

28<sup>th</sup> October 2021

Dear Training Provider/ Consultant

Local Enterprise Office (LEO) Tipperary is inviting expressions of interest from suitably qualified Consultants / Trainers for the delivery of a wide range of Entrepreneurial & Capability Development initiatives over the period 2022 and 2023. LEO Tipperary will go to tender every two years and the panels established will therefore be valid for a two-year term.

### 2022 - 2023 TRAINING PROGRAMME SCHEDULE

- ✓ **NB** - Please note that the target audience for all programmes are owner / managers or employees of businesses employing 10 or less, start-up businesses, or those thinking of starting up a business.
- ✓ The listing below is an indication of programmes under consideration and will be scheduled subject to demand.
- ✓ The workshops / programmes will be held at various locations and venues throughout County Tipperary.
- ✓ ***Applications should include an option to deliver programmes in person or online.***

You are now invited to quote for any of the programmes listed hereunder which may fall within the competence of your organisation.

#### 1. Qualification - Technical and Professional Ability

As a minimum, trainers and mentors must include the following

- C.V. of each course trainer/mentor (substitution post award of contract is not permissible without prior approval in writing)
- Outline of training programme modules, costs, experience and so on. (*please use standard application form*)
- Tax Clearance Certificate or Tax Reference Number and Tax Access Number
- Evidence of Professional Indemnity Insurance Cover
- Health and Safety Statement

#### 2. Training Programmes

Local Enterprise Office Tipperary is particularly interested in new, innovative training courses that will address topics listed below, the suggested content is outlined below with each course title, including recommendation course duration, please demonstrate your approach within the application:

<b>Business Start-up:</b>		
<b>BS001</b>	<b>START YOUR OWN BUSINESS</b>	Duration
	<p>To provide participants with the skills to assess the viability of their business ideas and provide a strong understanding of the essential elements involved in setting up and running your own business.</p> <p>Modules to be covered include:</p> <ol style="list-style-type: none"> <li>1. Self-assessment / entrepreneurship</li> <li>2. Legal issues for start-ups</li> <li>3. Preparing a business plan</li> <li>4. Marketing for the small business – an introduction</li> <li>5. Researching the market</li> <li>6. Finance</li> <li>7. Funding sources / approaches</li> <li>8. Basic book-keeping</li> <li>9. Sales</li> <li>10. ICT and the small business</li> </ol>	<p>10 x three-hour sessions* and one hour mentoring per client.</p> <p><i>*Normally evening time 7 - 10pm</i></p>
<b>BS002</b>	<b>IDEA GENERATION FOR SELF EMPLOYMENT</b>	Duration
	<p>This workshop will cover the myths about self employment, Who or what are entrepreneurs? Where do they get their ideas? Being venture- alert and leveraging your resources, Company Analysis (identify key success factors), Market Research (identify areas of opportunity) , Market Planning (idea generation &amp; implementation). Case Studies should also be included.</p>	<p>One half-day workshop (3 hours)</p>
<b>BS003</b>	<b>COMMERCIALISING A NEW PRODUCT OR SERVICE</b>	Duration
	<p>To provide participants with the tools required to take an innovative idea through various investigative stages of research to commercialization.</p>	<p>One half-day workshop (3 hours)</p>
<b>BS004</b>	<b>INNOVATION FOR SMALL BUSINESS</b>	Duration
	<p>This workshop should deliver an understanding of innovation for small business and demonstrate where it comes from within the business. It should address the role of technology and how to create a culture of innovation from within. Innovation strategy should be addressed incorporating all business pillars, finance, sales, marketing, market research etc. NOTE: The content of this programme can be negotiated with LEO Tipperary prior to delivery.</p>	<p>Four full days plus mentoring</p>
<b>FINANCIAL MANAGEMENT</b>		
<b>FM001</b>	<b>WRITING A BUSINESS PLAN FOR FUNDING APPLICATIONS</b>	Duration
	<p>This course is designed to cover the key elements that are required in a business plan and to assist the small owner / manager to develop a realistic and comprehensive business plan that could be presented to third parties assessing the business or applying for funding.</p>	<p>One full day</p>



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<b>FM002</b>	<b>FINANCIAL MANAGEMENT</b>	Duration
	This programme should cover topics such as how to read accounts, break-even: operating & cashflow; structure and interrelationship of financial statements – the balance sheet, profit & loss & cashflow statement; balance sheet; income statement; profit v. cashflow; critical performance factors; business planning; annual budget; funding; costing & pricing; How to manage your debtors etc	Six three-hour sessions
<b>FM003</b>	<b>HOW TO FILE A TAX RETURN / MANUAL AND ROS ON LINE</b>	Duration
	This practical workshop is to inform small business owner / managers about business tax obligations, the payment of tax and filing of tax returns under self-assessment. Using ROS system can be included for part of the day.	One half-day workshop (3 hours)
<b>FM004</b>	<b>BASIC BOOKING AND TAXATION</b>	Duration
	The course will cover all the working elements of setting up a simple bookkeeping system. It will also provide participants with an understanding of the Irish taxation system and calculating tax liabilities.	Two full day workshops <b>or</b> four three-hour sessions
<b>FM005</b>	<b>INTRODUCTION TO VAT</b>	Duration
	This workshop will provide an overview on VAT for small business owners; topics include registration process, thresholds, VAT rates, revenue returns and record keeping.	One half-day workshop (3 hours)
<b>FM006</b>	<b>TAXATION FOR THE SMALL BUSINESS</b>	Duration
	This workshop should cover the basics of taxation for small business including regulatory obligations, corporate tax, PAYE, PRSI and VAT, deductible expenses, allowances and reliefs, calculation of tax, how to complete a tax return, pros & cons of leasing for SME's etc.	One half-day workshop (3 hours)
<b>FM007</b>	<b>BOOK-KEEPING USING EXCEL</b>	Duration
	The course will cover all the working elements of using Excel as a book-keeping system. Participants should have a basic knowledge of book-keeping and are advised to do the basic book-keeping course prior to signing up for this course. Participants should also be familiar with Excel. Upon completion, participants should be able to explore the package further and use it to maintain a proper manual book-keeping system for their small business. This is a very practical course and trainees will work on Excel for most of the day, producing proper books of account, VAT returns and financial reports.	One full day workshop <b>or</b> two three-hour sessions
<b>FM008</b>	<b>COSTING AND PRICING - GETTING THE RIGHT PRICE</b>	Duration
	This course aims to provide participants with an understanding of calculating costs and actual price for their product / service to ensure profitable returns. This is, in essence, a costing and pricing course. The workshop should cover: How to implement an effective cost	One half-day workshop (3 hours)



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	mechanism; Taking overheads into consideration; Time Management; Below the selling line etc.	
<b>FM009</b>	<b>DEBT COLLECTION WORKSHOP</b>	Duration
	The workshop should cover how to manage your debtors, handling new accounts, paper documentation, collect bad debts, third party legal options, systems etc.	One full day
<b>FM010</b>	<b>QUICKBOOKS ONLINE - COMPUTERISED ACCOUNTS, BEGINNERS</b>	Duration
	To provide participants with the skills to use QuickBooks Accounts Software in computerising the books and records of their business. <i>Participants will be responsible for licence fees.</i>	Two full day workshops with two mentoring sessions
<b>FM011</b>	<b>QUICK BOOKS ONLINE - COMPUTERISED ACCOUNTS, ADVANCED</b>	Duration
	To provide participants with QuickBooks Accounts skills to use the more advanced features of Computerised Accounts Software. <i>Participants will be responsible for licence fees</i>	One full day workshop with one mentoring session
<b>FM012</b>	<b>COMPUTERISED PAYROLL</b>	Duration
	To provide participants with the skills to computerise the payroll records within their business. <i>There will be no provision of Payroll - Participants will be responsible for licence fees</i>	Four sessions, two & a half-hours each
<b>FM013</b>	<b>TAX &amp; VAT FOR A START-UP BUSINESS</b>	Duration
	To provide participants with a good basic understanding of the Tax system, profitable income, tax calculation, USC and PRSI and a total understanding of why and how to register for VAT.	One full day
<b>FM014</b>	<b>PROCUREMENT AND TENDERING</b>	Duration
	To provide participants with the necessary skills and knowledge on preparing and writing successful tenders, from identifying tender opportunities, understanding public procurement policies, preparing the tender documents and managing the debrief. At the end of the workshop, participants should be able to assess and identify bid opportunities & client needs, know how to build a relationship with clients & a successful bid team and write incisive, focused, competitive winning tenders. Training should be supported by industry examples, case studies and questionnaires.	One full day
<b>FM015</b>	<b>COMPUTERISED ACCOUNTS</b>	Duration
	Teach participants how to prepare a set of books daily and management for a standard SME company	Five full days
<b>HUMAN RESOURCES</b>		
<b>HR001</b>	<b>MANAGING PEOPLE - EMPLOYMENT LAW MADE EASY</b>	Duration
	To provide small business owners / managers with the skills to effectively manage people in accordance with employment legislation	One full day workshop



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<b>HR002</b>	<b>MANAGING PEOPLE - DISCIPLINE AND DISMISSALS</b>	Duration
	To provide owners / managers with the skills to deal effectively and in accordance with employment legislation, including issues that may arise in relation to discipline and dismissals.	One full day workshop
<b>HR003</b>	<b>MANAGING PEOPLE - HOW TO DEAL WITH ABSENTEEISM</b>	Duration
	To provide owners / managers with the skills to effectively deal with absenteeism in the workplace.	One half-day workshop (3 hours)
<b>HR004</b>	<b>MANAGING PEOPLE - THE RIGHTS OF PART TIME &amp; FIXED TERM WORKERS EXPLAINED</b>	Duration
	To provide small business owners / managers with the skills to effectively manage people in accordance with employment legislation for part-time and fixed term workers.	One half-day workshop (3 hours)
<b>HR005</b>	<b>MANAGING PEOPLE - STAFF RETENTION</b>	Duration
	To provide owner/managers with the skills to deal effectively with staff retention	One half-day workshop (3 hours)
<b>HR006</b>	<b>MANAGING PEOPLE - MOTIVATION</b>	Duration
	To provide owners / managers with the skills to deal effectively with motivation of staff.	One half-day workshop (3 hours)
<b>HR007</b>	<b>HUMAN RESOURCE MANAGEMENT AND EMPLOYMENT LEGISLATION</b>	Duration
	To assist owners / managers' competency in decision-making and in their employee interactions; to have the knowledge to draw up procedures for compliance with employment legislation including Contracts of Employment, Staff Handbooks, Annual Leave, Sick Leave, Recruitment, Discrimination, Grievance Procedures, Terms Implied by Statute, Health & Safety Acts, Letting Staff Go, JLCs, Trade Unions, etc.	Two full days <b>or</b> four three-hour sessions
<b>HR008</b>	<b>SUCCESSION PLANNING</b>	Duration
	The workshop should cover issues surrounding the passing on of the business and assets to the next generation; explore the options available e.g. a buy-out, sale or a simple handover of the reins; the valuation of the business and methods of valuation. Planning for / dealing with taxation in respect of a business transfer and protecting the value of generated wealth.	One full day (9.30am to 4.30pm)
<b>HR009</b>	<b>PERSONAL DEVELOPMENT AND GOAL SETTING</b>	Duration
	The aim of this programme is to assist participants with reviewing their personal and professional goals, determine actions to be taken, manage time to achieve goals etc.	One full day
<b>HR010</b>	<b>STRESS MANAGEMENT</b>	Duration



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	Examine the existence of stress in life and provide practical and proactive techniques and strategies to manage it. By the end of the workshop, participants should have addressed the following issues: Is stress a normal part of life? Good vs. bad stress; Panic attacks; Taking stress seriously etc.	One full day
<b>HR011</b>	<b>TIME MANAGEMENT</b>	Duration
	The aim of the workshop is to enable participants to eliminate time-wasting and learn how to prioritise work and work more efficiently and effectively. Time management from both a strategic and operational aspect should be covered.	One full day
<b>INFORMATION TECHNOLOGY</b>		
<b>IT001</b>	<b>WORKING WITH A WORDPRESS WEBSITE</b>	Duration
	To provide participants with the skills to build a website, and more importantly, the skills and ability to update and maintain same. An element of the programme should also include some training skills on image editing, and quality improvements for your website.	One full day
<b>IT002</b>	<b>SEARCH ENGINE OPTIMISATION</b>	Duration
	To provide participants with the knowledge of Search Engine Optimisation; search engine ranking guidelines; future web marketing trends; competitor analysis and links; user behavior; converting visitors into customers; web site content.	One half-day workshop (3 hours)
<b>IT003</b>	<b>DEVELOP ONLINE VIDEOS TO MARKET YOUR BUSINESS</b>	Duration
	To provide participants with the skills to develop online videos and market them via social media and through their website.	One full day
<b>IT004</b>	<b>LEARN HOW TO SET UP A PODCAST</b>	Duration
	This programme is designed for small businesses to help them set up a Podcast.	Two half-day workshops (2 x 3 hours)
<b>IT005</b>	<b>FACEBOOK FOR BUSINESS, BEGINNERS &amp; ADVANCED</b>	Duration
	This workshop is aimed at providing participants with an understanding of the key differences between various social media tools and to set up their own Facebook Business Page. For existing Facebook Business (advanced) users to understand best practice in using Facebook, regarding the development of their Facebook presence using advanced techniques and applications.	One half-day workshop (3 hours)
<b>IT006</b>	<b>FACEBOOK &amp; INSTAGRAM ADVERTISING</b>	Duration
	To provide learners with the knowledge and skill to use Facebook & Instagram for advertising their products or service.	One half-day workshop (3 hours)
<b>IT007</b>	<b>TWITTER FOR BUSINESS</b>	Duration
	To provide the tools to give a better understanding of Twitter and how to use it effectively as a marketing tool. For existing Twitter users	One half-day workshop



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	to understand best practice when using Twitter in terms of developing their Twitter presence and using it effectively as a marketing tool	(3 hours)
<b>IT008</b>	<b>LINKEDIN FOR BUSINESS</b>	Duration
	To inform participants exactly what LinkedIn is, its benefits and how it can add value to their business	One half-day workshop (3 hours)
<b>IT009</b>	<b>INSTAGRAM FOR BUSINESS</b>	Duration
	To inform participants how they can use Instagram to increase their following and use it as a marketing tool.	One half-day workshop (3 hours)
<b>IT010</b>	<b>HOW TO DESIGN EYE-CATCHING WEBSITE &amp; SOCIAL MEDIA GRAPHICS</b>	
	This workshop for beginners should explain where to get high quality images and how to edit images to give your social media posts and website images a greater impact.	One half-day workshop (3 hours)
<b>IT011</b>	<b>SELLING ONLINE – WHAT YOU NEED TO KNOW</b>	Duration
	This seminar will provide an overview of the technologies involved in creating an online web store, payment methods, shipping and also the legal aspects such as consumer's rights and taxation issues.	One half-day workshop (3 hours)
<b>IT012</b>	<b>PROMOTE YOUR BUSINESS USING GOOGLE ADWORDS</b>	Duration
	The aim of the seminar is to provide participants with a basic understanding of how Google AdWords works, and how best to use its features to ensure optimisation of marketing efforts.	One half-day workshop (3 hours)
<b>IT013</b>	<b>BUSINESS BLOGGING</b>	Duration
	To help participants decide whether business blogging is a relevant tool for their business.	One half-day workshop (3 hours))
<b>IT014</b>	<b>EMAIL MARKETING</b>	Duration
	This workshop will assist participants to develop a new email strategy. Learn the key factors to consider in planning and a few advanced techniques to ensure success.	One half-day workshop (3 hours)
<b>IT015</b>	<b>TRADING ONLINE VOUCHER INFORMATION SEMINARS</b>	Duration
	The Trading Online Voucher Scheme offers small businesses and retailers the opportunity to apply for 50% match funding to a maximum value of €2,500 to develop and improve their online trading presence. This free training seminar is the first step in applying for the Trading Online Voucher. Participants will learn how to make a successful application to the scheme and how best to use and get value from the voucher to support their online trading proposition. The seminar will also provide useful free and cost effective tips to leverage your website by better utilising your social media platforms and Google tools.	One half-day workshop (3 hours)



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<b>IT016</b>	<b>CYBER SECURITY</b>	Duration
	This workshop will provide information on business risks and potential actions to protect their business.	One half-day workshop (3 hours)
<b>MARKETING AND SALES</b>		
<b>MS001</b>	<b>BRANDING AND PACKAGING FOR SMALL BUSINESS</b>	Duration
	This workshop will address the key elements of developing a brand and why branding & packaging is effective in differentiating the business.	One full day workshop with one-to-one mentoring
<b>MS002</b>	<b>ESSENTIAL MARKETING AND SALES</b>	Duration
	To provide participants with a practical understanding of how to combine digital and traditional media tools and provide them with an insight into how an effective PR campaign can work for a small business with a tight budget	Six three-hour sessions
<b>MS003</b>	<b>IMPROVE YOUR NEGOTIATING SALES SKILLS</b>	Duration
	This workshop aims at providing participants with the skills to plan and manage sales negotiations, to structure their approach and ultimately achieve more sales.	One half-day workshop (3 hours)
<b>MS004</b>	<b>PR &amp; COMMUNICATIONS</b>	Duration
	This workshop will cover the basic theory and practice in public relations. Suggested topics will include: An appreciation of Public Relations, writing press releases, PR literature, How to get your story into local media, photography and media, organising PR functions etc.	Two full days (or other as appropriate)
<b>MS005</b>	<b>VISUAL MERCHANDISING</b>	Duration
	To provide participants with the knowledge to become a Visual Merchandising expert, transform their existing displays and upskill using visual merchandising techniques.	1 x half day (2.5 hours)
<b>MS006</b>	<b>GDPR COMPLIANCE</b>	Duration
	For contact tracing purposes, many sectors have to have an adequate system in place to capture contact information from their customers. This Workshop will outline what, how and why this information needs to be obtained, the security of this information, how long it needs to be kept and how to dispose of it safely, all in keeping with GDPR regulations.	1 x half day (2.5 hours)
<b>MANAGEMENT</b>		
<b>MGT001</b>	<b>OFFICE MANAGEMENT SKILLS</b>	Duration
	Provide participants with a better understanding of how to be a good office manager	One full day workshop
<b>MGT002</b>	<b>TAKING CARE OF HEALTH AND SAFETY ISSUES IN THE WORKPLACE</b>	Duration
	To inform participants about the Health & Safety legislation applicable to running a small business, and provide guidelines about what is	One half-day workshop





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	required in order to be compliant with Health and Safety. An information seminar titled 'Health & Safety, Your Obligations' will detail the provisions of the Safety, Health & Welfare at Work Act, outline the employer's obligations, how to comply with the Act and manage safety issues. This seminar will be supported by individual mentoring / risk assessment as appropriate.	(3 hours)
FOOD SAFETY		
FS001	Primary Course in Food Safety	Duration
	FSAI Level 1/2. This course is aimed at those working as food handlers or supervisors serving food to the public and will provide participants with practical knowledge of food safety and allergen awareness.	1 x Day
FS002	HACCP	3 x Days
	On completion of this 3 day workshop, participants should understand how to develop, implement and manage straightforward and effective food safety management systems, which comply with current legal requirements and focus on good hygiene practice.	

### 3. Training Tender Evaluation

The successful proposals will be selected following an evaluation process by Local Enterprise Office Tipperary on the most economically advantageous tender and also including the following tender criteria:

- Expertise and experience in a similar role (25%)
- Quality and innovation of approach (20%)
- Content (20%)
- Value for Money (25%)
- Management and Administration (10%)

Prices are to be shown ex VAT and are to be fixed for a two-year period from the date of submission.

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

Local Enterprise Office Tipperary may also decide to appoint more than one training provider where deemed appropriate, and in particular for programmes with high levels of demand.

### 4. Guidelines

- a) Submissions should demonstrate that the core modules of the programme are practically based and targeted specifically at the small business sector.



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- b) Proposers must also demonstrate expertise, skills and knowledge in dealing with this sector.
- c) Evaluation forms and attendance record sheets must be submitted on completion of programme(s).
- d) Proposers may tender for more than one of the listed programmes / workshops.
- e) Each proposal should outline content, fee structure and delivery.
- f) Local Enterprise Office Tipperary reserves the right to postpone or cancel courses if there is insufficient demand or funding.
- g) Local Enterprise Office Tipperary may repeat any of the courses more than once in a calendar year subject to demand.
- h) Trainers selected and appointed to the delivery panel require the prior approval in writing of the Local Enterprise Office to substitute trainers. Subcontracting is not permitted under any circumstances.
- i) Local Enterprise Office Tipperary 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, the trainer fails to meet agreed deadlines or in the event of misconduct.
- j) All trainers who conduct training for Local Enterprise Office Tipperary must submit a current Tax Clearance Certificate,
- k) All trainers who conduct training for Local Enterprise Office Tipperary must submit a copy professional indemnity insurance and
- l) All trainers who conduct training for Local Enterprise Office Tipperary must submit a copy of Health and Safety statement.
- m) In most cases, Local Enterprise Office Tipperary will be responsible for room hire and refreshments, which should be excluded from your quotation. The trainers are expected to provide all training materials and have their own presentation equipment where required.
- n) Your availability to deliver training, if selected, should also be specified.
- o) Locations, dates and times will be organised directly by Local Enterprise Office Tipperary
- p) Compliance with GDPR Regulations

### 5. Freedom of Information

Tenderers should be aware that under the Freedom of Information Acts 1997 & 2003, information provided by them during this procurement process may be liable to be disclosed.

### 6. Enquiries

If you have any queries or require additional information please do not hesitate to contact Madeline Ryan (0761 06 6200) [madeline.ryan@leo.tipperarycoco.ie](mailto:madeline.ryan@leo.tipperarycoco.ie)

### 7. Submission of Tender

The closing date for submission of all applications is **12 noon Friday 26<sup>th</sup> November 2021**



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Applications can be submitted by **email only** to: [leotender@tipperarycoco.ie](mailto:leotender@tipperarycoco.ie)

Please ensure that your name or company name together with the course reference is in the subject line of the email.

## **Please Note:**

- (1) Quotations received after the closing deadline will not under any circumstances be considered.
- (2) Only fully completed applications that have all the necessary supporting documentation enclosed will be considered.