

Reference Number - DQNV 133

Specification - Provision of a Delivery Platform to Host a Virtual Careers Event for the Marches Careers Hub

The Marches is part of a new wave of Careers Hub expansion announced by the Department for Education and The Careers & Enterprise Company, extending coverage in local communities across England. It is made up of over 60 local schools and colleges, including those delivering SEND provision. We work together with employers and partners across a wide and significantly rural geography to transform careers education for young people. Key to this is improving access to labour market information and creating meaningful employer encounters.

As part of this strategy, we are arranging a virtual Careers Event for Key Stage 3 and 4 (KS3, KS4) students and, to support us in achieving this, the Marches Careers Hub is seeking the services of an experienced, flexible and dynamic virtual event specialist to provide a suitable platform on which to host and facilitate this event over 1-2 days. Our vision is to:

- Deliver a virtual Careers Fair for KS3 and KS4 students, parents and teachers that is visually rich and immersive.
- Support young people's understanding of local opportunities, jobs, skills for the future, sector changes, apprenticeships and other pathways for those who are just ahead of making GCSE choices.
- Offer a 3-D virtual lobby, interactive exhibitor booths which allow the display of videos, websites, jobs, labour market information and other such resources.
- Host a series of pre-recorded webinars with a live chat function.
- Provide a means of attendees collecting resources as they move through the event.
- Offer attendees the option of customising their experience by joining pre-recorded webinars of choice with the ability to ask questions to create a live 2-way meaningful dialogue.
- Offer attendees the ability to access all exhibitors, resources and webinars, regardless of the sector, pathway or geographical area they are most interested in, with the option of either filtering or navigating around the 3-D environment based on these factors should they wish to.
- Offer SEND students and their parents/carers the opportunity to have a priority appointment to engage with the event.

The event specialist will be required to undertake the following workstreams as requested by the Local Enterprise Partnership and Careers Hub to meet operational needs:

1. Work closely with us to meet the specification of our virtual careers event from initial concept to delivery.
2. Design a custom landing page within our branding guidelines.
3. Customise the design of a virtual lobby, exhibitor booths and auditorium.
4. Provide a solution for attendees to easily navigate or filter by sector/pathway or geographical interest across the Marches region (Shropshire, Telford & Wrekin, Herefordshire).
5. Ensure safeguarding for mitigating the risk of inappropriate language or comments.
6. Provide technical support for the duration of the event, to both us and participating exhibitors, to deal with any issues that may arise.
7. Support the setting up of content for use in exhibitor booths

It is envisaged that the event will be held the **week commencing 5th July** and costs will not exceed **£15000** (to include VAT and any direct costs incurred associated with this provision).

Bidders should provide:

- A breakdown of costs for the provision of the basic delivery platform and associated costs, including VAT:
 - To include the number of exhibitors the platform would cater for at this price, taking into account the need to cover LEP priority sectors across Shropshire, Telford & Wrekin and Herefordshire. These

include: Environmental Technology, Cyber Security and Resilience, Agri-tech, Innovative Health and Social Care, Advanced Manufacturing, Business and Professional Services, Food and Drink, Construction.

- All available features within this cost.
- Details of any additional options/functions which are available at extra cost.
- Details around how the platform can support content access for teachers, parents and students after the event has taken place (i.e. Summer 2020 and potentially during academic year 2021-22).
- Examples to demonstrate suitability to deliver a virtual Careers Event to young people, parents, and teachers.
- Details of any experience of working with Careers Hubs across the country and demonstration of an understanding of their work and that of the Careers & Enterprise Company.
- Details of how you will work with the Careers Hub to successfully plan, design and deliver the event.
- Contact details of two named referees who would be willing to verify your work.
- Details of your indemnity insurance.

The total submission should not exceed 700 words.

Bids should be received by no later than 12.00 noon on **15 April 2021** and be sent to project.support@marcheslep.org.uk. Please note that late responses will not be considered.

Evaluation Criteria

Following the receipt of the proposed responses, the evaluation panel will score the proposals against the criteria below. This evaluation process will enable the Marches LEP/Careers Hub to identify the proposal which provides the best value for money. However, the Marches LEP/Careers Hub will not be bound to accept the lowest of any cost proposal. The proposals will be scored as follows:

Scored Criteria		Weighting
Mandatory Information		
Total Cost of the Service	Including VAT	30%
Quality split between:	Experience of similar activities (40%) Your approach to undertaking the work (20%) Added value that your proposal will deliver above the core activities listed above, including any specific economic and social benefits for the Marches area (10%)	70%

Applicants will be notified of the outcome of evaluation by **21 April 2021**.