

Tender specification for research project

'Business Survey on attitudes to Resource Efficiency'

1. Introduction to the research project

The Northwest Regional Development Agency (NWDA) seeks to appoint a research consultant, on behalf of ENWORKS, to develop and implement a regional business survey in England's Northwest to identify the following:

- Business perceptions of resource efficiency
- Planned improvements in business resource efficiency
- Support accessed to implement resource efficiency
- Barriers to increased resource efficiency

2. Introduction to ENWORKS

ENWORKS is a unique environmental business support service. It has operated in the Northwest since 2001 co-ordinating local organisations in the provision of effective support to businesses to help them improve their competitiveness through environmental improvements.

Companies throughout the Northwest can get advice, support and training on how to realise cost savings, reduce risk, access new market opportunities, ensure legal compliance, increase productivity and lower running costs.

The service is designed to boost profitability by increasing business efficiency in areas such as energy use, fuel consumption, water efficiency and the use of materials.

The ENWORKS vision is "An improved environment and economy for the Northwest, achieved through the engagement of business in environmentally sustainable business practice."

In the last three years the ENWORKS Resource Efficiency Programme has helped companies make the following annual savings through resource efficiency:

- £46m+
- 155,000+ tonnes of CO₂
- 2.5+ million m³ of water
- 2.9+ million tonnes of materials

Further information on ENWORKS can be found at www.enworks.com

3. Project Scope

The survey will consist of a statistically valid spectrum of Northwest businesses, taking the following two considerations into account:

- Businesses of all sizes will be surveyed, however, the primary focus will be on small-to-medium sized enterprises (SMEs),
- All sectors will be surveyed, however the primary focus will be on the Northwest priority sectors (i.e. those identified within the Regional Economic Strategy) and on those sectors where the potential for efficiency improvements are greatest (i.e. manufacturing).

The survey will seek to answer the following questions:

- What businesses see as the benefits of increasing resource efficiency (e.g. cost savings from reduced energy, water and material use) in their operations,
- Who businesses currently turn to, if at all, for support to realise these benefits (e.g. Business Link, local authority, trade association, ENWORKS, The Carbon Trust, etc),
- Whether businesses perceive that they are getting the support they need and if not what support they feel they need to implement improved resource efficiency,
- What plans businesses have to implement resource efficiency improvements (e.g. over the next 2 years),
- What investment businesses have earmarked for these improvements (over the same period of time).

The aim of this survey is to understand the level of market failures in the following areas:

- The understanding within businesses of the potential benefits that can be gained from improved resource efficiency,
- The level to which businesses are, or are planning to, actually take action to realise the potential benefits of improved resource efficiency,
- The ability of businesses to identify and access sources of any necessary support to realise these benefits of improved resource efficiency,
- The barriers that remain to businesses taking action to improve their resource efficiency.

The survey should also seek to understand how the current economic conditions are affecting these potential market failures.

A range of effective and innovative methods of contacting Northwest businesses should be considered to ensure the highest response from the survey, within the timeframes set in this specification, enabling maximum data capture and analysis.

4. Deliverables

Project outputs will include:

- An agreed questionnaire/s – forming the content of the survey,
- A data set derived from the survey,
- A written report detailing the results of the survey, analysing findings and making recommendations to address issues identified (1 electronic copy and 10 bound hard copies)
- A powerpoint presentation of the report.

5. Project Timescales

The deadline for responses to this specification is 12pm on Friday 31st October.

The contractor will be expected to commence work upon award of the contract.

It is anticipated that the survey will be carried out before the end of January 2009, with the report and presentation delivered by mid March 2009.

Full financial and practical completion of the project is to occur no later than March 27th 2009.

Key dates to note are as follows:

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| • Briefing meeting with appointed consultant | no later than
21st November 2008 |
| • Questionnaire developed and agreed | no later than
28th November 2008 |
| • Surveys completed | no later than
30th January 2009 |
| • Initial findings | no later than
6th February 2009 |
| • Draft report | no later than
20th February 2009 |
| • Final report received | no later than
6th March 2009 |
| • Presentation to ENWORKS / NWDA | no later than
20th March 2009 |

- Financial and practical completion

**no later than
27th March 2009**

6. Project Management

The project will be managed by the ENWORKS Operations Manager, directed by the NWDA and the ENWORKS senior management team and Partnership Board.

The principal point of contact for the study will be Samantha Nicholson of ENWORKS. Tel: 0161 236 6348. Email:sam@enworks.com

The project manager will require the successful contractor(s) to

- Attend a project initiation meeting within the agreed timescales as set out in section 5;
- Attend a minimum of one progress meeting;
- Provide weekly telephone or email progress updates;

A detailed project plan will be agreed between the successful consultant and the project manager at a project initiation meeting, changes to this plan must be agreed with the project manager before they are implemented (requests for changes to the plan must be submitted in writing and all agreements to such requests will be notified in writing).

The consultants will be appointed, on behalf of ENWORKS, under Northwest Regional Development Agency's standard terms and conditions. The appointed consultant will also undertake to obtain agreement to NWDA terms and conditions by all sub-contractors working on behalf of the NWDA & ENWORKS.

7. Instructions to bidders

The proposal should be structured as follows:

- Introduction
- Project Appreciation
- Methodology
- Work plan
- Cost breakdown for all of the work described in this specification, exclusive of VAT
- Evidence of resource availability and capacity to deliver the project to the specified timescale
- Experience of managing similar projects

8. Criteria for assessment

Tenders will be assessed using the following criteria:

- Value for money;
- Previous experience in conducting research in this field at a sub-regional/regional/national level;
- Ability to demonstrate a strong understanding of the brief
- Clarity of definition in terms of work required to fulfil the aims and objectives contained herein;
- Ability to deliver on time;

9. Intellectual Property Rights (IPR)

The rights to all outputs shall become the property of ENWORKS.

10. Further information:

Further information on [ENWORKS](http://www.enworks.com) can be found on the ENWORKS website at www.enworks.com