

## “Croydon Enterprise”

### Croydon’s Local Enterprise Growth Initiative (LEGI)

#### General Specification Information

##### I. LEGI BACKGROUND

Croydon’s Local Enterprise Growth Initiative (LEGI) – ‘Connecting to Opportunity’ is an ambitious ten-year programme to regenerate the deprived areas in Croydon and narrow the gap between these areas and the rest of Croydon using entrepreneurship as the key driver. This programme has a long term vision, contained in the LEGI Bid (see <http://www.croydon.gov.uk/business/legpam.pdf> to ensure that:

*“By 2016, Croydon will be a dynamic and thriving economy in the London region, based on a climate of enterprise and entrepreneurship, reflecting the diversity and creativity of all of Croydon’s communities and businesses, ensuring growth and opportunities for all.”*

There are three desired outcomes under the LEGI programme:

- Increase the entrepreneurial potential of our key target groups in North West Croydon and New Addington
- Support the creation of new businesses, the sustainable growth of existing businesses and reduce the failure rate of locally-owned business in North West Croydon and New Addington - Fieldway
- Attract inward investment and franchising into the North West Croydon and New Addington areas, making use of local labour resources

This general specification should be read in conjunction with:

- The LEGI Bid - see <http://www.croydon.gov.uk/business/legpam.pdf>
- The LEGI Delivery Strategy- see <http://www.croydonenterprise.com/documents/DeliveryStrategy.pdf> The terms and conditions that will apply to the delivery of the activity specific specification - see [www.croydonenterprise.com](http://www.croydonenterprise.com)

##### 2. DELIVERY THEMES

Projects have been grouped into four delivery themes:

###### **Delivery Theme 1- Latent and potential entrepreneurs**

Raising awareness and unlocking the entrepreneurial potential of key target groups will enable them to capitalise on their innate potential and competitive advantages and identify new opportunities for enterprise development, leading to a new long-term enterprise dynamic for North West Croydon and New Addington - Fieldway.

###### **Delivery Theme 2 - Business creation and Business growth**

These two delivery themes will be contracted and commissioned on a joint basis as they involve a number of similar activities. These services will be closely integrated with the LDA start –up and micro business service and the Business Link Information, Diagnostics and Brokerage (IDB) service.

### **Delivery Theme 3 - Business retention and inward investment**

We aim to grow the total number of businesses in the target areas. In addition to increasing the number of start up businesses, we also aim to retain existing businesses in the area and to help them grow, and to attract new business to the area.

### **Delivery Theme 4 - Capital projects**

It is intended to create tangible, highly visible, and sustainable capital projects in the target area. In addition to delivering specific LEGI outcomes, they will also act as a demonstration to residents and businesses that the area is being reformed.

## **3. LINKAGES AND ADDITIONAL INFORMATION**

Bidders against specifications must have regard to the following data and information sources which underpin the Croydon LEGI objectives:

- Croydon Local Area Agreement (LAA) - LAAs are agreements between Central Government and Local Strategic Partnerships to deliver a set of agreed outcomes and targets over a three period. LEGI is part of the LAA in Croydon, which means that it will not be delivered in isolation of other regeneration programmes. It also means that LEGI is directly responsible for delivering some of the targets mainly within the Economic Development Block, Block 4, of the LAA. Bidders under LEGI specifications are strongly advised to take into account the Block 4 LAA targets when preparing their proposals. [A full copy of Croydon's LAA April 2006 can be found online.](#)
- Ancer Spa Report "Analysis of Business Support & Development Needs in North West Croydon and New Addington & Fieldway" June 2004 - [Ancer Spa \(London and South East\) Ltd](#)
- "Heart of South London" City Growth Strategy March 2006 – see <http://www.southlondonbusiness.co.uk/supportingyourbusiness/documents/HeartOfSouthLondonStrategyMarch2006LR.pdf>
- Croydon Sustainable Community Strategy 2006 -2009 – see <http://www.croydon.gov.uk/candd/policies/strategy/commstr/croyustcommstrat>
- Neighbourhood Statistics and Profile for Croydon – see <http://neighbourhood.statistics.gov.uk/dissemination/LeadDomainList.do;jsessionid=ac1f930cce60bd5765afe1f44cc94f3937f98f7851c.e38Qa3mPbh4Kai0LchqLbxiKbNuPe6fznA5Pp7ftolbGmkTy?areald=276750&bhcp=1>

## **4. OVERALL CO-ORDINATION OF BUSINESS SUPPORT SERVICES:**

Any services specified involving contact with businesses must be delivered under the general coordination and direction of **Croydon Business Ltd**. Customer contact information will need to be collected, logged and shared according to the Customer Relationship Management (CRM) data system and procedures required by Croydon Business Ltd. Croydon Business Ltd will also work with providers of services to ensure they are delivered in accordance with:

- The Croydon delivery of the London Development Agency (LDA) pan London Start-Up and Micro Business Support and Skills Development Programme 2006-2009; the LDA is the Regional Development Agency (RDA) for London

- The delivery of the pan London IDB (Information, Diagnostics and Brokerage) Service by Serco/Business Link from April 2007

All LEGI services must be delivered in co-ordination and collaboration with the full range of services in the LEGI Programme.

## **5. GEOGRAPHICAL AREA AND SPECIFIC TARGET BREAKDOWNS**

The main places of deprivation in the Borough are in the following areas. Therefore a large proportion of service delivery should be in these areas. The activities must also target the groups defined below. The more precise targeting of activities within each specification will need to be agreed with the LEGI Project Team commissioning delivery activity.

- Wards of Fieldway and New Addington
- Wards in North West Croydon including: Waddon, Broad Green, West Thornton, Bensham Manor, Thornton Heath, Norbury, Upper Norwood, South Norwood and Selhurst
- Wards of Woodside, Ashburton and Addiscombe

The target groups/ beneficiaries must include:

- People of Black and Asian Minority Ethnic (BAME) origin
- Women
- Lone parents
- People with disabilities
- Young people
- People over the age of 50 years

## **6. MONITORING**

The performance of each LEGI contract or agreement will require:

- Quarterly monitoring reports within two weeks of each quarter day against the Scheduled Services- outputs/outcomes. Such reports will indicate
  - Monies spent and committed
  - A spreadsheet listing beneficiary data including date, name, address, telephone, email, ethnic origin, gender, disability status and a brief description of assistance given, event attended, etc.
- All services to deliver beneficiary evaluation returns to the provider. These and other related papers will be subject to inspection by the LEGI Project Team at Croydon Council. They must also be accessible to any appropriate audits.
- Random evaluations arranged by the LEGI Project Team involving checks of records and contact with individual and business beneficiaries.
- Other ad-hoc reporting as identified by Theme Group Leads and the Strategic Project Manager for the Croydon LAA.
- The delivery of actions will adhere to the quality framework of the provider including observation of teaching and learning and learner satisfaction surveys. It will also be subject to any quality inspection carried out on the provider or Croydon Council (if applicable).

## **7. INFORMATION TO BE INCLUDED IN PROPOSALS**

All bids and proposals must cover:

- Brief methodology for each area of activity in the specification with specific regard to how the work will engage the target groups
- Where appropriate, routes of progression for beneficiaries
- Where appropriate, how you expect to capture your output data in a format that can be shared with Croydon Business Ltd and how you will work with Croydon Business Ltd to ensure clarity of offer to the client as well as an efficient client journey.
- Costing for each area of activity in the specification, including any indication of unit costs, day rates, etc. Where grants are being given, overhead and other running costs will need to be included in detail.
- Cash and/or in-kind leverage from other sources
- A spreadsheet giving a planned LEGI cashflow with a planned profile of outputs/outcomes over the period of the contract/ agreement
- How the proposals link with pan-London/London sub-regional business support delivery arrangements
- The case for the bidder being the “Lead Provider” for the specification, working with, and building the capacity of, other support players who might be sub-contracted to deliver aspects of the specification
- A risk assessment relating to the proposer’s ability to deliver the services and commit the spending
- How will the proposals ensure equal opportunities (an equal opportunities impact assessment)
- Health and safety considerations/issues
- Public liability insurance cover
- CVs of the principal personnel to be involved in delivery
- How might this work be sustained post LEGI funding
- Any perceived environmental issues
- Any other issues related to the specification
- Innovation - all prospective delivery partners will be expected to submit proposals for meeting the LEGI specifications and these proposals must include new approaches to overcome the blockages and barriers preventing people and businesses from sourcing the support specified. They must demonstrate that they are not simply replicating what is already being done. We are looking to foster “pull” demand, not more “push” supply.

**8. SELECTION CRITERIA**

Proposals will be judged and scored according to the following criteria:

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| Methodology, including innovation  | 20% |
| Track record of organisation and people delivering the work  | 20% |
| Costs and value for money  | 20% |
| Understanding of the issues involved in delivery of this project   | 10% |
| Ability to demonstrate how you would gain understanding of Croydon specific issues and tailor service delivery to ensure those needs are met | 20% |
| Commitment to sustaining activity in Croydon post LEGI   | 10% |

End