Scotland) 2019.

Scotland Food & Drink

Scotland Food & Drink (SF&D) is the industry leadership organisation tasked with driving responsible growth for the sector. We are a membership organisation with over 400 companies at our heart. The industry strategy: Ambition 2030 – which we lead - aims to double the value of the country's farming, fishing, food and drink industry to £30 billion by 2030.

Our vision is bold yet simple. We want Scotland to be the best place in the world to have a food and drink business.

Background: Supplier Development & Asda Academy

Building the capacity of the supply chain is critical to the success of Scotland's food and drink sector and is a strategic priority for the industry. Scotland Food & Drink has delivered several supplier development programmes aimed at strengthening the capability and effectiveness of food and drink businesses in Scotland and driving growth in UK markets. This has been successful in helping companies to build their commercial skills, defend and gain new listings and grow their sales.

In 2011, 2013, and 2016, Scotland Food & Drink partnered with Asda on the delivery of a supplier development academy, which provided suppliers with an opportunity to develop their knowledge of trading with the retailer and grow their business. It offered a programme of workshops and personal mentoring, allowing suppliers to benefit from a tailored learning approach. The Asda supplier development academy has supported numerous businesses across Scotland, helping to generate millions of pounds in new sales.

Asda Supplier Academy (Scotland) 2019

Scotland Food & Drink, in partnership with Asda, will again lead the delivery of the next Asda Supplier Academy (Scotland) which will take place during 2019. The academy will provide specialist training and advisory support to Scottish businesses, helping to build knowledge, expertise and commercial capability, with the aim of accelerating their growth in Scotland, and the wider UK market.

The academy will support up to 25 pre-qualified Scottish suppliers. It will run concurrent to a similar programme in Northern Ireland which will support up to 15 suppliers. Scotland Food & Drink will manage the procurement process for both.

Financial funding will be provided by Scotland Food & Drink, with Asda providing in kind support. Suppliers will pay a participation fee.

The overall objective of the academy is to develop a strong pipeline of Scottish suppliers with capacity to meet the supply chain needs and trade successfully with Asda, thereby drive sales of Scottish food and drink.

Scope

Scotland Food & Drink seeks to appoint a suitably experienced training provider to design, facilitate and deliver the Asda supplier academy to up to 40 businesses. The successful provider must have relevant industry experience and an in-depth understanding of supermarket retailing, knowledge of best practice supply management and access to the latest insights, along with the ability to provide relevant advice to businesses of different scales and capabilities.

The provider should design a programme using a structured training approach with an emphasis on specialist workshop-based training, customer interaction, peer-to-peer learning and business coaching. The academy should offer practical real-world applications, and deliver an immersive, intensive and collaborative learning experience using a range of techniques, insights and best practice.

The design of the academy, structure and number of specialist workshops and other elements will be determined by the provider. However, Scotland Food & Drink would like the programme to be accompanied by an element of personal mentoring; allowing delegates to explore challenges specific to them, acquire relevant tools and develop practical solutions to take back to their business.

The training is to be provided on two levels, as follows:

- 1-day workshops, followed by,
- one-to-one business advice

The training should include, but not limited to the following topics:

ASDA corporate strategy	Trading strategy & priorities	Opportunities for Scotland
Market & retail performance	Trends, consumer & shopper	Data sources
Administration & Asda systems	GSCOP	Planning
Forecasting	Supply chain	Retail Link
Account management	Category management	Promotions
ASDA marketing & PR	Brand marketing & packaging	Merchandising
Innovation	NPD process	Technical & QA

The contractor should consider how the existing expertise of Asda colleagues, Scotland Food & Drink and partners, and other experts from industry can be utilised to strengthen the academy.

It is anticipated that workshops will take place at Asda venues in Scotland and Leeds; supplementary venues will be provided by Scotland Food & Drink (equivalent for suppliers on the Northern Ireland programme).

Goals will be determined with each supplier at the start of the programme to create a focus for their individual learning needs and to inform programme content.

A key output of the academy is an action plan for each supplier to manage the development of their business.

Targets will be agreed with Asda at the outset. It is anticipated that these will focus on distribution and new product gains to drive sales growth.

Results to be Achieved:

1. Deliver training programme to up to 25 pre-qualified suppliers identified by Scotland Food & Drink (and 15 suppliers identified by Invest Northern Ireland)
2. Deliver advisory support to all participating suppliers/delegates
3. Provide individual and collective feedback during and on completion

4. Develop an action plan with each participating supplier
5. Evaluation of the training programme
6. Report on outcomes

SPECIFICATION OF REQUIREMENTS

Scope of Services

The successful contractor will assume responsibility for the services outlined below.

1. Programme Planning & Development
 - 1.1 Proposed approach and provision of a schedule with agreed timeline for key deliverables
 - 1.2 Design of a bespoke programme for up to 40 suppliers, including framework and syllabus
 - 1.3 Suggest innovative ideas to enhance the programme and overall quality of the academy
 - 1.4 Recommended process criteria for selecting suppliers
 - 1.5 Collaborate with the project team to finalise the programme, content and logistics
 - 1.6 Work with the project team to ensure venues are booked for all components of the programme
 - 1.7 Ongoing programme administration
2. Marketing and Communications
 - 2.1 Work with the project team to agree a delegate communication plan
 - 2.2 Distribution of programme materials such as agendas, name badges and all other collateral
 - 2.3 Send pre-agreed electronic communications to delegates, and respond to enquiries resulting from same
 - 2.4 Work within agreed guidelines in all delegate communications
 - 2.5 Scotland Food & Drink logo is to feature on all programme materials, presentation slides, handouts, and other documentation including attendance sheets and reports produced
3. Delegate Management
 - 3.1 Issue delegate communications in accordance with the programme communications plan
 - 3.2 Manage all delegate enquiries on the programme and qualification process
 - 3.3 Work with the project team on delegate registrations and payment; provide support during the registration process where required
 - 3.4 Respond to delegate queries before, during and after the programme in the appropriate timely, effective and efficient manner
 - 3.5 Manage all bookings, following up with delegates as required to ensure attendance at all sessions in accordance with the agreed programme plan
 - 3.6 Gather information from participants to allow programme to be tailored to the needs of delegates
4. Delivery
 - 4.1 Manage delivery of all aspects of the project
 - 4.2 Ensure all activities run to schedule
 - 4.3 Discuss with the project team the training programme, the methodology and activities that will be used for the training; agree any amendments to the approved programme with the project team
 - 4.4 Develop workshop content; handouts and reference material to be delivered and distributed to participants
 - 4.5 Develop one-to-one support schedule and assign a mentor to each participant
 - 4.6 Provide all delegate materials required for delivery of the programme
 - 4.7 Maintain attendance sheets for participants and trainers for each element of the programme
 - 4.8 Provide individual and collective feedback to participants during and at the end of the programme

- 4.9 Evaluate training and write report on the training outcomes
- 4.10 Present reports and documentation within 4 weeks of the programme training end
- 4.11 Ensure agreed branding is displayed on all programme material and collateral
- 5. Workshop Programme
 - 5.1 Deliver the workshop training in accordance with the agreed schedule and syllabus
 - 5.2 Manage contributors, including guest speakers and briefings for same
 - 5.3 Respond to feedback from delegates, implementing continuous improvement of the programme throughout
- 6. Mentoring
 - 6.1 Deliver one-to-one advice to each delegate in accordance with the agreed schedule
 - 6.2 Promote mentoring support at the seminars to encourage participation
 - 6.3 Manage the 1:1 meeting schedule and all bookings
 - 6.4 Respond to feedback from delegates, ensuring relevant and actionable advice is available throughout the programme
- 7. Reporting Requirement & Financial Management
 - 7.1 Attend inception meeting with project team
 - 7.2 Maintain regular phone and email communication throughout the duration of the project
 - 7.3 Provide an invoice schedule and monthly itemised budget expenditure
 - 7.4 Provide a financial base line report at the start of the project
 - 7.5 Provide attendance sheets of delegate participation at each workshop and mentor session
 - 7.6 Provide an individual assessment on behalf of each of the participants
 - 7.7 Report on training outcomes
 - 7.8 Provide an evaluation report on the training programme, indicating how this contributed to the development of suppliers and how this can be further improved
 - 7.9 Provide copies of all documents developed for the purpose of the programme (workshop presentation; handouts, attendance sheets, training notes etc).
 - 7.10 Provide a project end report and final invoice at the end of the programme
- 8. Monitoring and Evaluation
 - 8.1 Work with SF&D to ensure success of the project can be monitored, measured and evaluated
 - 8.2 In consultation with SF&D, coordinate the distribution and collection of delegate evaluation survey
 - 8.3 Attend a post-event evaluation project team meeting
- 9. General
 - 9.1 Provide appropriate staff resources and support throughout the duration of the programme
 - 9.2 Ensure all Health & Safety standards are adhered to and the equal opportunity assessment plan is in place.
 - 9.3 Ensure all personal information is handled in accordance with General Data Protection Regulations
 - 9.4 Provide proof of insurance
- 10. Post-programme
 - 10.1 Issue pre-agreed post-event feedback requests to all delegates
 - 10.2 Prepare a post project report reviewing the process, lessons and outcomes of the programme
 - 10.3 Finalise all financial management tasks and submit an end of project budget account reconciliation report
 - 10.4 Submit all end of project documentation to SF&D

Out of Scope

1. Recruitment of suppliers
Scotland Food & Drink will manage supplier recruitment, working with Asda to develop a process of identifying and qualifying suppliers.
2. Fees
Scotland Food & Drink will collect fees from delegates prior to confirming their place on the academy.
3. Venues
SF&D and Asda will provide venues. The role of the contractor will be to liaise with SF&D and Asda on the requirements for rooms and catering for each element of the programme, ensuring bookings are in place. Any charges will be settled by Scotland Food & Drink.
4. Academy communications
SF&D will hold overall responsibility for the development of the communication plan.

Outputs and Milestones

The expected timeline and key milestones for the project are as follows:

Specialist Consultancy Services Tender Out	14 December 2018
Specialist Consultancy Services Tender Close	15 January 2019
Tender Appointed	16 January 2019
Inception meeting with SF&D & ASDA	w/c 21 January 2019
Supplier Recruitment Opens	28 January 2019
Supplier Recruitment Deadline	22 February 2019
First workshop	1 April 2019
Asda Supplier Development Programme (Scotland)	1 April – 1 September 2019

It should be noted that the above dates are viewed by Scotland Food & Drink as 'in principle' dates, and we would welcome a tender submission that challenges our timescales.

TENDER EVALUATION

Contract Management

All tender submissions must show exactly how outputs will be profiled for delivery throughout the project and how they will be accurately measured, recorded and reported.

Attendance at monthly project meetings will be required and written performance reports, financial analysis and target delivery will be reported to the Project Manager monthly.

Tender Evaluation Criteria

All submissions from providers will be scored on both price and quality. The contract will be awarded to the provider who receives the highest total score. The overall price: quality split for this tender will be 40%: 60% respectively.

Any mandatory requirements or thresholds identified in the brief must be met before the submission will be evaluated further. You must address each of the evaluation criteria in your submission in order to receive a score.

Please note that submissions will not be considered further if the above requirements are not met.

Price Criteria	Weighting %
Total tender cost ex VAT (i.e. number of days x contracted day rate for all work less any applicable discounts)	40%
Total	40%

Quality Criteria	Weighting %
General understanding of the academy and demonstrable capacity to deliver the specialist training and advisory support services as outlined in the specification of requirements	25%
Demonstrable experience and expertise of the proposed specialist trainers/advisory personnel e.g. 2 previous examples of work relevant to this contract	20%
Strategic approach and the methodologies to be adopted to ensure the training and advisory support will meet the needs of the participants, detailing your approach to delivering quality workshop content and advise, with an emphasis on highly relevant insights	15%
Total	60%

Each of the criteria will be scored using the scale below:

0 – Unacceptable – Nil or inadequate response. Fails to demonstrate an ability to meet requirement;

1 – Poor – Partially relevant but generally poor response. Demonstrates some understanding of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be met;

2 – Acceptable – Relevant and acceptable response. Demonstrates a broad understanding of the requirement but lacks detail or explanation to demonstrate how the requirement will be met in certain areas;

3 – Good – Relevant and good response. Sufficiently detailed to demonstrate a good understanding of the requirement and provides an explanation of how the requirement will be met;

4 – Excellent – Completely relevant and excellent overall response. Comprehensive and clear and demonstrates a thorough understanding of the requirement and provides a concise and persuasive explanation of how the requirement will be met in full.

It should be noted that we have not specified any word restrictions. Integral within your assessment will be your demonstrated ability to answer the questions in an open clear and concise manner.

Scotland Food & Drink may undertake, if deemed appropriate, meetings with tenderer(s) to clarify / verify their tender submissions.

PRICE SUMMARY AND TEMPLATE

Fees and Costs

Rates and prices shall be deemed inclusive of all additional expenses howsoever incurred. Whilst it is not a criterion for selection of providers, Scotland Food & Drink encourages all providers to pay the Living Wage to their employees and to promote payment of the living wage throughout their supply chain.

Price Summary Template

Tenderers are required to submit a firm price for the service detailed above ex VAT. All costs appropriate to the proposal must be included or summarised here. Costs which appear elsewhere in the proposal, but which are not summarised here will be presumed to have been waived.

Activity	Person Hours	Price £ (Ex VAT)
Total Price (Ex VAT)		£

Tenderers must also provide a breakdown of the staff involved in this contract and highlight the discounted rate that is being applied. This must also include any volume rebate or service credit mechanism which is being applied to this call-off contract.

Personnel	Grade	Hours Input	Activity	Hourly Rate £
				£
				£
				£
				£
				£
				£
				£
				£
				£

Details of any value for money savings achieved e.g. Company rate card less actual contracted rate multiplied by the number of hours.