

AWE Programme - School for Social Entrepreneurs

Hampshire Delivery Contract

Introduction

Accelerating Women's Enterprise (AWE)

Many women in the South-West and along the South Coast have great business ideas and entrepreneurial drive and want to put their enterprise and creativity into action. But those who experience disadvantage, lack funding or cannot access specialist support may never have the opportunity to see if their enterprise idea could be a success.

AWE supports women, who face multiple barriers into enterprise, and to increase the sustainability of struggling early stage women-owned businesses and social enterprises.

AWE addresses the lack of support, tailored for women furthest from the labour market - whether it be a geographical barrier or simply the lack of travel fares - and aims to increase the number of women owned businesses and social enterprises in the South-West and - by improving their survival rate - create more jobs.

AWE works to:

- Address the gender imbalance in entrepreneurs and enterprise start-ups
- Address the lack of support tailored for women furthest from the labour market
- Increase the number of women owned businesses and - by improving their survival rate - create more jobs
- Enable the wider employment and enterprise 'ecosystem' to increase its capacity to deliver more socially inclusive and accessible support for women

- Provide a practical legacy in the form of an AWE toolkit for the participants, copies of which will be made available to all funders.

How does it work?

The AWE Interreg Project comprises of 5 English and 4 French partner organisations working together in a Cross Channel collaboration. The partners co- designed a comprehensive package of support for face to face and online delivery. Delivery commenced in autumn 2019 and the first phase of the programme did complete in March 2022. In that period the partnership engaged, supported and upskilled 629 women, trained 186 mentors and facilitated 185 mentor/ mentee matches and help start 82 new businesses on both sides of the Channel.

The partnership has now been awarded a project extension until March 2023. The School for Social Entrepreneurs (SSE) will operate in Cornwall, Plymouth, Torbay Devon, Somerset, Dorset, Wiltshire and Hampshire and specifically support women from these areas into social enterprise and help increase the sustainability of early stage women led social enterprises.

SSE will work with women social entrepreneurs. It will do this through a combination of action learning programmes and online training, a residential intensive, mentoring, peer networking and access support.

Participants on our programmes will receive help with travel and child care costs where needed. SSE wants every woman with the desire to make a positive impact and the drive to put her ideas in to action to find a place on one of its programmes.

SSE will recruit women to participate in the AWE trainings and will select 25 with the most promising business idea and match them with a mentor. By March 2023 we aim to have helped set up 15 new social enterprises.

SSE will deliver AWE related activities in the Cornwall, Devon, Plymouth, Somerset, Dorset and Wiltshire areas and we seek to engage a sub-contractor to

deliver those activities in the Hampshire area.

The programme funder, Interreg covers 69% of programme delivery costs. Delivery partners and sub-contractors are required to provide 31% of the cost of the delivery activities as match funding.

Contract Specifications:

Duration:

- 9 months - July 2022 to March 2023
Contract Area - Hampshire

Deliverables:

- disadvantaged women engaged
37 women recruited to AWE programmes
30 women complete the AWE programmes
12 established women entrepreneurs recruited to residential accelerator
8 mentors recruited and matched with women entrepreneurs
5 new social enterprise start-ups supported.

Value For Money:

- Proposals not to exceed £67,000 in total value
- Match funding of 31% of total value required.
- Evidence of match funding at required at proposal stage.

Commitments:

The contractor will be engaged by School for Social Entrepreneurs to deliver marketing, recruitment, training, mentoring and support activities in Hampshire as part of the Accelerating Women's Enterprise (AWE) project.

The contractor agrees to deliver the contracted services during the contract period as specified in the contract deliverables and notes and further elaborated in the training outline and delivery notes issued by the SSE team from time to time.

Furthermore the contractor agrees to adhere to the rules and regulations applicable to the EU funded Interreg Programme in general and the AWE programme in particular.

The contractor will use staff to deliver the services, whose experience/

qualifications matches the person specifications of the SSE delivery team. For the AWE programmes qualified staff are required as facilitators at all times.

The contractor will provide all evidence of costs and expenses, delivery activities, outputs, and any other evidence as and when required by the SSE AWE team.

SSE will share with the contractor any delivery/ training information, materials and resources it developed as soon as possible and, in any case, at least 4 weeks before the training is due to take place.

SSE will pay the contractor 69% of all eligible and sufficiently evidenced delivery costs and expenses up to the agreed fee in arrears upon receipt of expense/ cost/delivery/ output evidence and against invoice from the contractor.

SSE will set the contractor up on the SSE supplier system.

SSE will collate all eligible expenses and costs and submit a claim to the funder in October 2022, in April 2023 and in June 2023. SSE will pay the contractor within 10 days of receiving payment from the funder. SSE will pay contractor 69% of their eligible and evidenced costs and expenses up to the agreed fee.

Notes

Marketing/ Recruitment

- The contractor will use a combination of social media activity, mobilising of own and associates networks, engagement with VCSE, social enterprise and other intermediary organisations, public sector organisations, representation at events, fairs and meetings, info sessions, etc to engage and recruit eligible women to the programme.
- A definition of what constitutes an eligible woman has been developed by the project partners and the contractor agrees to recruit in accordance with the definition as agreed by the partners.

Residential Accelerator

- This activity has been developed and piloted by the SSE team. The contractor will recruit participants, plan the bootcamp, source suitable residential facilities and deliver the content and all associated activities.

Programmes

- **Delivery**
 - The delivery of the programmes is to take place in suitable premises, which are conducive to the learning outcomes of the training. Teas/ coffees and lunch to be provided for every delivery day. Alternatively, the programmes can be delivered online if more appropriate to the local circumstances and target audience.
 - The SSE AWE training modules include the participation of guest speakers/ expert witnesses.

- **Access**
 - Venues need to enable access for people with mobility needs and provision for people with visual and hearing additional needs.
 - Special dietary needs need to be identified and catered for.
 - Some women may require support with travel and childcare cost due to their economic circumstances.
 - An allowance of up to £1,000 per programme should be included up to a maximum of £3,000 for the contract area.

- **Regular Modules**
 - The modules are of approx. 6 hours length. There are up to 4 modules per training. These have been designed by the AWE project partners. The contractor will liaise with the SSE team re customisation for their social entrepreneur audience and re delivery planning.

- **Social Enterprise Modules**
 - The modules are approx. 6 hours long and there are 2 modules required per training. The modules are designed and developed by the SSE team and the contractor will liaise with the SSE delivery team in the delivery planning.

Mentors

- The contractor will liaise with the SSE team re the recruitment and management of mentors.
- The mentors need to be volunteering their time and be willing to become part of the AWE mentor pool.
- The contractor is expected to recruit 8 mentors during the contract period and manage the mentor/ mentee relationship.

Match Funding

- The AWE programme is 69% funded by funds from the EU Interreg programme. The remaining 39% must be raised by the delivery partners.
- The contractor needs to demonstrate at proposal stage that they are able to provide the required match funding and that they can cover 39% of the eligible delivery costs and expenses up to the value of their proposal.

Tender Evaluation

Criteria

- Value for money
- Organisational resilience
- Quality of delivery
- Marketing & recruitment
- Cultural/ organisational fit

Scoring - Excellent/ 5; good/ 4; average/ 3; weak/ 2; problematic/ 1

Criteria	Evaluation	Score	Weighting
Value for money	<ul style="list-style-type: none"> • How does the proposal compare to our projected costs for this contract? • Do the proposed specifications match our brief? • Has the organisation available match funding to cover 39% of the delivery costs and expenses? 		30%
Organisational resilience	<ul style="list-style-type: none"> • Does the organisation have the financial resilience to deliver this contract? • Does the organisation have the systems and processes in place to meet all contractual obligations? 		15%
Quality of delivery	<ul style="list-style-type: none"> • Does the proposal have a credible delivery plan? • Do we believe the proposal meets our expectations re quality of delivery and quality of beneficiary experience? • Will the proposal deliver on the required learning outcomes and targets? • Does the organisation have the organisational capacity and staff resources to deliver against our expectations and targets 		25%
Marketing & recruitment	<ul style="list-style-type: none"> • Does the organisation have the networks and contacts to attract the required number of eligible beneficiaries and suitable mentors? • Does the organisation have the reach and capacity to carry out effective marketing and recruitment activities? • Does the organisation present a plausible marketing plan and recruitment strategy? 		15%
Cultural/ organisational fit	<ul style="list-style-type: none"> • Does the organisation understand the specific opportunities and challenges facing social entrepreneurs and social enterprises in Hampshire? • Does the organisation have experience and expertise in delivering learning 		15%

	activities that embrace a learning by doing methodology in Hampshire? <ul style="list-style-type: none">• Does the organisation have expertise in supporting women entrepreneurs and women social entrepreneurs?		
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All enquiries and tenders to be sent to dirk.rohwedder@sse.org.uk
Deadline for tenders: 12pm, Thursday 23rd June.