

**THE NATIONAL ARCHIVES**

**RECRUITMENT advertising SERVICES**

**INVITATION TO TENDER – OPEN COMPETITION**

**DEADLINE FOR TENDER SUBMISSIONS – 12 NOON (UK TIME), 4 JUNE 2021**

1. **ABOUT US**
   1. The National Archives (TNA) is the official archive and publisher for the UK government, and for England and Wales. We are the guardians of some of our most iconic national documents, dating back over 1,000 years. We are an accredited archive service.
   2. Our 21st-century role is to collect and secure the future of the government record, both digital and physical, to preserve it for generations to come, and to make it as accessible and available as possible.
   3. The National Archives’ business plan, [Archives For Everyone](https://www.nationalarchives.gov.uk/about/our-role/plans-policies-performance-and-projects/our-plans/archives-for-everyone/), commits us to lead the archives sector to fulfil the vision set out in the strategic vision for archives, [Archives Unlocked](https://www.nationalarchives.gov.uk/archives-sector/projects-and-programmes/strategic-vision-for-archives/), promoting our shared values of trust, enrichment and openness. It also sets out our aim to lead the world in reimagining archival practice for the 21st century, pioneering new and ethical approaches to appraisal and selection, description, digital preservation and access.
   4. The National Archives is the lead for the archive sector in England. Information about our role can be found here [Archives sector - The National Archives](https://www.nationalarchives.gov.uk/archives-sector/).
   5. Business priorities:

For the next two years, we will focus on delivering changes and products that both contribute to the government response to the COVID-19 crisis and progress the transformation described in Archives for Everyone, to:

1. Capture the record and aid legal certainty;

2. Take the collection to new audiences;

3. Realise the value of archives through research, innovation and commercial exploitation;

4. Lead the archives sector to a secure and sustainable future;

5. Change the way we work.

By March 2022, we intend to:

• Refresh our Values and develop a new People Strategy;

• Take positive action to improve representation;

• Through our new People Strategy, build a culture and technical infrastructure that enables and supports 21st Century working.

1.6 TNA employs approximately 550 staff at its site in Kew, West London.

1. **PURPOSE**
   1. This invitation to tender specifies our requirements for provision of recruitment advertising services.
2. **THE REQUIREMENT**
   1. TNA wishes to put in place a call-off contract for recruitment advertising services. We recruit many different types of roles including Developers, Infrastructure Analysts, Licensing Managers, Records Specialists, Senior Legal Editors, Education professionals and Events staff.
   2. We require a paid advertising service that will attract a diverse audience to these varied roles, providing us with advice and creative suggestions to increase the quantity and quality of our applications.
   3. Our total expenditure in this area over the last two financial years was £41,000, which accounted for 25 roles. However, we make no minimum commitment to how frequently we will use the service.
   4. We have attached some Q&As at the end of the ITT to give you additional insight into the service requirement.
   5. The proposed period of the initial appointment is from 1 July 2021 to 30 June 2022 with the option to extend for a further 12 months.
3. **HOW TO RESPOND**
   1. If you have any clarification questions related to your Tender Response, please submit these to [procurement@nationalarchives.gov.uk](mailto:procurement@nationalarchives.gov.uk) by **5pm (UK time) on 21 May 2021.**
   2. Please submit your Tender Response to [procurement@nationalarchives.gov.uk](mailto:procurement@nationalarchives.gov.uk) by **12 noon (UK time) on 4 June 2021**.
   3. It is for you to determine what format your Tender Response should take so as to describe your offer in a clear, comprehensive fashion. However please ensure your Tender Response includes as a minimum:
      1. A **complete rate card for the professional services** which you are able to provide;
      2. A **clear description of any mark-up** which will be applied to the placement charge set by the advertising channel;
      3. At the very end of Section 8FREQUENTLY ASKED QUESTIONS & ANSWERS we have shared with you recent examples of varied job titles and job descriptions. **Please describe where you would advertise these with a budget of £5,000**.
      4. Your **proposed approach** to meeting our requirement as described above.
4. **EVALUATION CRITERIA**
   1. Your Tender Response will be evaluated using the following criteria:

* Price (4.3.1) 40%
* Quality of Response (Sections 4.3.2 to 4.3.4) 60%
  1. Price scores will be based on a comparison between each Supplier’s price offer, based on the percentage difference from the lowest bid price. The lowest offered price will receive the maximum pre-weighted score of 10 points, a price which is 20% higher will receive a score of 8 (ie the maximum score minus 20%).
  2. Other categories will be evaluated according to the table below:

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| --- | --- |
| **10 Points** | **Outstanding:**   * Potential Supplier has provided a response that addresses all parts of the requirement * Potential Supplier has provided evidence to support all elements of their response * The evidence supplied is convincing and highly relevant to the requirement * Potential Supplier’s response is clear and easy to understand * Where relevant, Potential Supplier has demonstrated a high level of capability to deliver new and innovative service approaches |
| **7 Points** | **Good:**   * Potential Supplier has provided a response that addresses all parts of the requirement * Potential Supplier has provided evidence to support most elements of their response * The evidence supplied is good and relevant to the requirement * Potential Supplier’s response is clear and easy to understand * Where relevant, Potential Supplier has demonstrated some level of capability to deliver new and innovative service approaches |
| **4 Points** | **Average:**   * Potential Supplier has provided a response that addresses some parts of the requirement * Potential Supplier has provided evidence to support some elements of their response, but not all * The evidence supplied has some limited relevance to the requirement * Potential Supplier’s response is not always clear and easy to understand * Where relevant, Potential Supplier has demonstrated limited capability to deliver new and innovative service approaches |
| **1 Point** | **Poor:**   * Potential Supplier has provided a response that fails to address most parts of the requirement * Potential Supplier has provided little or no evidence to support most elements of their response * The evidence supplied is very weak and has very limited relevance to the requirement * Potential Supplier’s response is not always clear and easy to understand * Where relevant, Potential Supplier has demonstrated little or no capability to deliver new and innovative service approaches |

1. **PROCUREMENT TIMETABLE**
   1. The procurement timetable is as follows:

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| --- | --- | --- |
| **Ref.** | **Description** | **Date** |
| 1 | Invitation to Tender published | **14 May 2021** |
| 2 | Deadline for Potential Suppliers to submit clarification questions to [procurement@nationalarchives.gov.uk](mailto:procurement@nationalarchives.gov.uk) | **5pm (UK time)**  **21 May 2021** |
| 3 | Deadline for Potential Suppliers to submit Tender Responses to [procurement@nationalarchives.gov.uk](mailto:procurement@nationalarchives.gov.uk) | **12 noon (UK time)**  **4 June 2021** |

*\* Any clarification question received that TNA deems to be relevant to more*

*than one Potential Supplier may be shared with all Potential Suppliers.*

1. **CONTRACT TERMS**
   1. The contract will be awarded subject to our standard terms and conditions, which can be found [here](http://www.nationalarchives.gov.uk/about/commercial-opportunities/information-for-our-suppliers/).
   2. TNA reserves the right not to award and to complete its objectives through other means.
2. **FREQUENTLY ASKED QUESTIONS & ANSWERS**

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| **QUESTIONS** | **ANSWERS** |
| **Q.** Are there any upcoming challenges we would like you to take into consideration regarding recruitment? | **A.** Budget restrictions and salary levels in comparison to the private sector |
| **Q.** Do we find particular roles more difficult to fill than others? | **A.** Digital and IT |
| **Q.** What is the quality of applications we currently receive? | **A.** Reasonable quality for majority of campaigns but significantly poorer for technical roles |
| **Q.** Is there a particular format that we would like the tender responses to be supplied to us in (i.e. Word doc or PDF)? | **A.** No, there is no preference regarding the format of responses |
| **Q.** Is there a secondary stage to the written tender response (i.e. telephone discussion/interview)? | **A.** It is not intended that there will be a second stage to the written tender response; however we reserve the right to take that approach if we deem it appropriate. |
| **Q.** What does value for money look like for us at TNA? | **A.** Increased quantity and quality of applications, and flexibility in approach and services offered |
| **Q.** With regard to your rate card submission what are we looking for? | **A.** We would like a complete rate card for the professional services which you are able to provide. We would like you to provide a clear description of any mark-up which will be applied to the placement charge set by the advertising channel |
| **Q.** Is media spend included in the budget? i.e. does this include costs associated with buying media space e.g. an advert on a job board? | **A.** The indicative budget that we have specified is to cover every single aspect of this service, including media space for advertisements on job boards |
| **Q.** What are we seeking in terms of a list of services that will be required as part of this tender e.g. whether we require creative services or whether we see this as a media planning and buying in priority? | **A.** We expect advice on the most appropriate channels to use, advice on wording of those advertisements, and the placing of those adverts. Your rate card should provide for these professional services. |
| **Q.** A recent example of a campaign that we would like to share with you | **Head of Grants and Funding**  The National Archives  **Apply before 11:55 pm on Sunday 16th May 2021**    **Reference number**  114677  **Salary**  £53,800 - £56,000  **Grade**  Grade 6  **Contract type**  Permanent  **Business area**  TNA - Research and Collections - Research and Collections  **Type of role**  Senior leadership Strategy  **Working pattern**  Flexible working, Full-time, Job share  **Number of posts**  1  Location  Richmond upon Thames, London, TW9 4DU  About the job  **Summary**  The National Archives (TNA) is the official archive of the UK government and for England and Wales, and makes a vast collection of historical records dating back over 1,000 years available to the public. TNA is also an Independent Research Organisation (IRO), meaning we are eligible to lead UKRI-funded research.  One of the priorities of TNA's Research and Collections Directorate is to shape a programme of world-class academic and scientific research, and seek funding in order to support the delivery of our ambitions. Our archive sector leadership team also sits within the Directorate, and we also seek funding to support our leadership roles in the wider archives sector, and for our education and other initiatives.  We wish to make our approach to funding more strategic, planned and co-ordinated, and are therefore establishing a Grants and Funding Office within TNA. This new Office will enable us:  • To have a central locus for grants and funding, enabling us to be strategic whilst retaining the ability to be agile and flexible;  • To maximise opportunities for funding, particularly from non-research council funding, in order to increase the amount of funding we win;  • To better support the development and delivery of current funded programmes run by the Archives Sector Development Department, such as Archives Revealed, as well as initiating new programmes;  • To ensure that impact and dissemination are included in grants applications from the beginning, optimising the benefits to TNA, the public and the wider archive, academic and cultural heritage sectors;  • To provide co-ordination between TNA funding applications and the recently established body, The National Archives' Trust.  **Job description**  Full Job Description attached - see below  **Responsibilities**  We are looking for someone to establish and lead a new Grants and Funding Office at TNA, to support our cutting-edge research, education and archives sector leadership activities. The new post of Head of Grants and Funding offers an exciting opportunity to establish and direct the new Office, setting strategy and leading on all aspects of the role in accordance with our ambitious strategic vision, Archives for Everyone. You will have the capability, experience and confidence to deliver against this vision, working closely with senior colleagues in Research, Archives Sector Development, Finance and Procurement, and others. With a strong track record for securing research funding from a range of sources, and credibility as a leader, you will establish and lead a team to define the future of our grants and funding strategy and delivery.   Within the beautiful surroundings of Kew, a 10-minute walk from Underground and Overground stations, TNA boasts a collegial working environment and the excellent Civil Service benefits package. This includes flexible working, an on-site gym, wellbeing resources and an opportunity to join a Civil Service Pension Scheme. Putting people at the forefront of our organisation, we are committed to enabling professional development and training for all our colleagues.   We are an equal opportunities employer welcoming applications from all sections of the community and from people of diverse ages, experience and backgrounds, including people with disabilities. We are keen to explore the widest possible pool of talent for all our roles.   HOW TO APPLY:  To submit your application please click the 'Apply now' button on this page. You will be asked to write a personal statement and upload your CV. In your personal statement please explain, using examples, how you meet the essential criteria below. You may draw on knowledge, skills, abilities, experience gained from paid work, domestic responsibilities, education, leisure interests and voluntary activities. Please note selection for interview will largely be based on the information you provide in this section so please make full use of the 1250 word count.   Essential:  Demonstrable experience and knowledge of grants and funding leadership and management at a senior level, preferably in the academic or cultural heritage sector.  • Track record in delivering funding success and demonstrable experience in funding application systems.  • Strong people management skills and a track record of developing and leading high performing yet collaborative teams.  • Excellent relationship building skills, with the personal credibility to act as an ambassador for TNA at a senior level, able to command respect internally and externally.  • Entrepreneurial approach, with the dynamism and ability to contribute new ideas alongside a demonstrable record of success.  • Strategic thinking, with the ability to balance vision with operational delivery and the ability to focus on outcomes.  • Excellent organisational skills, with a proven ability to meet targets and deadlines.  • Written and verbal communications skills at a very high level.  Desirable   1. Financial skills  2. Experience in the academic, archival or cultural heritage sector |
| |  | | --- | | **Q.** When we have gone to the media, how have we found the response levels and the quality of applications | | **A.** We have previously had a good response with reasonable quality |
| **Q.** Are we looking to increase under- representation and do we want this  included in our attraction strategy? | **A.** We are always looking to increase the diversity of our applications and we would be keen to see specific experience of driving diversity |
| **Q.** Which advertising channels do you currently use? | **A.** Guardian, Times, Linked In, Indeed, Reed, a number of IT Job boards, Exec. Appointments, Graduate Jobs, National Museums and a range of others depending on the role. |
| **Q.** When a job seeker applies to an advertised vacancy, how would you prefer to receive applications? (i.e. is there an application form which should be completed and returned, or, is a CV and covering letter appropriate?) | **A.** Candidates apply through our Applicant Tracking System (ATS) either filling in a form or uploading a CV and statement depending on the role. |
| **Q.** Should HR or the hiring manager receive the completed applications in the first instance? | **A.** The Applicant Tracking System (ATS) is managed by the Recruitment Team and recruiting managers are supplied with sift and interview packs. |
| **Q.** Recent examples of varied job titles and  job descriptions that we would like to  share with you |  |