

**INVITATION TO TENDER PROPOSALS FOR THE  
Delivery of the Student Enterprise Programme**

**ON BEHALF OF  
Local Enterprise Office Offaly**

Offaly County Council, Aras an Chontae, Charleville Road, Tullamore  
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1

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## **INTRODUCTION**

This document is an Invitation to tender to promote and coordinate the complete Student Enterprise Programme (SEP) for the Local Enterprise Office Offaly among second level schools within the County. The provision of a quality schools' enterprise programme is central to the LEO's enterprise promotional activities.

There are three categories of the Student Enterprise programme: Junior, Intermediate & Senior. A maximum of 3 projects from each category per school can enter the county final.

The main body of work will involve the delivery of 4 workshops to students. It is anticipated that the majority, if not all, these workshops will be focussed on those students entering the senior category i.e. transition year students. These workshops may take place either via video conference or onsite (or a hybrid model).

It will also involve the promotion of the new schemes at all levels, as well as the organisation of the County Final.

The County Final usually takes place in early March in Tullamore – date to be confirmed.

## **PROFILE OF LOCAL ENTERPRISE OFFICE**

The Local Enterprise Office Offaly was established in April 2014. The Local Enterprise Office is the First Stop Shop for anyone seeking information and support on starting or growing a business in Ireland. Furthermore, encouraging and promoting an enterprise culture is an important area of activity for Local Enterprise Offices. In seeking to develop a thriving enterprise culture, it is critical that young people from all backgrounds see enterprise as a viable career choice. The Student Enterprise Programme seeks to foster entrepreneurial qualities and mind-set among students.

## **STUDENT ENTERPRISE PROGRAMME BACKGROUND**

The Student Enterprise Programme is the flagship enterprise programme at second level with over 26,000 students from all areas of the country involved each year. This is a practical programme that offers students the opportunity to take a business from idea stage, through market research to production, selling, record keeping, management and finally writing a comprehensive report on the business. Participation in the Student Enterprise Programme enables students to acquire and develop a wide range of personal and business attributes and skills.

Local Enterprise Offices endeavour to bring the “business experience” developed with the Second Level Support Service (SLSS) of the Department of Education and Science into schools to compliment the academic skills of the teaching profession. A

range of resource materials to facilitate and enhance enterprise education have been developed.

Visit the Student Enterprise Programme website [www.studententerprise.ie](http://www.studententerprise.ie) for further resource materials.

In addition to the core competition categories, there are optional competitions which can be entered by students, which are subject to change:

- My Entrepreneurial Journey Competition (open to Junior & Intermediate only)
- Creative Business Idea Video Competition (Senior only)

### **Key Aim of the Student Enterprise Programme**

To promote a high quality enterprise education programme among a maximum number of second level students throughout the County.

### **Key Objectives of the LEO's Student Enterprise Programme**

- To promote entrepreneurship among second level schools in Offaly who wish to take part in the Student Enterprise Programme. Offaly has had 10 second level schools out of a total of 15 second level schools in the county participating in 2022/23.
- To attract and recruit schools and students to the programme and thereby maximise the numbers participating in the programme.
- To provide guidance, support and advice to teachers & students in the area of youth enterprise.
- To engage with the students and teachers by providing talks / classes / tutorials in schools in respect of enterprise development and the Student Enterprise Programme.
- To develop good relationships and buy in with school representatives and other key players in the area of enterprise education in the County.

### **TERMS OF REFERENCE**

The LEO is now accepting proposals for the Coordination of the Student Enterprise programme as described above and as follows:

- The role of the Student Enterprise Programme (hereafter referred to as "SEP") Co-ordinator & Deliverer is to manage and deliver all aspects of the Student Enterprise Programme. This spans from data gathering in late August/early September to coordination of a series of 4 double class workshops commencing in September. These will take place preferably in the schools or via video conference if protocol requires. The full coordination of all aspects of the County final (to be held in Tullamore in March) and the Offaly entries to the National Final (to be held in May) will be included. There are three (3) categories of the

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3

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student enterprise programme; Junior, Intermediate & Senior with 3 representatives from each school being the maximum per category.

The Co-ordinator & Deliverer will manage each aspect of the Student Enterprise Programme; handling all organisational, scheduling and administrative issues throughout.

**Garda Vetting** - Please note garda vetting will be required if not already obtained by Offaly County Council on behalf of the Local Enterprise Office.

### WHAT THE CO-ORDINATOR ROLE INVOLVES

- **Liaising with the 15 secondary schools in County Offaly to engage with LEO Offaly on Enterprise Education**
  - This involves contacting the principal, getting sign up for the programme, contacting teachers and arranging class times for participating groups
  - It also involves introducing participating staff at secondary schools to the resources involved if they are new to the programme, and furnishing them with a copy of same
  - Each class will require the correct number of student workbooks and teacher manuals – these are to be distributed in early September (at the first workshop).
- **General participation – figures required for national event and PR**
  - It will involve keeping track of the number of students participating in each class/school/year, and the gender ratio involved.
- **Focus on County Final from start.** It is advisable to try and narrow down the teams earlier on in the competition, to allow more focussed work with those serious about attending the county final. Groups of 100+ sessions are not generally feasible at workshops.
- **Workshops Delivery**
  - The co-ordination & delivery of **Idea Generation** workshop
  - 3 additional business development workshops
  - To include preparation for County final & National final
  - *Please note that there can only be one set of workshops per school regardless of the number of categories being entered.*
- **Ensure all schools, teachers and students are aware of the online resources [www.studententerprise.ie](http://www.studententerprise.ie)**
  - The co-ordinator is responsible for ensuring schools and participants are fully engaged with the online resources.

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4

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- **Co-ordination of Annual Competition**
  - The Student Enterprise Programme culminates in a County final in March each year. This means entries have to be submitted to the LEO co-ordinator by mid/end February. School finals, if they take place, are organised by the schools themselves.
  - **Note: if the event is held virtually, the delivery of the online ceremony will be tendered for separately. However, the co-ordinator will be responsible for the organisation of same. The duties described below will differ slightly if a virtual event takes place.**
  - Co-ordination of final involves:
    - Sending out required sign up forms to all school principals in late August/early September.
    - Remind and chase teachers for the February deadline for mini-company report/poster/videos to be submitted through online portal Submit.com. Categorise and coordinate with judges.
    - Organise and liaise with judges in advance of their judging day (one week before the County Final) and the County Final (including preparation of score sheets and judges' packs). Judges' pack to include instructions and link to business reports/posters/videos.
    - LEO Offaly normally give a gift voucher to the judges as thanks for their time and will organise and cover this cost.
    - Book venue, balloons, stands for venue if required. **LEO Offaly will cover costs of all providers.** Preparing teachers and students for the presentation & stand requirements. Prepare floor plan and provide to stand provider, hotel and schools.
    - Organise trophies for winners, prizes for all County finalists e.g. certificates for all finalists
    - LEO Offaly will cover the costs involved of prizes for students and teachers' draw gift vouchers for participating teachers. LEO Offaly will also organise same.
    - Invite local dignitaries and special guests, a list of those on the guest list to be approved by LEO before issuing invites
    - Write up of all entries on the day, School, Team members, Category and Business Details of each team entrant on an excel sheet
    - Book and liaise with photographer (if required)
    - Liaise with LEO Offaly re running order for the final
    - Write up and submit pre and post press release to local papers. Forward photos with captions to papers. (last year's press releases will be provided)

A comprehensive to do list with contact details will be provided to the successful co-ordinator.

- **Evaluation process**
  - A detailed evaluation report is required at the end of the SEP Programme.

### **Suggested Approximate SEP Calendar & Approach:**

**Late August/Early September:** Promotional & Recruitment Campaign –Introduction letter to all Principals along with any other information on the programme. The SEP begins with an idea generation workshop in schools all over the County. Follow up with phone calls & meetings. Promote the use of the SEP website among students.

Promote the new elements of the SEP including any changes to the Junior/ Intermediate/Senior categories if these arise.

The objective is to maximise the numbers of schools & students participating in the campaign and provide them with support. Book venue & date for County Finals.

**October – November:** Ongoing contact with schools to advise on various aspects of the programme and delivery of **2<sup>nd</sup> school workshop** to participant schools. Schools complete school entry forms. Schools prepare for market days etc.

**December – January:** Schools market days & School finals organised by schools themselves. Organise County Final.

**February:** A final workshop - a more intensive session typically with only those who are serious about progressing to the County final.

**End February / Early March:** Business Reports/Posters/Videos to be submitted via Submit.com. Judges evaluate and agree scoring; County Finals; work on business reports with County winners if necessary.

**April:** Additional work with County final winners to prepare for National final if required. General evaluation of the programme & provision of final report for the LEO.

### **CONTRACT DURATION**

The work will take place in the period August – May: Awarding of all elements of contract will be subject to budget available. The contract will be for an initial term of the 2023 to 2024 academic year, with the potential to extend for two further academic years. This would be on the same terms and conditions, at the sole discretion of LEO Offaly and conditional upon satisfactory performance by the

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6

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service provider. In total, the potential overall maximum term is three academic years.

## **PRICING**

### **Please price separately for**

- A price per school rate to include all administration costs.  
The costs must be broken down on a cost per workshop basis. i.e. cost for each session/visit (4 sessions/visits in total). Please take this in to consideration when pricing for this **work as an add on administration rate will not be considered**. This is required as on occasion schools may not avail of all 4 workshops.
- Price for the complete organisation and co-ordination of the county final. This price should include any additional follow up work with up to 3 Offaly entries at the national final.

*Please note mileage will not be paid separately.*

*Please note that LEO Offaly will accept invoices for individual workshops completed on an ongoing basis.*

*However only one invoice will be accepted for the organization and co-ordination of the county final, on completion of same, unless the tender is broken down clearly by work stages and hourly/day rate.*

## **PROCEDURES FOR SUBMISSION OF TENDERS**

- Individuals / bodies interested in tendering should provide the following:
  - Details of the proposed programme delivery
  - Statements of relevant experience in the areas of:
    - Training/delivery of other enterprise or 2<sup>nd</sup> level programmes
    - Business / enterprise
    - Communication / organisation / Programme Administration
  - Proposed costings
  - Proof of Tax Compliance i.e. current tax clearance certificate or Revenue Access Code.
  - A copy of trainer(s) CV.

### **Tenders should be returned :**

By email only to Mary McIntyre, Local Enterprise Office Offaly at [mary.mcintyre@leo.offalycoco.ie](mailto:mary.mcintyre@leo.offalycoco.ie). Please put SEP Tender Response in the Subject Line of the email and request confirmation email to ensure your tender has been received. LEO Offaly cannot accept responsibility for tenders not received via email.

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7

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Local Enterprise Office Offaly may shortlist tenders for interview on the basis of the written tenders before making a final decision.

Local Enterprise Office Offaly may decide following evaluation of tenders not to accept the lowest, or any, tender and may decide not to proceed or to proceed with a limited number of elements of the proposed programme. LEO Offaly may decide to appoint more than one deliverer of schools enterprise workshops.

The closing date for receipt of tenders is **Wednesday 21<sup>st</sup> June 2023 @ 4.00 pm**. Any queries in respect of this invitation to tender should be addressed to Mary McIntyre at [mary.mcintyre@leo.offalycoco.ie](mailto:mary.mcintyre@leo.offalycoco.ie).

### **EVALUATION OF TENDERS**

The successful applicant will be determined on the basis of the most economically advantageous tender, following an evaluation by the Local Enterprise Office Offaly, on the basis of the following criteria (weights in brackets):

- Comprehensiveness and quality of the programme to address the needs of students/teachers (50%)
- Value for money (25%)
- Experience of tutors in programme delivery (25%)



## **APPENDIX 1: COURSE OUTLINE**

### **Workshop 1 – Idea Generation & Teamwork (September)**

This workshop is designed to introduce the SEP to students, as well as assist them with the generation of useable ideas for their business project. Brainstorming will form the major part of this session. Other topics to be covered include analysis of previous years' entrants, what judges look for (innovation is very important) and use of the Student Enterprise Programme workbook/website material.

Teamwork will also be covered in this session – are you a team player, what makes a good team, roles and responsibilities

### **Workshop 2 – Market Research/Production/Costing & Pricing (October-November)**

Topics to be covered are:

- Organising your Team to cover the different business areas – production, marketing, finance and reporting.
- Market Research – how do you know if there is a market?
- Production – how are you going to get the product made / service provided – explore the options
- Costing – how to cost your product/service

### **Workshop 3 - Selling / Finance (December-January)**

Topics to be covered are:

- Marketing – now that you have a product how are you going to let people know about it?
- How to win sales – consider options for selling to customers outside the school environment if possible.
- Finance – the importance of setting a budget, managing the books, and preparing accounts. Look at the tools you can use to make sure you have a proper handle of your company's finances

### **Workshop 4 –Preparing for the County Final (February)**

This workshop should help students preparing for the school's final (if applicable) and for the County Final.

Topics to be covered:

- Business Plan – essential to follow the guidelines provided by the Student Enterprise Programme – cover every section especially finances – projections and actual
- Display materials for your stand and organise your group to cover the different business areas, normally production, marketing, finance and reporting. Do your market research to see if the market will want what you intend to provide and set out a plan to organise how and when you will make and sell your product or service.