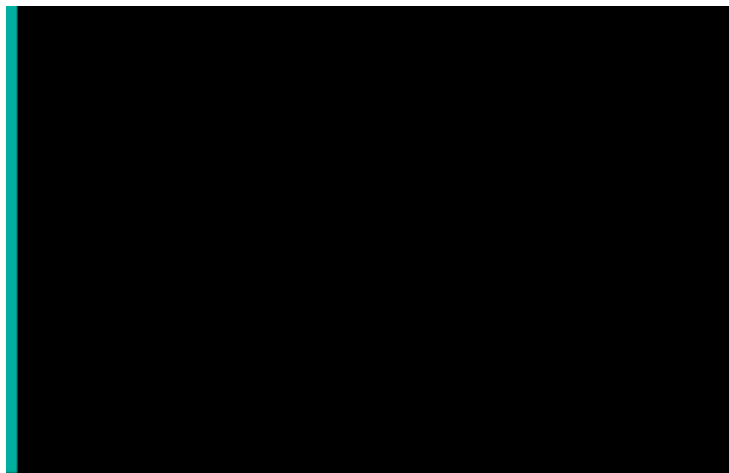




**Redaction KEY:**

**PI RUS40 of FOIA = [Personal Information Redacted Under Section 40 of the Freedom of Information Act]**

**CI RUS43 of FOIA = [Commercial Information Redacted Under Section 43 of the Freedom of Information Act]**



ESPO reference 3A\_12

Advertising & Communications

**CALL OFF FOR THE PROVISION OF:**

**External Advertising and Typesetting/ Alternative formats**

BMS Reference: ITT60226

**SCHEDULE 2 to the CLIENT BODY AGREEMENT**

**SERVICES DESCRIPTION (Service Delivery proposal offered by the Tenderer) and  
SPECIFICATION (Specification provided in the Invitation to Tender)**

---

ESPO reference 3A\_12

Advertising & Communications

FURTHER COMPETITION

**INVITATION TO TENDER FOR THE PROVISION OF:**

**External Advertising and Typesetting/ Alternative formats**

**PART B – Tender Schedules**  
(To be returned by Tenderers)

Deadline for return of Tender:  
By no later than 15:00pm on Monday 09th May 2016

ITT Reference: ITT60226

April 2016

## Schedule One: Specification

---

### PROPOSAL FOR THE PROVISION OF EXTERNAL ADVERTISING AND TYPESETTING/ ALTERNATIVE FORMATS

#### 1. EXECUTIVE SUMMARY

The Public Appointments team manages the recruitment and selection process for Public Appointments that are the responsibility of Ministers and for Departmental Expert Committee appointments that are the responsibility of the Departmental Senior Responsible Officer (SRO).

*Public Appointments:*

<http://publicappointments.cabinetoffice.gov.uk/applications/search>

*Committee Appointments:* <https://www.gov.uk/government/organisations/department-of-health/about/recruitment>

The Minister/SRO, decide on whether or not to use press and or publications to advertise these appointments and these decisions are made on a case by case basis, dependent on the profile of the appointment and challenges to recruitment of a particular post. Approval is provided by Ministers/SRO for each use of advertising in media via the Ministerial/SRO submission. All appointments are recruited through a fair, open and transparent process and are made on merit.

These appointments include the high profile Chair and Non-Executive Directors to DH's arms-length bodies and special health authorities e.g. NHS England and Care Quality Commission. To ensure that open competitions attract a wide and diverse field of applicants, whilst for some campaigns targeting specialist groups, there is sometimes need to advertise appointments in the press or publications.

The majority of our adverts are placed on websites at no cost, however for some key appointments it is appropriate to advertise in hard copy press, other websites or specialist journals depending on the nature/specialism of the appointment we are advertising e.g. The Economist, The New Scientist, British Medical Journal, Nature etc.

The use of typesetting services is required to ensure DH material appearing in publications and online is of a high quality and with attention to detail to ensure accuracy; as well as following the DH Brand Guidelines, (Annex A)

#### 2. THE REQUIREMENT

The requirement is for the provision of **External Advertising and Typesetting/ Alternative formats**. The provider shall deliver an overall value for money service in terms of savings achieved through innovation, efficiencies and continuous improvement.

Although we envisage that the successful bidder will carry out support for all appointments requiring advertising services, DH reserves the right to contract with a different organisation if it feels that the successful bidder is unable to meet its requirements.

In addition we are looking for a supplier who can produce our advert and information packs in alternative formats and on occasion a foreign language.

## **2.1 External Advertising and Typesetting / Alternative Formats**

The Supplier will:

- Manage the advertising process on our behalf - from typesetting the advert, in line with DH style guidance; liaising with the press/publications on deadlines and price; to be able to negotiate the best advertising rates; booking the space; and uploading the advert.
- Prepare adverts we send for typesetting and return these to us within 24 hours or less. The use of typesetting services is required to ensure DH material appearing in publications and online is of a high quality and with attention to detail to ensure accuracy; as well as following the DH Brand Guidelines. Due to the nature of our work, we also require a supplier who can be flexible and respond to requests at short notice, whilst meeting strict deadlines for uploading and placing adverts.
- Offer advice and strategies on effective advertising routes, including the use of social media for specific campaigns in order to generate a diverse range of applicants, including increased applications from BAME, females and disabled candidates.
- The majority of our adverts are placed on websites at no cost, however for some key appointments it is appropriate to advertise in hard copy press,. Occasionally, other websites or specialist journals are used depending on the nature/specialism of the appointment we are advertising, e.g. The Economist, British Medical Journal, Nature, etc.
- Should be able to offer and arrange a wide range of options for alternative formats of the Candidate Information pack and the conversion of the candidate application to/from:
  - Braille
  - Audio
  - Translation Services e.g. Welsh
  - Etc.

## **3. AUTHORITY RESPONSIBILITIES**

The authority will ensure they have the dedicated resources to ensure requests are met and appoint a Programme Manager with a small support team to co-ordinate the Authority's role in the programme.

## 4. CONTRACTOR RESPONSIBILITIES

The Contractor shall appoint a Supplier Contract Manager to oversee the work and liaise with / report as DH requires to DH's Contract Manager;

The Supplier Contract Manager will:

- (a) Perform quality assurance on all aspects of the programme;
- (b) Provide the Department with timely and ongoing evaluation and quality assurance information relating to the programme; and
- (c) Provide on a monthly basis, updates on costs;
- (d) Provide feedback from key stakeholders;
- (e) Provide management information, within reasonable time scale (ideally within 3 working days), in a format that it can be easily manipulated (e.g. MS Office applications) and at no additional cost to the Department;
- (f) Hold quarterly review meetings with the Departmental Project Management to discuss, which may include but not limited to:
  - Service delivery and any issues (including any complaints of poor performance and any actions taken);
  - Consideration of any improvements or developments;
  - Any changes to key personnel, processes, or delivery; etc.

## 5. CONTRACT MANAGEMENT AND MONITORING

5.1 The key performance indicators that will be used to measure the success of the contract:

- (a) Prepare adverts we send for typesetting and return these to us within 24 hours or less via email for amendment and approval during office hours.
- (b) Artwork will be sent in.pdf format to the advert generator for approval.
- (c) Provide concepts and Copy for one-off creative adverts within 5 working days of brief.
- (d) Provide concepts for large-scale/composite adverts within 5 working days of brief.
- (e) Provide a summary of media schedules (media and costs only) within 24 hours of request.
- (f) Provide a full media schedule (media, costs and detailed rationales) within 2-3 working days dependent on complexity.
- (g) Upload basic online advertising within 24/48 hours of approval.

- (h) Produce first proofs of creative adverts within 24/48 hours of concept and copy approval.
- (i) Supply stock images, when required, within 24 hours.
- (j) Where required, design and develop interactive banners and buttons within 24 hours of approval.
- (k) Where required, design and development of campaign microsites within 5/10 days, depending on complexity.
- (l) Book advertisements with the relevant media and despatch when approved by the Client.
- (m) Ensure adverts are of a high quality with attention to detail to ensure accuracy.
- (n) Ensure due attention to ensure DH Branding Guidelines (attached – please download from BMS) are followed.
- (o) Be flexible and respond to requests at short notice, whilst meeting strict deadlines for uploading and placing adverts.
- (p) On occasion provide our adverts and/or information packs for candidates in alternative formats. We would require these to be delivered within 3 – 5 working days.
- (q) Respond to requests for advice on alternative media/social media for targeting specific candidates within 2-5 working days.
- (r) In the event that there are issues with service delivery, the Supplier Contract Manager will acknowledge the Client Programme Manager's concerns/issues within 24 hours and will propose a series of remedial actions within 72 hours, to prevent further occurrences.

The contractor will:

- (a) Monitor the quality of the service provision to ensure customer satisfaction in accordance with the key performance indicators outlined in the Contract, unless otherwise approved by the Project Manager.
- (b) Provide a report on progress in delivering the requirement to the Project Manager on a regular basis, at least quarterly.
- (c) Attend meetings on site to review progress and discuss the service, as required by the Project Manager.
- (d) Attend a post contract review with the Department to review whether the objectives of the contract were met, to review the benefits achieved and to identify any lessons learnt for future projects.

## **6. TIMETABLE**

The contract will be established for an initial period of one (1) year. The contract will have an option to extend for a further period or periods up to a total of two (2) years, subject to satisfactory service delivery, taking the contract term to a maximum of three (3) years. The contract is intended to start on 2 June 2016 or as otherwise agreed.

Any subsequent extension to the contract will be agreed between the Department and the service provider. It is likely that the Department will seek the service provider to demonstrate improvements and/or price reductions before considering an extension. For any extension(s) to the contract, discussions with the service provider shall be conducted sufficiently far in advance of the contract expiry date to arrive at an agreed position.

## **7. SKILLS AND KNOWLEDGE TRANSFER**

It is vital to ensure that all skills and knowledge gained by this requirement are retained by the DH for the longer term. Any skills and/or knowledge will be transferred by lessons learned sessions between DH and the Contractor, and the provision of update reports throughout campaigns.

We will work together to look at our media options for more targeted advertising of our public appointments, with particular focus on attracting BME and female candidates, with the Contractor advising on relevant publications.

## **8. FURTHER INFORMATION**

Not applicable.

## Schedule One (a): Tenderer Response

### PROPOSAL FOR THE PROVISION OF EXTERNAL ADVERTISING AND TYPESETTING/ ALTERNATIVE FORMATS

#### SECTION A Organisation details

##### A.1 Tenderer name

Please confirm the name of the Tenderer\*:

<b>Tenderer Name:</b>	TMP (UK) Limited (Trading name - TMP Worldwide)
-----------------------	---

- Full name of organisation tendering (or of organisation acting as the lead contact where a consortium bid is being submitted)

1.1	Please state the full name of the organisation submitting this tender	
	TMP (UK) Limited (Trading name - TMP Worldwide)	
1.2	Please state the registered office address	
	Address: 265 Tottenham Court Road, London Postcode: W1T 7RQ	
1.3	Please state the company registration number	
	5648039	
1.4	Please state the VAT registration number	
	872 9045 02	
1.5	To the best of your knowledge, does any director or senior officer of your organisation have any personal or financial connection with any member or senior officer of the Department of Health?	NO
	If yes, please provide details	

##### A.2 Contact details\*

Tenderers must provide contact details for this tender.

<b>Contact Name*:</b>	PI RUS40 of FOIA
<b>Position (Job Title):</b>	Bid Manager
<b>Telephone number:</b>	PI RUS40 of FOIA
<b>Email address:</b>	PI RUS40 of FOIA



<b>Address:</b>	265 Tottenham Court Road London W1T 7RQ
-----------------	---

- Contact is the person responsible for any queries relating to this proposal

### A.3 Organisational status

Please confirm whether (or not) the Tenderer is a Small & Medium Enterprise<sup>1</sup> (SME).

The Tenderer is an SME (Yes / No)	No.
-----------------------------------	-----

Tenderers must provide a response to the Compliance with Specification section included below. Tenderers should note that this section will be assessed on a Pass/Fail basis. Therefore if a tenderer cannot or is unwilling to answer 'Yes', their tender will be deemed non-compliant and will be excluded from further consideration. Tenderers should confirm by deleting the inappropriate answer.

<b>1. I confirm I/we comply with all elements of the requirement and specification as outlined in section 2 of this Invitation to Tender.</b>	<b>2. YES</b>
3. Please use the space below to outline any areas where you cannot comply, or to provide any further information regarding compliance with the specification that you have not been able to state elsewhere in your tender submission.	
4.	

## SECTION B Solution Proposal

### B.1 Overview

Tenderers must provide a concise summary highlighting the key aspects of the proposal.

(This response is not evaluated and should be used to contextualise the Tenderer's response.)

Response (maximum 250 words)
As the Department of Health is well aware, TMP is the largest provider of recruitment advertising services in the UK. Despite this, we ensure that our teams work on small portfolios to ensure that each client the attention and personal service you deserve.
As one of the few agencies in our sector with a vibrant office in the North West, TMP has a real commitment to having account teams close to our clients. We are proud to be working as sole supplier of recruitment communications with some leading employers in the area, and from a Central Government perspective we have recent experience of working with a

<sup>1</sup> To be considered an SME, an organisation must have a headcount less than 250 Annual Work Units (anyone that has worked full-time within the enterprise, or on its behalf, during the reference year counts as one unit. Part-time staff, seasonal workers and those who did not work the full year are treated as fractions of one unit) **AND** a turnover less than €50 million **OR** annual balance sheet of €48 million.

Response (maximum 250 words)
<p>number of agencies and departments including:</p> <ul style="list-style-type: none"> <li>• Highways England</li> <li>• NHS Blood and Transplant</li> <li>• Ofsted</li> <li>• Ordnance Survey</li> </ul> <p>TMP has worked on a number of different projects within this sector, over and above basic attraction which include:</p> <ul style="list-style-type: none"> <li>• Understanding the demographics of recruitment 'hot spots'</li> <li>• Developing a differentiated recruitment proposition</li> <li>• Create new attraction tools and channels</li> </ul> <p>TMP can offer in-house Specialists to further enhance and drive innovation and best value within the following areas:</p> <ul style="list-style-type: none"> <li>• Recruitment advertising</li> <li>• Brand advertising</li> <li>• Candidate sourcing</li> <li>• Digital and online services</li> <li>• Print and communications</li> <li>• Research</li> <li>• Employer branding</li> <li>• Employee communications</li> <li>• Response management</li> <li>• Assessment services</li> <li>• Measurement</li> </ul> <p>TMP have enjoyed working in partnership with the Department of Health over the last three years and look forward to a continued successful relationship moving forward.</p>

## B.2 Leadership

Provide details of Leadership and a complete resource plan of the project / account management and service delivery team, whose responsibility will be to ensure the delivery of the Specification, including details of the qualifications and experience and what these individuals will be doing and why these individuals are suitable for this requirement.

Response
<p>Your TMP account team has worked with the Department of Health for the previous three years, and has been selected for the experience and the knowledge they bring to working with you – and because they each have a passion for doing so. Our knowledge and understanding of the Department of Health's specific requirements and nuances has grown over the years. For example, with reducing costs high on the agenda, TMP has advised the use of much more online media and an increased use of social media, ensuring that the DoH has benefited not only from a great level of service, but our in-depth strategic advice.</p> <p>Your team works predominantly across the Central Government, Higher Education and the Health sectors, and has a wealth of on and off-line campaign and project management experience. If re-awarded the contract, we would continue to provide you with a strong mix of skills across the wider TMP team to ensure that we could efficiently and effectively support any future resourcing and engagement pieces as required.</p>

**Response**

Your account team will provide you with support and advice on three levels:

**Strategic:** **PI RUS40 of FOIA** will continue to oversee your account on a strategic level. This includes providing consultative advice on your advertising strategy, both in the short and long term. **PI RUS40 of FOIA** also acts as a point of contact in case of any issues requiring escalation.

**Project and relationship management:** Your Client Manager – **PI RUS40 of FOIA** – will continue to be your day-to-day contact. **PI RUS40 of FOIA** will manage your account and oversee the internal team which leads on the production and placement of all advertising requests. **PI RUS40 of FOIA** will also attend briefings and review meetings with you to ensure we understand your requirements.

**Transactional advertising:** To ensure all your campaigns are run efficiently, and all adverts appear correctly in the right media at the right time and cost, your individual Client Executive **PI RUS40 of FOIA** will support the different elements of your account and, being internally based, will be available via telephone or email at all times.

#### **PI RUS40 of FOIA – Client Partner**

With over 15 years' public and private sector experience, **PI RUS40 of FOIA** is a results driven, strategically insightful and astute Recruitment Marketing Communications specialist with a proven track record in developing and delivering innovative and complex strategic communications initiatives. **PI RUS40 of FOIA** portfolio encompasses Local and Central Government, Higher Education Institutions and Health Authorities.

**PI RUS40 of FOIA** has a wealth of experience of working with senior level stakeholders to successfully deliver projects on budget and on time while sharing best practice. Areas of specialism include all forms of Digital Communications, Employer Branding and the end-to end Talent Attraction Journey.

**PI RUS40 of FOIA** has considerable experience in leading and inspiring internal colleagues to ensure a productive, rewarding and stimulating relationship.

#### **PI RUS40 of FOIA – Client Manager**

Ian has worked within the public sector arena for 15 years and has over ten years' experience in delivering strategic recruitment communication solutions across all sectors, with an emphasis on Central Government, Health and Higher Education.

**PI RUS40 of FOIA** is the focal point for his clients to access a range of TMP services – from Employment Marketing, Digital Solutions and Design for Communication, through to Assessment and Research. **PI RUS40 of FOIA** has significant experience of researching, evaluating, creating and implementing short and long-term recruitment and public awareness advertising strategies. **PI RUS40 of FOIA** is conversant with a wide variety of mediums from local, national and trade press through to digital, radio, and ambient advertising. **PI RUS40 of FOIA** also has experience of directing the production of communication materials such as brochures and banner stands.

**PI RUS40 of FOIA** is adept in employing communication strategies to target differing audiences, from social network advertising to forging partnerships with community

Response
<p>organisations, as a vehicle to promote employment opportunities to ethnic and diverse groups. <b>PI RUS40 of FOIA</b> continues to take an innovative stance where appropriate, and relishes opportunities to explore creativity with clients in terms of design and approach.</p> <p><b>PI RUS40 of FOIA – Client Executive</b></p> <p><b>PI RUS40 of FOIA</b> has worked for TMP since December 2014, and has been responsible for a broad variety of clients, including NHS Blood and Transplant, Royal College of Nursing and the University of Sheffield, to name a few. This has provided <b>PI RUS40 of FOIA</b> with great experience of providing an efficient, detail-driven service. As Client Executive, <b>PI RUS40 of FOIA</b> will be the day-to-day contact for all general questions and requests.</p> <p><b>PI RUS40 of FOIA – Quality Manager</b></p> <p>Hilary is our Quality Manager. <b>PI RUS40 of FOIA</b> oversees our 12-strong Account co-ordination team with a key focus on quality. <b>PI RUS40 of FOIA</b> role is to ensure that client delivery meets client expectation; <b>PI RUS40 of FOIA</b> works with key performance indicators, weekly dashboard reports and analysis in order to ensure client satisfaction.</p> <p><b>PI RUS40 of FOIA</b> previously worked at Barclays Bank, managing their customer service and call centre teams, and has a great deal of experience in high volume, quality, time critical, customer-focused environments.</p> <p><b>PI RUS40 of FOIA – Head of Client Development, Senior, Professional and Specialist Resourcing</b></p> <p><b>PI RUS40 of FOIA</b> has over twelve years' experience of working within recruitment. During this time, <b>PI RUS40 of FOIA</b> has worked both in the UK and overseas. <b>PI RUS40 of FOIA</b> has worked in-house, managing recruitment for a number of international companies, operating within markets such as engineering, energy, property development and defence. <b>PI RUS40 of FOIA</b> has also managed large accounts in both the private and public sector.</p> <p>An organisation chart outlining our team structure can be found below:  <b>PI RUS40 of FOIA</b></p>

### B.3 Method statement - Service

Describe (with specific reference to the design and implementation of various elements of the requirements and the outcomes expected ensuring highest possible standards) how and from where it is intended to deliver the requirements of the specification including details of service availability.

Response
<p>TMP utilises a range of solutions from advertising and search engine marketing to direct candidate sourcing, social media engagement and online PR. We are the largest and best resourced agency in the business, with a track record of delivering quality, cost-effective solutions to all clients. Every element of our</p>

**Response**

campaign planning is based on knowledge and understanding, as the Department of Health have found, with our push to use more online media and social media. In a recent campaign for NHS BSA, we looked at the role profile, and as a key requirement was to attract candidates from a more diverse audience, we took a strategic approach: we used social media to identify individuals who met the criteria, to flag the role to the relevant groups and individuals.

We have one of the largest creative, media and digital departments in the industry, charged with developing solutions for an extensive list of client challenges. As a full service agency we offer all services in-house. This includes:

- Copywriting
- Art Direction
- Illustration and imagery
- Print – design and production
- Digital design
- Front end web design and build
- Social Media strategy
- Video
- Research and employer branding
- Media planning and buying
- Candidate sourcing and engagement

We provide exceptional levels of creativity, combined with an innovative approach to media, ensuring you fill your roles with the right candidate as cost-effectively as possible.

**Research and Understanding**

As well as responding to immediate needs, we take a long term strategic approach to hiring that reflects your corporate messages and presents a positive image to the marketplace. This includes researching the market extensively, and using data from previous campaigns to ensure that we get the best response and return on investment.

Additionally, we also look at some of the geographical challenges and opportunities you face in order to attract the right candidates from as diverse a pool as possible.

**Increasing diversity**

We are the only agency within our sector with specialist teams for Central Government and as such have a deep understanding of the issues affecting the DoH.

TMP is perfectly positioned to support you in this area, having a track record of delivering a diverse range of candidates through various attraction methodologies including:

- Employer branding for hard to reach groups
- Diversity proofing all communication pieces
- Community engagement
- Outreach – events and marketing
- Innovative social media and digital strategies

## Response

- Direct sourcing for a range of specialist and difficult to recruit to roles

We have key partnerships in place to deliver diversity expertise to benefit our clients' campaigns. To support us in market-testing campaigns and building community engagement programmes, TMP has a strategic partnership with the Diversity Partnership – a leading diversity marketing and engagement organisation working exclusively with minority communities across the UK.

## Taking a Brief

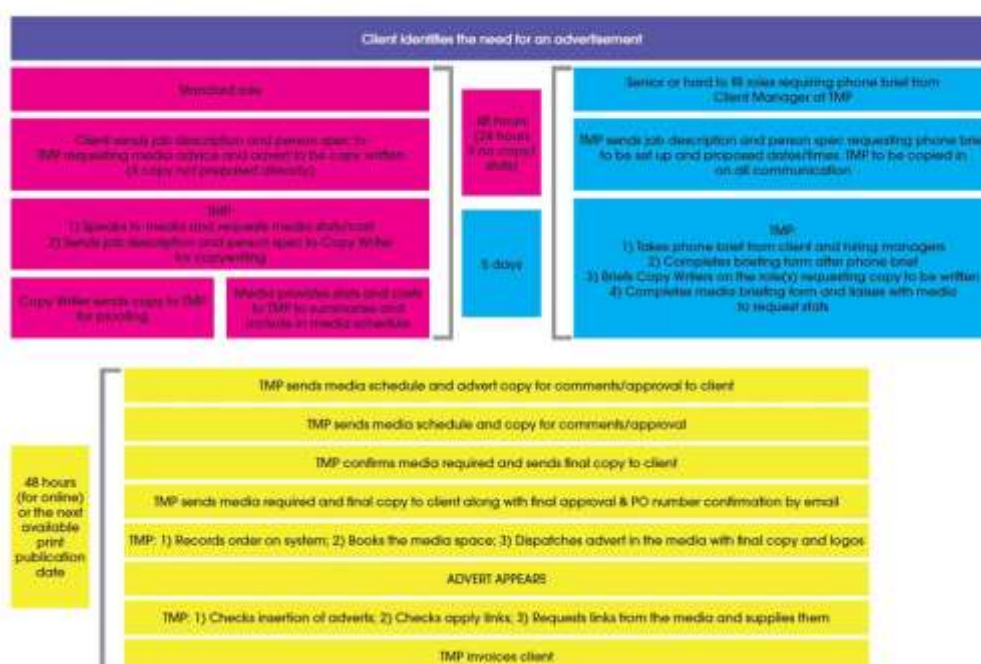
The advertising process starts with an initial discussion with **PI RUS40 of FOIA** or **PI RUS40 of FOIA**. During this call, we will establish the scope of the project and from there will initiate a face-to-face meeting with your representatives.

This meeting will flesh out the brief, the objective of the campaign and campaign deliverables. We may also recommend meeting with a variety of senior stakeholders to build a rounded, detailed understanding of your requirements. We will send you the final written brief to ensure we have translated the information correctly and, upon approval of this and the quote, the work will begin.

## Advertisement Process

Our advertisement process chart can be found below:

### Advertisement Process Chart



## Standard Approval Process

## Receipt of an advert

When we receive a request to place an advertisement, we have processes in place for handling all adverts, standard and creative. These apply to both offline and online adverts across the wide range of publications and media that we deal

**Response**

with.

In the first instance, we will review any media requested to ensure that the media is correct and will generate a reasonable response. If there are more suitable or more cost-effective media available we will advise you accordingly.

We will also review the copy sent over and, if going in a printed advert, advise where savings can be made in the length of copy and also advise if an online approach would be more cost-effective.

Once media has been agreed, whether for a large-scale campaign or single advertisement, TMP will always provide a full media schedule. This will include a list of the chosen media, complete with a full breakdown of costs per publication. This will show the percentage discounts given back by TMP and we will also provide a copy of the final, approved advert/s for your records.

The typical process of booking and placing an advert (once approved and the media agreed with the client) is outlined below.

**Raising a media order**

- Once an advert is confirmed by the client, the size and colour are confirmed on our Sales Order Processing system (SOP) to obtain a unique media purchase order number
- Space is booked with the media, quoting the relevant media purchase order number. This is double-checked so that the price on the order (created through SOP) is the same as that quoted by the media representative. After the name of the person with whom the space was booked and the confirmation price are checked, these are entered on to the SOP system
- On receipt of the final proof, we check that the requested amendments have been made and proofread it again
- This final proof is then emailed to the requester for approval, clearly indicating the deadline by which you must provide approval/comments in order to guarantee insertion into the required media
- The requester is also alerted by telephone that an email is awaiting attention
- If approval is given over the telephone, we note down the name of the person giving approval, along with the date and time of doing so. If approval is given by email, we print off a copy and keep it with the paper record

**Pre-production quality checks**

The earlier in the process that quality checks are made the quicker and simpler the process works. On receipt the copy is checked for:

- Spelling and grammatical errors
- Legality – e.g. equal opportunities, advertising standards guidelines
- Appropriate response details
- Closing date – is there one, if so is it long enough after the insert date?
- Media requested – is it the most suitable?
- Overall style – will it appeal to the target audience?

Response
<p><b>On receipt of approval/amendments</b></p> <ul style="list-style-type: none"> <li>• If amendments are provided over the telephone, they are marked clearly on the proof itself. The name of the person giving amendments / approval is noted down, along with the date and time of doing so</li> <li>• The marked up proof is resubmitted to production through an annotated PDF, via eSend, for amendments</li> <li>• The production proof reader repeats the same process on the amends</li> </ul> <p><b>Final checks</b></p> <ul style="list-style-type: none"> <li>• Before requesting dispatch via Adfast/Quickcut/eSend/High-resolution PDF, we finally double-check all important details including media, facts and figures, closing date and contact details. We will check against the original instructions, not the TMP typed version. If they do not agree with the requested media order and advert proof, we will check through our paperwork to ensure details have not been amended at a later stage</li> <li>• When we are satisfied that the instructions have been completed correctly, we ask the production department to send via Adfast/Quickcut/eSend/High-resolution PDF</li> <li>• Once the file has been delivered, one final check is made to ensure the advert has successfully reached its destination</li> </ul>

#### B.4 Method statement - Capability

Provide details of capability in respect of electronic facilities; to meet future trends; media buying; copy writing and editing service; micro sites and creative work.

Response
<p><b>Electronic Facilities</b></p> <p>In order to foster a streamlined process of client communication, TMP has invested in a bespoke online order processing and communications system – The Client Centre.</p> <p>The Client Centre (TCC) is a unique extranet portal offered by TMP to all of our clients completely free of charge. It has been specifically developed to give a streamlined service whereby clients can place, monitor and review their advertising on a password protected online system, as well as having access to financial reports, archives of adverts and media information. We provide clients with one-to-one training sessions, as well as helpdesk support. We are currently trialling a new, updated and improved version of the Client Centre; if awarded the contract, we will use the new version to streamline the advertisement placement process.</p> <p>The Client Centre in no way replaces the personal team service, but allows additional control and accessibility to information.</p> <p><b>The Benefits of the Client Centre include:</b></p> <ul style="list-style-type: none"> <li>• Simple to use, the Client Centre will allow you to order, track and approve advertisements and their copy content online at your convenience</li> <li>• Should you wish to know at what stage of the process your advert is, you can log on to the system with your personal login details and find out whether it is currently in</li> </ul>



**Response**

Studio or waiting for approval

- If you know that you are not going to be available to proof your advert, you can cc in a colleague at the initial stage so that all the correspondence is sent to them as well
- The system will automatically email you at different stages, initially to confirm receipt of your request, but also when there is a proof and quote awaiting approval
- You can search and view every single advert (media details and cost) you've placed with us, as the system archives them all
- This archive can also be saved onto disk for you – so you can provide the information easily to as many people as you need to
- Through the very nature of the system, it also supports and ensures that the highest quality of service is provided to our clients. As every stage of the advertising ordering process is tracked, it removes the possibility of a wrong proof being sent to the media and reduces copy and content errors that have been known to happen through human error
- TCC also holds a bespoke media, deadline and style template guide, with all information accessed at the touch of a button. And, in the same way that all this information is held online for you, we can do the same with your management information
- Different levels of access can be granted, so it may be that you would want recruiting managers to be able to see less of the site's information such as Management Information than the team in HR
- As TCC can become linked into our clients' recruitment websites, it allows for auto-population of the websites' job board functionality with vacancy information, removing the need for any vacancy uploading

**Client Centre**

Username:

Password:

Keep me logged in: ☒

## Response



### Copywriting and Editing

The role of TMP's Copywriters is simple, but vital: they communicate the concepts behind our clients' recruitment campaigns. We pride ourselves on our copywriting service, and always adhere to three basic principles: the copy we produce is clear, concise and attention-grabbing.

Our Copywriters work in teams to capture what the 'big idea' is, both in detail, and at a broader underlying level. In addition to developing the underlying concepts, our copywriters have a great deal of responsibility as acting brand guardians for our clients. They are responsible for ensuring that all the work that we produce is on brand, compliant to your guidelines, and in line with your organisation's culture and values.

When defining your offer and writing the copy we'll seek to establish what type of person you are looking for – one that matches your vision, values and culture. This will ensure that we target the right people, first time. Armed with the 'unique selling points' and a clear view of the target audience, our copywriters are then able to put pen to paper and use this information to write an advert.

They are responsible for becoming you, not just working for you. They understand your goals, talk in your tone of voice, follow your business, and stay fully briefed on the higher education world. This means following you in the news, in the industry, being curious about what projects you have been working on, and keeping abreast of your achievements. We believe knowing you and the context in which you exist helps us to create compelling copy and define the space you need between you and the competition.

We strongly believe that copy-wise, less is more. Whenever possible, we recommend

## Response

that body copy in press advertising, when required, is succinct and that further information and detail is placed on a website, to which candidates are directed to find out more.

Copywriting is an art. Our team of 12 copywriters are trained professionals adept at copywriting and editing, who can express your offer across every channel, succinctly and in a compelling way, bringing the best people towards you, and the best people staying with you.

Award-winning examples of our copywriting can be found below:



## Response



## Creative

TMP operates an integrated creative department which includes creative, production and web development, design and build teams, all in one group. We have a centralised traffic function which ensures integrated delivery between the teams so that the right people are working on the brief at the right time. This ensures efficiencies and a co-ordinated approach to delivery for our clients.

All departments at TMP are creative in some way. But it is our creative department that is responsible for delivering the concepts behind our clients' recruitment campaigns. In short, the creative department is just that: creative. They develop the concept into the finished artwork and copy that you see on the advert in the newspaper, on the internet, on a giveaway at an event, or on the side of a bus.

TMP's Art Directors and Copywriters work in teams of two, capturing what the 'big idea' is in detail, and at a broader underlying level. In addition to developing the underlying concepts, the creative team has a great deal of responsibility too. Acting as brand guardians for our clients, they are responsible for ensuring that all the work we ultimately produce is 'on brand', compliant to their guidelines and in line with their organisation's culture and values. All creative work needs to have integrated options: an idea that works digitally needs to translate into print, and event-led experiences need to communicate ideas that may have started life as part of the brand's identity work. A lot of our work now happens in tandem with other specialist creative and design teams; this has seen TMP working with corporate branding agencies including Publicis for The Army, Ogilvy for IBM, and Rufus Leonard for Lloyds Banking Group.

Response
<p>The changing recruitment market has also seen the execution of creative concepts change from a piece of recruitment communications in press or online, to an ice sculpture to advertise a lack of 'cold' calling for Lloyds Banking Group, a poster in an X-Box game to attract game players to GCHQ, and a 2D barcode advert for FCO Services that only technologically-savvy candidates can interpret. All aim to grab attention and make prospective candidates find out more.</p> <p>And, it's fair to say that our innovative ideas and solutions for our clients are noticed: we have won over 90 awards for our creativity in the last few years.</p> <p>TMP has provided award-winning technology solutions for many years, across the full breadth of our public sector clients. These range from fully integrated corporate websites and Applicant Tracking Systems (ATS) to campaign microsites. We have a highly experienced team of eight website designers, developers and digital project managers who are able to deliver consistently on time and to budget, irrespective of the scale of the particular project.</p> <p>Every solution TMP delivers uses a responsive design, meaning that all websites work seamlessly on the range of mobile devices now in use. With 50% of traffic to our solutions coming from mobile devices, responsive design is no longer a 'nice to have': it's mandatory to the success of our client solutions, and to a seamless and speedy candidate journey.</p> <p>When we work with clients who require medium to large scale websites, the solution would generally be created using a Content Management System which is proven to be robust and scalable. Typical examples of functionality delivered in larger solutions would be:</p> <ul style="list-style-type: none"> <li>• Full content management system</li> <li>• Integrations with the client's ATS, which can include geo-location tools ('jobs on a map')</li> <li>• Fully branded solutions</li> <li>• Different page templates for different content sections – e.g. profiles, video, job listings</li> <li>• Social media integrations, to post content from the organisation's social channels directly into the website</li> </ul> <p>When it comes to campaign microsites, the scale is smaller, but the quality of the output remains equally high. All campaign microsites use the responsive design, but with a focus on rapid deployment. These sites generally have in the region of six to ten pages, and would be deployed to our clients for testing and sign-off within a week of all the design/copy/assets being approved and provided.</p> <p>Many clients find their own corporate websites lacking in terms of key and compelling candidate information, with a clunky candidate management process. Microsites therefore provide both a short, and sometimes longer-term, solution to the provision of quality information and process – ultimately resulting in better quality of candidates.</p> <p>Many campaign sites are delivered with interactive/video content to really drive home key messages, while bringing personality to the opportunity.</p> <p>TMP have found that our 'toolkit' approach has been well suited to a number of</p>

**Response**

clients; it allows different faculties and schools to have their own microsites running alongside each other, while retaining the institution's brand and single core website address.

The University of Sheffield microsite provides an example of what we can provide:



[www.pursuetheextraordinary.co.uk](http://www.pursuetheextraordinary.co.uk)

<http://eng.pursuetheextraordinary.co.uk/>

Fundamental to the success of our client solutions are the results. All our website and microsite offerings are fully tagged to allow TMP to produce comprehensive management information. This includes the application and conversion rates from the media, through to the solution site, and on to any ATS/application system.

## B.5 Exit Strategy & Skills Transfer

Describe the processes and deliverables of the exit phase of the service and how skills will be retained within the Authority.

**Response**

We understand the sensitive nature of managing an exiting service provider. Our approach would ensure that the transition is handled in a professional and compassionate manner. During the transition of service we would provide the new supplier with:

- Access to service reports
- Historical data
- Handing over of templates
- Introductions to the hiring community
- A line by line handover of live vacancies
- A confirmed handover date
- A reasonable period of time after the handover to field any questions should they arise

## Schedule Two: Price

---

### PROPOSAL FOR THE PROVISION OF EXTERNAL ADVERTISING AND TYPESETTING/ ALTERNATIVE FORMATS

#### 1. GENERAL INSTRUCTIONS

- 1.1. The rates contained within the ITT Part B - Pricing Schedule are, unless otherwise expressly agreed between the parties, firm and should be returned on the accompanying template.
- 1.2. The rates entered shall be deemed to include complete provision for full compliance with the requirements of the Contract.
- 1.3. The rates exclude VAT.
- 1.4. Tenderers must include in the pricing schedules any discounts or any reduced pricing they are proposing to offer to the Authority in delivery of this requirement.

#### 2. PRICE: TYPESETTING AND EXTERNAL ADVERTISING

##### Guidance

- 2.1 Tenderers are referred to Invitation to Tender (Part A), Section Three, Evaluation Methodology & Criteria, Price Evaluation Item 5, of the for further information on how price will be evaluated and are advised to ensure that they fully understand the evaluation methodology to be used to assess price.
- 2.2 Tenderers must take care to ensure they provide a price for each item/element of the pricing schedule as specified. Failure to complete the pricing schedule in full may result in the tender being rejected.
- 2.3 DH is looking for a cost effective solution as part of government's efficiency drive to obtain Value for Money. Agencies are expected to evidence how they can deliver value through the application of discounts or additional value added service

##### Pricing Schedule

- 2.4 Tenderers are required to submit the prices for the required adverts as detailed in the ITT Part B - Pricing Schedule – see table 3A (provided as a separate document).
- 2.5 When completing the pricing schedule, please note that the tendered prices should not exceed those in the rate card submitted for the framework.

## Schedule Three: Contract Monitoring

---

### PROPOSAL FOR THE PROVISION OF EXTERNAL ADVERTISING AND TYPESETTING/ ALTERNATIVE FORMATS

#### 1. GENERAL INSTRUCTIONS

- 1.1 Tenderers must provide all the information requested in the following section as part of their tender proposal. Supporting documents may be submitted but must be clearly referenced back to the appropriate section.

#### 2. REPRESENTATIVES

- 2.1 Name of Authority's Representative(s): To be advised at contract award stage
- 2.2 Name of Contractor's Representative(s): **PI RUS40 of FOIA**, Client Partner

#### 3. DELIVERABLES

- 3.1 List of deliverables, outputs and reports Contractor is to supply: To be advised at contract award stage  
Period(s) over which each deliverable, output and report is to be supplied: To be advised at contract award stage
- 3.2 Information requirements: To be advised at contract award stage
- 3.3 Milestones: To be advised at contract award stage

#### 4. MEETINGS

- 4.1 Frequency of contract management meetings: To be advised at contract award stage
- 4.2 Location of contract management meetings: To be advised at contract award stage
- 4.3 Checking performance against anticipated plan: To be advised at contract award stage

#### 5. REMEDIES

- 5.1 Remedies for below par performance: To be advised at contract award stage



## Schedule Four: Confidential & Commercially Sensitive Information

### PROPOSAL FOR THE PROVISION OF EXTERNAL ADVERTISING AND TYPESETTING/ ALTERNATIVE FORMATS

#### 1. GENERAL

- 1.1. All the information that the Authority supplies as part of this Contract may be regarded as Confidential Information as defined in Condition 1 (Definitions) of Section Three – Conditions of Contract.
- 1.2. The Contractor considers that the type of information listed in paragraph 2.1 below is Confidential Information.
- 1.3. The Contractor considers that the type of information listed in paragraph 2.2 below is Commercially Sensitive Information.

#### 2. TYPES OF INFORMATION THAT THE CONTRACTOR CONSIDERS TO BE CONFIDENTIAL

- 2.1. Type 1: Confidential information:

INFORMATION CONSIDERED CONFIDENTIAL	REASON FOR FOIA EXEMPTION (INCLUDE PARAGRAPH REFERENCE)	PERIOD EXEMPTION IS SOUGHT (MONTHS)

- 2.2. Type 2: Commercially sensitive information:

INFORMATION CONSIDERED COMMERCIALY SENSITIVE	REASON FOR FOIA EXEMPTION (INCLUDE PARAGRAPH REFERENCE)	PERIOD EXEMPTION IS SOUGHT (MONTHS)
Pricing	It would give an unfair advantage to our competitors.	Length of contract.

## Schedule Five: Administrative Instructions

### PROPOSAL FOR THE PROVISION OF EXTERNAL ADVERTISING AND TYPESETTING/ ALTERNATIVE FORMATS

#### 1. AUTHORISATION

- 1.1. The person shown below shall act as the Authority's Representative on all matters relating to the Contract:

NAME	PI RUS40 of FOIA
CONTACT DETAILS	PI RUS40 of FOIA

- 1.2. The Department's Representative may authorise other officers to act on their behalf.

#### 2. NOTICES

- 2.1. Any notice the Contractor wishes to send the Authority shall be sent in writing to the Authority's Representative at the address shown in paragraph 1.1 above.
- 2.2. Any notice the Authority wishes to send the Contractor shall be sent in writing to the Contractor's Representative at the address shown in paragraph 4.2 below.

#### 3. ADDRESS FOR INVOICES

- 3.1. It is preferred that invoices are sent electronically to:  
[MB-PaymentQueries@dh.gsi.gov.uk](mailto:MB-PaymentQueries@dh.gsi.gov.uk)
- 3.2. Alternatively invoices can be sent to the Department addressed to:  
**Department of Health**  
 Accounts Payable, 6<sup>th</sup> Floor, Zone B  
 Skipton House, 80 London Road  
 London SE1 6LH
- 3.3. Invoices must not be sent to the Authority's Representative.

#### 4. CORRESPONDENCE

- 4.1. All correspondence to the Authority except that for or relating to invoices shall be sent to the following address:

PI RUS40 of FOIA

- 4.2. All correspondence to the Contractor shall be sent to the following address:  
**TMP (UK) LIMITED (Trading name - TMP Worldwide)**  
 265 Tottenham Court Road  
 London W1T 7RQ

## Schedule Five: Appendix A: Variation to Contract

### PROPOSAL FOR THE PROVISION OF EXTERNAL ADVERTISING AND TYPESETTING/ ALTERNATIVE FORMATS

(FOR INFORMATION ONLY – NOT FOR COMPLETION AT TENDER STAGE)

<b>CONTRACT TITLE:</b>	
------------------------	--

<b>FOR THE PROVISION OF:</b>	
------------------------------	--

<b>CONTRACT REF:</b>		<b>VARIATION NO:</b>		<b>DATE:</b>	
----------------------	--	----------------------	--	--------------	--

BETWEEN:

The Secretary of State for Health (hereinafter called the Department) and [INSERT NAME OF CONTRACTOR] (hereinafter called the Contractor) having his main or registered office at [DN: INSERT ADDRESS]:

The Contract is varied as follows:

(DN: INSERT DETAILS OF VARIATION)

Words and expressions in this Variation shall have the meanings given to them in the Contract.

The Contract, including any previous Variations, shall remain effective and unaltered except as amended by this Variation.

SIGNED:

**FOR: THE AUTHORITY**

By

Full name

**GRADE / PAY BAND**

**DATE**

**FOR THE CONTRACTOR**

**BY**

**FULL NAME**

**TITLE**

**DATE**

## Schedule Five: Appendix B: Novation Agreement

### PROPOSAL FOR THE PROVISION OF EXTERNAL ADVERTISING AND TYPESETTING/ ALTERNATIVE FORMATS

(FOR INFORMATION ONLY – NOT FOR COMPLETION AT TENDER STAGE)

THIS DEED (THIS AGREEMENT is made on the [dd] day of [month & year] BETWEEN

- (1) THE SECRETARY OF STATE FOR HEALTH (the **Secretary of State**) whose principal place of business is at Richmond House, 79 Whitehall, London, SW1A 2NS,
- (2) THE [CONTRACTOR] of [address]
- (3) THE [NEW PARTY] of [address]

WHEREAS

- (A) This Agreement is supplemental to an agreement dated [dd Month Year] between the Secretary of State and the Contractor (the **Contract**) under which the Contractor agreed to provide services to the Secretary of State.
- (B) The Secretary of State has authorised the New Party to replace the Secretary of State as the contracting Department under the Contract on the terms of this Agreement and the Contractor is willing to accept the New Party in place of the Secretary of State on those terms.

IT IS HEREBY AGREED AS FOLLOWS:

1. Subject to the following Clauses of this Agreement –
  - a) The Contract shall continue in full force and effect as if the New Party were named as a party to the Contract in place of the Secretary of State for Health.
  - b) All rights, obligations and liabilities arising under the Contract from the date of this Agreement shall be rights, obligations and liabilities between the New Party and the Contractor.
  - c) Any existing rights, obligations or liabilities of the Secretary of State relating to the performance of the Contract up to the date of this Agreement shall pass to the New Party and shall be enforceable between the Contractor and the New Party in place of the Secretary of State.
2. The rights, obligations and liabilities of the Contract shall be exercisable and enforceable as the rights of the New Party under this Agreement.
3. This Agreement shall be governed by and interpreted in accordance with English law and shall be subject to the jurisdiction of the courts of England.

Signed by .....for and on behalf of the  
Secretary of State for Health in the presence of:

Signed by .....for and on behalf of the  
Contractor in the presence of:

Signed by .....for and on behalf of the  
New Party in the presence of:

## Schedule Five: Appendix C: Sub-Contractors

### PROPOSAL FOR THE PROVISION OF EXTERNAL ADVERTISING AND TYPESETTING/ ALTERNATIVE FORMATS

All suppliers to the Department of Health are asked to provide details of all sub-contractors that will be used to perform the contract.

NAME & ADDRESS OF SUB-CONTRACTOR		SERVICE PERFORMED FOR CONTRACTOR	PROVIDE DETAILS OF STAFF NUMBERS <sup>2</sup>	PROVIDE LATEST YEAR'S TURNOVER
NAME:				
ADDRESS:				
NAME:				
ADDRESS:				
NAME:				
ADDRESS:				

<sup>2</sup> This is the average annual numbers of both staff and managerial staff employed over the last trading year

## Schedule Six: Form of Tender

### Declaration

#### PROPOSAL FOR THE PROVISION OF EXTERNAL ADVERTISING AND TYPESETTING/ ALTERNATIVE FORMATS

Having examined the proposed Contract comprising of:

- (a) Part A – Section Two, (Conditions of Contract);
- (b) Part B – Schedules One, One (a), Two and Six (mandatory); and
- (c) Part B – Schedules Three to Five inclusive (as amended).

As enclosed in the ITT response dated **(28/04/16)**. We do hereby tender against the requirements, and terms and conditions of the proposed Contract.

We undertake to keep the tender open for acceptance by the Authority for a period of ninety (90) days from the deadline for receipt of tenders.

We declare that this is a bona fide tender, intended to be genuinely competitive, and that we have not fixed or adjusted the amount of the tender by, or under, or in accordance with, any agreement or arrangement with any other person. We further declare that we have not done, and we undertake that we will not do, any of the following acts prior to award of this Contract:

- (a) Collude with any third party to fix the price of any number of tenders for this Contract;
- (b) Offer, pay, or agree to pay any sum of money or consideration directly or indirectly to any person for doing, having done, or promising to be done, any act or thing of the sort described herein and above.

Unless and until the Tenderer and the Authority have executed a formal agreement, the Authority's acceptance of this tender with all its enclosures shall not constitute a binding contract between us. We understand that you are not bound to accept the lowest price, or any, tender.

Name of person duly authorised to sign tenders: **PI RUS40 of FOIA**

Date: 28/04/16

Name: **PI RUS40 of FOIA**

in the capacity of: Managing Director

duly authorised to sign tenders for and on behalf of:

TMP Worldwide

By completing this Declaration and submitting your tender you have agreed that the statements in this Form of Tender are correct.