

The Local Enterprise Office Louth has the primary function of promoting enterprise and assisting with the development of micro-enterprises at local level. The Local Enterprise Office Supports include financial assistance (subject to eligibility), business advice, mentoring, training and business to business networking.

The provision of training supports is a fundamental part of the Enterprise Development plan and activities to support entrepreneurs in our region. The Local Enterprise Office currently provides a wide range of training opportunities for the small business manager owner, all of which are highly subsidized. These programmes equip entrepreneurs, owners and managers with the knowledge to plan, grow and sustain productivity, innovation and competitiveness. The Local Enterprise Office Louth is currently seeking tenders for Training Courses / Workshops for the period January 2023 to December 2024.

Detailed below is a list of proposed training initiatives for next 2-year period, training providers may tender for single or multiple programmes. Please refer to guidelines at the end of this document for important submission information.

<b>Business Workshops</b>	
Business Planning	Half Day Workshop
Marketing for Small Business	Half Day Workshop
How to Sell Successfully	Half Day Workshop
Increasing Traffic to your website	Half Day Workshop
Business Health Check	Half Day Workshop
Ideas Generation for Self- Employment	Half Day Workshop
Data Protection for Small Business	Half Day Workshop
Customer Service for Small Business	Half Day Workshop
Time Management for Entrepreneurs	Half Day Workshop
Employment Law & HR for Small Business	Half Day Workshop
Stress Management	Half Day Workshop
Tradeshaw Preparation Workshop	Half Day Workshop
Effective PR for Small Business	Half Day Workshop
Franchising	Half Day Workshop
Health & Safety Awareness Workshop	Half Day Workshop
Branding Your Business	Half Day Workshop
Business Communications	Half Day Workshop
Successful Tenders	Half Day Workshop
How to Create a Business Plan	Half Day Workshop

Succession planning	Half Day Workshop
Business photography	Half Day Workshop
Market Research	Half Day Workshop
Pitching your business to investors	Half Day Workshop
Visual Storytelling	Half Day Workshop
Patent and Intellectual Property	Half Day Workshop
Advertising	Half Day Workshop
E-tenders	Half Day Workshop
60 second pitch essentials	Half Day Workshop
Marketing & PR plan	Half Day Workshop
New product development	Half Day Workshop
HR advice	Half Day Workshop
Managing your team remotely	Half Day Workshop
Leadership for Owner Managers	Half Day Workshop
Business strategy	Half Day Workshop
Pricing for early stage start ups	Half Day Workshop
Pathways to CE	Half Day Workshop

<b>Financial</b>	
Book-keeping for Small Business	Half Day Workshop
Financial Forecasting & Projections	Half Day Workshop
Filing Your Income Tax Returns	Half Day Workshop
Financing Your Start Up Business	Half Day Workshop
Introduction to VAT	Half Day Workshop
Computerised Accounts for Micro Businesses	Half Day / Full Day
Book-keeping using Excel	Half Day Workshop
Debt Collection / Credit Control	Half Day Workshop
Sage for Small Business	Half Day Workshop
Costing & Pricing	Half Day Workshop
Small Business Accounts	Half Day Workshop
Cash flow Management	Half Day Workshop
Access to Funding	Half Day Workshop

Taxation for Small Business	Half Day Workshop
Revenue Online services (ROS)	Half Day Workshop
Income Tax	Half Day Workshop

<b>Social Media / Web / Digital Workshops</b>	
Social Media for Small Business	Half Day / Full Day
Twitter for Business (Beginner/Intermediate level)	Half Day Workshop
TikTok for Business	Half Day Workshop
LinkedIn for Business	Half Day Workshop
How to Create a Podcast	Half Day Workshop
Canva for business	Half Day Workshop
Video editing for business	Half Day Workshop
SEO for Business	Half Day Workshop
Shopify for Business	Half Day Workshop
Which social media channel is best for your business?	Half Day Workshop
Advanced Facebook	Half Day Workshop
Email Marketing using Mailchimp	Half Day Workshop
Instagram for Business	Half Day Workshop
Website design using Wordpress	Half Day Workshop
Creating an Online Business	Full Day Workshop
Digital Marketing Strategy	Half Day Workshop
Marketing & Promotional Videos on a Budget	1 – 2 Full Days
Online Business Video Optimisation	Half Day Workshop
Succession Planning for Family Business	Half Day Workshop
Business Blogging	Half Day Workshop
Google Analytics	Half Day Workshop
Green Marketing Training (Telling your Green Story)	Half Day Workshop
Website Audits	Half Day Workshop

Additional courses or new training ideas are welcomed



## TRAINING COURSES / WORKSHOP TENDER GUIDELINES 2021/2022

All proposals are to be submitted electronically to [training@leo.louthcoco.ie](mailto:training@leo.louthcoco.ie) to be received no later than **Wednesday 14th of December 2022 at 5pm** marked **TRAINING TENDER 2023/2024**. Please mark clearly which workshop (s) you are tendering for.

- Submissions should demonstrate that the core modules of the programme are practically based and targeted specifically at the SME Sector. Proposers must also demonstrate experience and knowledge in dealing with this sector.
- Proposers should clearly demonstrate how they will assist with the recruitment of participants.
- Fee structure must include; consultant fee based on:
  - Option 1, delivering the course in person in a classroom or
  - Option 2, delivering the course online.

This should also take into account provision of course materials, initial company audit if required, mentoring (if applicable) laptop/ LCD projector, account for online delivery platform and final evaluation report.

- Locations, dates & times – training will take place in the catchment area of Louth. Locations, dates and times will be organized directly by the Local Enterprise Office Louth.
- If courses are taking place in the classroom, Local Enterprise Office Louth will be responsible for room hire and refreshments which should be excluded from your quotation. Your availability to deliver training if selected should also be specified.
- If courses are taking place online, you should demonstrate that you have experience of and the capacity to deliver courses using an online meeting platform that is widely available to all and user friendly, and that you have appropriate account settings to manage meetings of differing sizes.
- A sample of course notes must be provided to the clients, electronically if delivering course online, and in hard copy if delivering the course in a classroom setting and a copy of these is to be provided with the tender documents.
- Evaluation forms and attendance record sheets must be submitted on completion of programme(s). Templates provided by Local Enterprise Office Louth.
- LEO Louth reserves the right to postpone or cancel programmes / workshops, or move classes from static location to online and vice versa.
- LEO Louth may run any of the courses more than once subject to demand.
- LEO Louth reserves the right to end a contract if in its professional opinion the quality of work produced by the trainer is of an unacceptable standard or the trainer fails to meet agreed deadlines.
- Proposers may tender for more than one of the listed programmes/workshops.
- Each proposal should outline its content, fee structure and delivery and how the course can adapt from taking place in a physical classroom to an online setting.
- Trainers making a submission must have professional indemnity insurance and hold current tax clearance. Please include Tax Reference Number and a copy of professional indemnity insurance.
- Upon submitting a tender, trainers are confirming they are fully compliant with GDPR and any national implementing legislation (Data Protection law). GDPR Compliance details available in **Appendix 1**.
- The service provision will continue to be subject to ongoing review and may, at any stage, be terminated by LEO Louth. The contract may also be terminated by LEO Louth if, in the opinion of LEO Louth, it subsequently fails to maintain satisfactory standards of content and delivery.

## Training Tender Evaluation:

The successful proposals will be selected following an evaluation process by Local Enterprise Office Louth on the basis of the most economically advantageous tender and including the following criteria (weights in brackets):

- Expertise & experience in a similar role (25%)
- Quality & innovation of approach (20%)
- Content (20%)
- Value for money (25%)
- Management & administration (10%)

Local Enterprise Office Louth may shortlist tenders for interview on the basis of the written tenders before taking a final decision on tender selection.

Local Enterprise Office Louth **is not obliged to accept the lowest, or any, tender.**

Local Enterprise Office Louth may decide, following evaluation of tenders, not to proceed or to proceed with a limited number of elements of the proposal.

The Local Enterprise Office may also decide to appoint more than one training provider where deemed appropriate and in-particular for programmes where demand is high.

All queries associated with this tender should be directed to [training@leo.louthcoco.ie](mailto:training@leo.louthcoco.ie) or telephone **042-9324406**

## Appendix 1:

### Compliance with GDPR

The EU General Data Protection Regulation 2016/679 (**GDPR**) applies from 25<sup>th</sup> May 2018.

GDPR applies to controllers (including Local Authorities and thus Local Enterprise Offices) and processors (including third parties providing services to us, to the extent that such third parties process personal data as part of such services).

LEO Louth provides a range of financial and other supports to its client companies ("Clients") and to certain other persons.

GDPR requires, among other things, that contracts between controllers and their processors stipulate certain terms. To the extent that we act as a controller and you act as a processor, and the provision of your services requires you to process personal data relating to our Clients' employees or officers and/or relating to our employees or officers and/or relating to other persons, at our request or under our instructions, our data processing arrangement should stipulate such terms.

This section details the relevant contractual terms required of processors by Article 28 of the GDPR.

In this section, the terms "personal data", "processor", "controller", "data subject", "supervisory authority", "personal data breach" and "processing" have the meaning given to those terms in the GDPR. "Sub-processors" means other processors that are used by you to process personal data.

The subject-matter and duration of the processing, the nature and purpose of the processing, the type of personal data, the categories of data subjects and our obligations and rights as data controller are as provided in our existing agreements and/or further to written or oral instructions that you receive from us.

In processing personal data that we provide to you, you warrant and represent that you are, and shall be for so long as you process any such data, fully compliant with the GDPR and any national implementing legislation ("Data Protection Law") and you agree:

- To only process the personal data on our documented instructions, unless you are required to do so by EU or Irish law. You shall inform us of that legal obligation before processing, unless that law prohibits such information on important grounds of public interest.
- Not to transfer the personal data to a recipient outside the EEA, without our prior written consent, unless the transfer is subject to the terms of a contract incorporating the standard contractual clauses in the form adopted by the European Commission; the recipient is in a country the subject of an adequacy decision by the European Commission; or the transfer is to the US to an entity that is a certified member of the EU-US Privacy Shield scheme.
- To impose a duty of confidentiality on any staff and subConsultants, where applicable, with access to the personal data.
- To implement technical and organisational security measures appropriate to the risks of processing the personal data, including pseudonymisation and encryption of personal data; the ability to ensure the ongoing confidentiality, integrity, availability and resilience of processing systems and services; the ability to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident, and a process for regularly testing, assessing and evaluating the effectiveness of security measures.
- Not to engage another processor without our prior specific or general written authorisation. In the case of general written authorisation, you shall inform us of any intended changes

concerning the addition or replacement of other processors, thereby giving us the opportunity to object to such changes.

- To require any sub-processor that you engage to process the personal data on our behalf, to adhere to the same obligations that you undertake in this letter, to ensure such processing meets the requirements of the Data Protection Law, and you will remain fully liable for any breach by a sub-processor of its obligations in relation to the processing of the personal data.
- Insofar as possible, and taking into account the nature of the processing, assist us by appropriate technical and organisational measures to fulfill our obligation to respond to individuals' requests to exercise their rights to transparent information, access, rectification, erasure, restriction of processing, objection and portability under Data Protection Law.
- Taking into account the nature of the processing and the information available to you, assist us in ensuring compliance with our obligations under Data Protection Law in regard to data security; data breach notification to the supervisory authority and to individuals; carrying out Data Protection Impact Assessments and related consultations with supervisory authorities.
- At our request, delete or return all the personal data to us after the end of the provision of your services, and delete existing copies unless EU or Member State law requires storage of that personal data.
- Make available to us all information necessary to demonstrate compliance with the obligations laid down in Article 28 of the GDPR, and allow for and contribute to audits, including inspections, conducted by us or another auditor mandated by us.
- Immediately inform us if, in your opinion, an instruction of ours infringes the GDPR or other EU or Irish data protection provisions.