

## **The Royal Academy of Engineering**

### **Invitation to tender for 2 market research projects**

The Royal Academy of Engineering  
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The Royal Academy of Engineering, the UK's national academy for engineering is a charity that harnesses the power of engineering to build a sustainable society and an inclusive economy that works for everyone.

In collaboration with its Fellows and partners, the Academy is growing talent and developing skills for the future, driving innovation and building global partnerships, and influencing policy and engaging the public. Together we're working to tackle the greatest challenges of our age.

The Royal Academy of Engineering's website can be seen [here](#). And more about us, including our strategy for 2020-2025, can be seen [here](#).

## 1. Invitation to tender

The Royal Academy of Engineering is expanding its portfolio of non-charitable activities aligned to its strong track record in education and skills and its support for engineering and technology entrepreneurs and start-ups.

Following initial research into the viability of our proposed programmes, we are now looking for an organisation to undertake B2B market research in one or both the proposals to assess interest with a range of prospective customers. The results will be used to inform decisions as to whether to take the programmes forward.

The three programmes are as follows:

### 1. *Engineering Leadership Programme*

The creation of a new Engineering Leadership Programme, designed around well-established models of MBAs and other executive education programmes but with a distinct focus on engineering and technology industries. We believe we have a unique offer in this space, utilising our Fellowship of the UK's leading engineers, to co-deliver masterclasses in leadership for engineering and technology.

### 2. *Entrepreneurship training and consultancy*

We are seeking to capitalise on the experience and expertise gained through 10+ years of working with academic founders, technology transfer teams and policy makers and offer tailored training and consultancy services in technology transfer and commercialisation training.

**We welcome tenders for market research one or both of the proposed programmes above.**

**We would expect the results of this market research by 16<sup>th</sup> August 2024**

Further information on each of the programmes is provided below

## **2. The programmes in detail:**

### **2.1 Engineering Leadership Programme**

The Academy is seeking to enter the executive education market through the creation of a new Engineering Leadership Programme (ELP), designed to support mid-career engineers and their development of a broader set of T-shaped skills to enable them to step up into senior-level engineering roles within their organisations. The ELP will cover many of the subject areas that would be expected in a standard executive leadership (MBA type) programme, but it will be differentiated through a significant emphasis on technical leadership or leadership of technical teams, including consideration of the knowledge and skills engineers need in leadership positions in the engineering and technology sectors.

The principal target customer base is large- and medium-sized engineering businesses that identify their need for engineering leadership talent. The programme is intended to develop future engineering leaders with a broad understanding of the engineering sector and wider business, finance and policy / regulatory environments that impinge on engineering business.

The ELP has three central selling points:

- A strong engineering leadership focus
- Co-delivery of lecturers, masterclasses and fireside chats with Academy Fellows who are or who have recently been leaders in the corporate sector and other senior Academy stakeholders (where possible/appropriate)
- Small, cross-sectoral cohorts of mid-career engineers for peer-learning and networking.

The programme will be delivered with facilitation from a programme coordinator/lecturer across all the sessions. The programme will be delivered monthly, in-person, at Prince Philip House, over 6 to 9 months (TBC).

The programme will also benefit from an alumni scheme to develop strong peer networks between cohorts and to enable continued engagement with wider Academy activity.

Key outcomes for the participants will include:

- Develop knowledge and skills of leadership in engineering and technology businesses
- Understand the UK engineering landscape, wider business and finance environment, innovation ecosystem, policy and regulatory landscape and other factors that affect engineering decision-making
- Develop strategic- and systems-thinking skills
- Develop global-responsibility leadership attributes (ethics, inclusion, sustainability)
- Build senior-level networks across sectors and industries
- Application of learning to current challenges in their business

Graduates of the programme will join the Alumni Programme which will include further development opportunities such as building new networks and opportunities to join exclusive events.

#### **Market research**

Our initial research identifies a highly competitive sector of higher education institutions' business schools, commercial providers and third-sector organisations. We see significant

differences in price-point, programme size and duration. However, informal engagement with a range of stakeholders has suggested that the Academy has identified a particular leadership area for engineers that is not very well catered for and a unique offer through the use of its Fellowship. Stakeholders who know the Academy consider its brand to be strong.

#### *Aim of the research*

We would like to commission B2B market research that will provide evidence for the Academy to decide on whether to invest further in pursuing the Engineering Leadership Programme. The research will explore interest in a specific engineering-focused programme, price-points (and customer decision-making and authority limits), and other factors that affect decision making in corporate executive training programmes.

#### *Methodology*

We are interested in hearing from a range of engineering businesses:

- Large corporates that have internal programmes and use external training providers
- Large corporates that only use external training
- SMEs that provide executive leadership for mid- and senior-level engineers

We might also potentially explore the views of senior leaders in engineering faculties in higher education institutions and their training and development needs.

We believe that a mixed-method approach would be beneficial with a quant-based survey to gather a wide range of views, and more detailed qualitative interviews with a representative selection of businesses. We are open to discussion on the methodology proposed.

#### *Topics to consider*

We are interested to learn about the factors that might affect decision-making for an employer to place engineers on the Academy's leadership programme, including:

- The strength of the Academy's brand
- The use of Academy Fellows in the co-delivery of the programme
- Price-point
- The content of the programme
- Online vs in-person delivery
- The importance of formal, accredited qualifications or recognition of completion
- Duration of programme
- Size of cohort / peer-learning and networking opportunities
- Longer-term engagement with Alumni and the Academy's activities more generally
- What employers would expect as impact of the programme on their business.

We would welcome the opportunity to work with the chosen vendor to develop these research questions and topic areas for consideration.

## **2.2 Entrepreneurship training and consultancy**

We are seeking to capitalise on the experience and expertise gained through 10+ years of working with academic founders, technology transfer teams and policy makers and offer tailored training and consultancy services as described below:

- i. Commercialisation training for academics to help explore commercial potential of their invention/innovation. This would involve tailored training programme for researchers looking to gain understanding of commercialisation process with the view of either building a spinout company or pursuing other commercialisation routes. The offer will be most suitable for aspiring founders who are at ideation stage. The offer will include classroom based training, curated networking opportunities, and an alumni network.
- ii. Technology transfer fundamentals training for aspiring technology transfer professionals (particular emphasis on international participants) to help enhance local ecosystems and increase the capacity and capability of nations to innovate and deliver greater societal benefits. The offer is intended to be tailored, therefore, it will be suitable for candidates with varied experience of technology transfer management. A small pilot is currently underway with a group of international technology transfer professionals from ASEAN. The offer will include classroom based training, networking opportunities and an alumni network.

We intend to draw on the Academy's wider network for the successful delivery of the service which will include contributions from other like-minded organisations, entrepreneurs, investors and policy makers.

### ***Market research***

The findings of this commission will help shape the service offering, value proposition, and test the product market fit.

#### *Segmentation, demand and market size*

We are interested in exploring the demand for the service offering from:

- Higher education institutions
- Research institutes
- Doctoral training centres
- Early and mid-career academics
- Technology transfer professionals
- Civil servants and policy makers

We'd like to understand the total size of the target market as well as the total addressable market. Our main focus is the UK. International market insights will be advantageous but not essential.

#### *Content, its relevance and competition*

We would like to understand how the proposed services meet the customer need and gain insights into additional requirements to help strengthen our service offering.

In addition, we'd like to see the list of existing service providers, competitors, as well as pros and cons of the services offered.

### *Decision making and pricing*

We expect that the market research will identify:

- Key decision makers and budget holders within the groups listed above
- Budgets available to the groups above to spend on professional services
- Policy, regulatory or other drivers that could impact the decision to procure entrepreneurship training and consultancy services
- Rates charged by the competitors for similar services.

### **3. Reporting**

The contractor will submit a final market research report in their preferred electronic format:

The final report with the same specifications as the draft final report, incorporating any comments received from the parties on that report, will be submitted following feedback from the Academy. The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final report must be provided along with the final invoice.

The draft final report and the final report should be presented in English with the following format:

- Detailed description of the methodology
- Findings, in accordance with the structure indicated by the methodology
- Conclusions including any recommendations
- Annexes

**The deadline for final reporting for both projects is 19<sup>th</sup> August 2024**

## **4. Vendor tender guidelines**

### **4.1 Submissions**

***Respondents must provide an electronic copy of their proposal to [rhys.morgan@raeng.org.uk](mailto:rhys.morgan@raeng.org.uk) no later than 17<sup>th</sup> May 2024.***

The proposal should be no more than 4 pages per project. In the interests of consistency and to enable an efficient and fair evaluation, responses to this ITT should include:

- An outline the vendor's understanding of their proposal for either or both of the projects.
- a proposal of the methodology/approach for each project including highlighting any limitations
- a timeline of the activities to be undertaken
- mention any relevant recent work undertaken by the vendor which demonstrates capability in the area
- a company/organisation profile and biographies/relevant experience of team members
- provide a full budget breakdown
- your terms and conditions

## **4.2 Contractual**

All tenders must remain valid for a period of 90 days from the date of submission by the vendor.

This ITT and the information contained within it are deemed to be confidential information.

Vendors and / or their agents or business partners responding to this ITT, do so entirely at their own cost.

## **4.3 Proposed costs**

Proposals must include information about costs and state whether these do or do not include VAT or any other levies.

By submission of a proposal, the vendor warrants that the prices in the proposal have been arrived at independently, without consultation or agreement with any other potential vendor.

## **4.4 Selection criteria and additional tender requirements**

Shortlisted organisations may be invited to discuss their proposals at an interview to be held online on Thursday 23<sup>rd</sup> May, 2024.

In selecting a contractor, the Academy will use the following criteria (please note that the order of this list is not significant and does not imply the order of importance and that this list is indicative only and is not exhaustive):

- understanding of the objectives and requirements
- proposed methodology and quality of the solution
- comments on the specification/original ideas
- evidence of the appropriate skillsets
- relevant experience of similar projects
- ability to meet the timetable
- overall value for money
- clarity from the contractor on what is expected from the Academy to fulfil the proposal.

## **4.5 Questions**

Any questions in connection with this tender should be directed to:

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