



Oifig Fiontair Áitiúil  
Local Enterprise Office

## Terms of Reference for Start Your Own Food Business Programmes 2016 for LEOs in Cork City and County



26 November, 2015

### **The Local Enterprise Offices Cork (Cork City, Cork South and Cork North & West)**

(Hereafter referred to as the LEOs) have the primary function of promoting enterprise and assisting the development of micro-businesses (businesses employing 1-10 employees) at local level. The LEO supports include financial assistance (subject to eligibility), business advice, mentoring, training and business to business networking.

LEOs provide a variety of training programmes and seminars for start-up and established businesses including start your own business, idea generation, accounting software, financial management, social media/web, business planning, human resource management, sales & marketing and management development training.

**The LEOs wish to build on previous food business development initiatives by offering the following programme in 2016:**

The Cork LEOs are inviting proposals for the delivery of up to 3 'Start Your Own Food Business Programmes.'



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## **Programme Format for Start Your Own Food Business programme**

This programme is aimed at those with a food business idea who want to explore what is involved in setting up a food business.

### **Length of programme:**

2 full days training Time: 9.30am-4.30pm

### **Number of participants:**

minimum 12, maximum 15

### **Modules:**

- Introductions
- Business Plan
- Legalities
- Food Trends
- USP's
- Market Research
- Consumer Targeting
- Food Production
- Branding & Packaging
- Food Safety Requirements / Compliance
- Legal Labels
- Marketing Tactics
- Pricing & Distribution
- Branding & packaging
- Costing & pricing
- Distribution & outsourcing options
- HACCP and food safety requirements for start up food businesses

### **Anticipated Start Date:**

1-2 programmes pre summer 2016 and remainder in autumn 2016. Please note programmes are subject to having sufficient demand in the region to run the programmes.



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### The Facilitator/Coordinator will be required to:

- Have an in depth understanding of the functioning and role of small food businesses/entrepreneurs/pre start-ups/start-ups.
- Have a thorough understanding of the market (foodservice/retail) at local, regional and national level.
- Have a thorough understanding of key requirements of small food companies /entrepreneurs /pre start-ups/start -ups under the headings of Market Background and Understanding the Consumer; Key Technical Issues e.g. Finance, Pricing, NPD, Sales Growth etc.
- Use where necessary local examples/case studies to ensure optimal course delivery

### Recruitment

- The LEOs will be responsible for the targeting and recruitment of suitable client companies for all training. The contracted facilitator may be required, where necessary, to review applications to ascertain applicants' suitability for the programme, and attend an information session/evening if necessary.

### Training Programme Cost

- The set programme fee is to include all costs including: **consultant's fees, travel, workshops, administration, evaluation reports to the LEOs, hand-outs to participants at each session (The LEO does NOT take responsibility for the printing of hand-outs/presentations for trainers), laptop and LCD projector (The LEO does not provide technical equipment for trainers including projectors and laptops).**
- Costs are to exclude **venue hire and refreshments.**
- Hand-outs must be provided in **printed form** for clients.

### Evaluation

- A final report of the programme should be provided by the contracted agent upon completion of the programme. The LEO will provide the final report template.
- The LEO will also do its own evaluation process of each training seminar and programme upon completion of the training.

### Administration

- For all training programmes the trainer **must keep** an attendance record of the client's attendance during the programme, including one day programmes and seminars.
- The contracted agent must provide hand-outs where relevant for each participant at each workshop session.
- The contracted agent is expected to be available during the period of the programme to provide e-mail and/or telephone support to clients.

### Programme Location & Dates

- All training will take place in the catchment area of Cork County.
- The LEOs will decide where each training course will take place and the trainer is expected to travel to the specific training location within Cork County.



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### Tendering Process

- It is expected that tenders submitted will detail the modular content of the proposed programme or seminar and outline the suggested tutoring format. The overall programme format must be costed accordingly. Furthermore, it is important that tendering agents submit a professional profile highlighting relevant contracts/assignments completed, with an emphasis on any previous training activities undertaken for the micro-enterprise sector.
- A trainer must have **professional indemnity insurance and hold a valid Irish tax Clearance Certificate.**
- Tenders will be assessed on the basis of the most economically advantageous tender and will be scored out of 200 marks as follows:  
Criteria for assessment are: Quality of Proposal (40 Marks), Proven Track Record & Experience (40 marks), Delivery Approach (40 Marks), Innovation (20 marks), Costs (40 marks), Management & Administration (20 marks).

### Training Course Timetable

- Every training course with the Cork LEOs follows a routine daily schedule with a 9.30am start. The trainer is expected to be at the location and ensure everything is in order at least 30 minutes in advance of the start. A mid morning break is taken at 11.15am. Lunch from 1-1.45pm and an afternoon break at 3.15pm. Course finishes 4.30pm. The trainer must be available for a reasonable period of time after the course in order to answer client queries.

Tenders by post (3 hard copies and NO BINDING/FOLDERS PLEASE) no later than 4pm on **Thursday December 17<sup>th</sup> to:**

Ita Murphy  
Local Enterprise Office Cork City,  
Cork City Council, City Hall, Anglesea Street, Cork

**Enquiries to Ita Murphy: T: 021 4961828 / ita\_murphy@leo.corkcity.ie**  
(Please include an email/phone contact on the outside of the envelope and mark the Envelope 'Start Your Own Food Business Tender' so that we can acknowledge receipt).



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