

TENDER BRIEF

CUMBRIA BUSINESS GROWTH HUB - TRAINERS

Background and aims

Cumbria Chamber of Commerce has for many years now delivered business support programmes and activity through Cumbria Business Growth Hub. We have a need to refresh our trainers to enhance our current training programme with the intention to start delivery from June 2026 until such time as another refresh is required.

We are looking to develop a framework of experienced business trainers (individual trainers and/or training organisations) across a range of topics to facilitate and present training workshops (online and in-person) across Cumbria to entrepreneurs, young and established businesses on a commercial basis.

Specific requirements

Training/workshops delivered will need to be tailored to meet the needs of individuals and businesses looking to start-up, develop, grow and increase productivity and profitability.

Submissions should look to cover both full and half day options for the below topics, we're open to other suggestions, the below is not an exhaustive list:

- Sales - including lead generation/prospecting and telesales
- Customer satisfaction
- Business planning - including goal and objective setting
- Social media and marketing – including branding, marketing strategy, planning, PR and promotion, online platforms, TikTok & Instagram
- Supply chain - including bid writing, responding to tenders, pitching, negotiation skills and social value
- HR – including performance management and conflict resolution
- E-commerce/SEO – including online selling platforms, website build and design
- Preparing for and managing business growth - including scaling up
- Leadership and management - including building high performing teams, supervisory management and coaching skills
- Time management & prioritisation
- Managing risk & contingency planning
- AI & automation skills
- Communication skills
- Excel, Microsoft Co Pilot, Power Bi, Microsoft 365, Microsoft Teams, Microsoft Powerpoint, Canva
- Cyber security
- Diversity, equity & inclusion
- Mental health & stress management
- Train the Trainer
- Finance for non-financial managers, business finance, MTD, cloud accounting
- First Aid, mental health first aid, Health & Safety

You will be required to:

- Design and deliver any training/workshop materials, branded in line with Chamber/CBGH and any funder requirements
- Ensure clients participating in the training/workshops fully complete all relevant paperwork and provide screenshots/attendance registers
- Work with Cumbria Business Growth Hub to generate interest in attending the training/workshops

Any venue and refreshment costs will be arranged by the Chamber. In the main we would be looking for online delivery to ensure inclusivity. If you do require in-person delivery please make sure this is clear.

The successful organisation/individual will be responsible under the management of the Head of Business Growth & Support for designing, managing and delivering training, ensuring a highly professional service which meets the needs of participants and contributes to projects overall targets. Cumbria Business Growth Hub will follow-up after each training/workshop with an evaluation, feedback will be shared with trainers where relevant.

Content of submission

Your submission should cover as a minimum:

- Titles and description of any training you wish to deliver
- Description of your delivery methodology
- CVs for all staff involved in the management and delivery
- Track record and relevant experience including examples of similar work and two relevant referees
- Pricing
- Areas of the county you are able to cover (only needed if tendering for in-person delivery)

Applicants should ensure that their responses also cover the following points:

- Demonstration of sufficient staff resources to deliver to Cumbria Business Growth Hub standards and timescales
- Demonstration of the ability to deliver value for money, including a clearly explained rationale for the unit price which must cover the provision of any relevant training/workshop/travel costs/materials
- An outline of any other contracts you may have which will impact on your ability to deliver this programme, and how this will be managed
- Identification of any potential risks in delivery of service, contained in a risk register, along with mitigation strategies for each
- Identification of any potential conflicts of interest

Criteria

Where we believe there is a conflict of interest we reserve the right not to mark your tender and not to award the contract to you.

Tenders will be marked as follows:

Criteria	Which elements of your submission we will look at	Weighting
Relevant track record, experience and expertise	Response on track record; references; staffing and relevant experience; customer feedback	40
Staffing levels	Response and staffing and contingency planning	15
Management processes	Responses on management including management of the activity; training to be delivered; track record of experience; other contract delivery which could impact on delivery	10
Pricing	Cost per training/workshop; what is covered per unit price; rationale for unit price; value for money	15
Proposed content	Response on proposed content, including level of detail provided for each course	20
		100

Marks will be awarded against each as set out in the following table, with the score multiplied by the weighting.

Assessment	Score	Interpretation
Compliance with significant added value	5	Exceeds the requirement. Exceptional demonstration by the applicant of the relevant ability, understanding, skills, resource and quality measures required to provide the services. Response identifies factors that will offer potential added value, with evidence to support the response.
Compliance with partial added value	4	Satisfies the requirement with minor additional benefits. Above average demonstration by the applicant of the relevant ability, understanding, skills, resource and quality measures required to provide the services. Response identifies factors that will offer potential added value, with evidence to support the response
Compliance	3	Satisfies the requirement.

		Demonstration by the applicant of the relevant ability, understanding, skills, and resource and quality measures required to provide the services, with evidence to support the response
Partial compliance but conflict in detail	2	Satisfies the requirement with major reservations. Considerable reservations of the applicant's relevant ability, understanding, skills, and resource and quality measures required to provide the services, with little or no evidence to support the response
Non-compliance	0	Does not meet the requirement. Does not comply and/or insufficient information provided to demonstrate that the applicant has the ability, understanding, skills, resource and quality measures required to provide the services, with little or no evidence to support the response.

Instructions for submission

Submissions should be sent by email to Lesley Robinson, Head of Business Growth & Support - lesleyr@cumbriachamber.co.uk marked 'Confidential – Tender Enclosed – trainer tender' to reach us by no later than 12noon on Friday 22nd May 2026 with the intention for successful/unsuccessful responses being sent week commencing 1st June 2026 with contracts to also follow that week.

The Chamber's rights

The Chamber reserves the right to:

- Waive or change the requirements of this tender from time to time without prior, or any notice, being given
- Seek clarification or documentation in respect of a tenderer's submission
- Disqualify any tenderer that does not submit a compliant tender in accordance with the instructions in this tender
- Disqualify any tender that is guilty of serious misrepresentation in relation to its tender or the tender process
- Withdraw this tender at any time or re-invite tenders on the same or any alternative basis
- Choose not to award any contract or accept the lowest or any tender as a result of the current procurement process
- Choose not to award a contract to any organisation it views as a competitor or to have another conflict of interest
- Make whatever changes they see fit to the timetable, structure of content of the procurement process

Bid cost

The Chamber will not be liable for any bid costs, expenditure, work or effort incurred by a tenderer in proceeding with or participating in this procurement, including if the procurement process is terminated or amended by the Chamber.