



Catalyst is looking to appoint a design consultancy to help us implement a range of initiatives in support of our strategic plan. The successful company will work with us in the role of strategic design partner. The strategic design partner will provide a range of services including but not limited to

Programme / service design

The partner will support the design of new community programmes. Including needs analysis, blueprinting, content design and testing

Community experience design

The partner will work with Catalyst across a wide range of initiatives to support our goal of creating a world-class experience for the Catalyst community

User experience design

The partner will work with Catalyst across a wide range of initiatives to support our goal of creating a world-class experience for the Catalyst community

Innovation workshop facilitation

From time-to-time we will require support from the design partner to design and facilitate workshops for a range of purposes and with a variety of audiences

Community research

The Catalyst team utilises design thinking to co-create solutions to business challenges, establish new processes for implementing growth initiatives and for the gathering of audience and community insight to drive progress. The design partner will be required to support ongoing research initiatives as well as designing specific research projects to deliver insight

Start-up mentoring / coaching

The design partner will be required to provide expert coaching to programme participants on a range of Catalyst programmes and occasionally for catalyst team members. Interventions will be focused on design thinking techniques and coaching on subjects such as journey-mapping, research, product management and related fields.

We envisage the annual value of current anticipated activities for 2019/20 to be in the region of £80K but there is no guarantee of this amount of fee or indeed any fee amount. This commission is for a three-year period but will be reviewed regularly by both parties

The initial identified projects for 2019/20 are

1. Partnership Programme Design Support

Working with our team to design and implement a new partnership programme

Approach: Understand the needs of existing members through design researcher - designing and testing of new partnership programme

Approximate value: £25k

2. Accelerator Programme Design Support

Part 01: Programme design

Working with our team to re-think co-Founders with a view to creating a new full-time 6 month accelerator for early stage start-ups. Inspired by QUB's insight around how to seed a community of innovators at Queens Island

Approach: series of focus groups with participants in the target age range alongside competitor research to understand best practice. Develop blueprint of new programme and carry out further workshops with potential participants, partners and investment community to iterate programme model

Approximate value: £15k

Part 02: Programme identity and content design

Devise content for key participant interventions, develop workshop structure and exercise concepts along with participant materials.

Work with Catalyst team to develop name, brand concept and marketing content for new programme - includes design and launch of new website

Approximate value £20k

3. Catalyst Experience - Behavioural design support

Working with Catalyst to form a team and identify key journeys/opportunities to bring experience to life. Create exemplar storyboards and consider interactions and tone-of-voice

Iterate storyboards with feedback from teams and develop 'The Catalyst Way' - a playbook for delivering a world-class community experience

Approximate value: £15k

4. Generation Innovation

Planning and programme design support, company training, facilitator training, parents evening and 4 days of facilitation x 4 consultants

Approximate value £15K

Submission Format

1 Details of your design consultancy

- Company ownership and structure
- Organisation diagram
- Trading history
- Turnover for past 3 years
- Details of insurances
- Membership of any professional bodies

2 Experience of your design consultancy in

- Programme / service design
- Community experience design
- User experience design
- Innovation workshop facilitation
- Community research
- Start-up mentoring / coaching
- Other areas not listed above you believe are relevant to Catalyst
- References – provide details of two companies/persons who may be contacted for a reference

3 Details of all staff likely to be involved with the Catalyst account

Provide CVs for all staff

4 Financials

- Provide hourly rate for principals/partners/directors
- Provide hourly rate for senior staff
- Provide hourly rate for junior staff

Provide details of % abatement on hourly rates once annual fee income reaches

- £40K
- £60K
- £80K
- £100K

The contract will operate on a call of basis with an initial high level scope of activity, resources and costs prepared by the retained design consultancy on a no-commitment basis. Once the scope of the project or the general scope and detailed first phase of the project is agreed by the assigned Catalyst Project Manager then the agreed costs/rates will apply.

Submissions should be returned in a sealed envelope marked Design Consultancy Opportunity to Catalyst The Innovation Centre, Queen's Road, BELFAST BT3 9DT no later than 5 pm on Friday 10 May 2019

Queries should be referred to Mervyn Watley Director of Corporate Real Estate & Facilities
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