**REQUEST FOR QUOTATION – HR RECRUITMENT ADVERTISING SERVICES**

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1. **PURPOSE**

The purpose of this request for quotation is to invite proposals from service providers to provide a recruitment advertising service for the council’s recruitment activity. The timescales are to be determined however this will commence from April 2019 and run through to March 2021.

Timetable

|  |  |
| --- | --- |
| **Activity** | **Date** |
| Date of issue of request for quotation | 11 January 2019 |
| Deadline for clarification questions | 18 January 2019 |
| Date of return of quotation | 12pm 25 January 2019 |
| Evaluation period | 28 January to 1 February 2019 |
| Commencement of contract | From March 2019 |

Table 1 Timetable for request for quotation

1. **BACKGROUND TO THE CONTRACTING AUTHORITY**

## About The London Borough of Lambeth

Lambeth is one of a ring of thirteen local authorities which constitute Inner London. It measures seven miles north to south, and about two and a half miles east to west. The London Borough of Lambeth is the largest inner London Borough with a population of around 324,000. 34% of Lambeth's population are from ethnic minorities - the seventh highest figure for a London borough. Approximately 132 languages are spoken in the Borough and after English the main languages spoken are Yoruba and Portuguese.

The borough includes Brixton, Clapham, the South Bank, Streatham, Stockwell, Vauxhall, Waterloo, West Norwood and Tulse Hill. Lambeth is one of the largest geographic areas of an inner London borough. The length of the borough means that it has characteristics of both inner and outer London boroughs.

Waterloo, Westminster, Lambeth and Vauxhall bridges are all partly located within Lambeth's boundaries as are the London Eye and Lambeth Palace, the official London Residence of the Archbishop of Canterbury. Lambeth includes the South Bank complex as the most visible element of a thriving, expanding arts and leisure industry within the borough. Examples include internationally known theatres such as the Old Vic, the Young Vic, the National Theatre, Royal Festival Hall and the National Film Theatre.

The north of the borough is bounded by the River Thames and is home to the London Eye and Waterloo station. The Vauxhall area, immediately to the south of Waterloo, is a mix of residential and important commercial and industrial activity. The central part of the borough extends from the Oval in the north (with the Oval Cricket Ground) to Clapham Common and Brockwell Park in the south. The area contains many of the Council's housing developments. It contains the borough's largest shopping centre in Brixton and leisure attractions such as the Academy music venue and the Ritzy cinema.

Travelling down from the north of the borough to the inner-suburbs of Streatham & Norwood, the south of the borough is predominantly residential. It has excellent entertainment and recreation facilities and potential for retail and business development on a number of key sites.

Lambeth has a relatively young age profile. Although Lambeth is a largely residential borough, it’s a destination for young, working age people. White people make up 59% of the population.

In addressing the noticeable increase and concern about the lack of affordable housing, Lambeth has launched Homes For Lambeth which will be in place in 2019. See additional information in Appendix A (7) for more details about the Lambeth workforce.

**The Council’s Objectives**

The council’s key objectives, as set out in the [Borough Plan](https://www.lambeth.gov.uk/elections-and-council/about-lambeth/future-lambeth-our-borough-plan) are:

* Inclusive growth: We want all of Lambeth to benefit from the investment and regeneration of the Borough
* Reducing inequality: We want to take action to address inequalities across the borough including issues to do with health, job opportunities and quality of life
* Building strong and sustainable neighbourhoods: We want to maintain safe, clean and cohesive communities across the borough

1. **BACKGROUND TO REQUIREMENT**

Lambeth Council is seeking to appoint a service provider to provide active and passive recruitment advertising associated with recruitment campaigns in particular for hard–to-fill roles. For active advertising our requirement includes a job board and for passive advertising we require topic based advertising which the service provider would advise on the best options available (which may include microsites, featured articles or other approaches). The service would be for all Lambeth positions advertised excluding schools.

***Previous volumes are as follows:***

|  |  |  |
| --- | --- | --- |
| Year | Campaigns (including internal vacancies) | Job Board usage |
| 2018/19 to September | 109 | 98 |
| 2017/18 | 339 | 249 |
| 2016/17 | 500 | 270 |
| 2015/16 | 450 | 234 |

***Potential Future pipeline for vacant or specialist roles over 50K:***

|  |  |
| --- | --- |
| Assistant Director level | 5 |
| Head of Service level | 11 |
| Manager level | 6 |
| Technical / specialist roles | 14 |
| Other | 52 |
| All roles | 88 |

1. **SCOPE OF SERVICES**

The successful service provider will provide an advertising package consisting of the following:

* A job board for supporting the Council’s branding and candidate attraction, advertising and publicising all Lambeth Council vacancies automatically posting the council’s job vacancies from Oracle Cloud Taleo via Equest.
* Options for additional advertising through subject or topic related search, relevant to specific campaigns
* Advice and guidance to the Council regarding opportunities to maximise exposure for relevant roles, including any value adding services the provider may deem relevant.
* Quarterly reports on the spend and effectiveness of the above which can interface to our Oracle Taleo reporting

**Out of scope:**

There are a number of activities outside the scope of services which will be undertaken by the Council or other providers.

* Applicant tracking system
* Consultancy services relating to search and selection
* The council has a separate advertising contract which we expect to continue for general recruitment advertising requirements arising from recruitment campaigns.
* Holding personal data on behalf of the council for recruitment purposes

1. **DETAILS OF SCOPE OF SERVICES**

Table 2 below sets out the deliverables by which the success of the service will be evaluated. The provider is responsible for the successful project management of the deliverables.

| **Item** | **Deliverables and activities** | **Mode** |
| --- | --- | --- |
| 1 | Provision of active advertising for all Lambeth Council recruitment campaigns | Job Board or similar that automatically links to job board via Equest. |
| 2 | Provision of targeted / passive recruitment advertising for relevant posts | Topic based search on relevant sites or networks |
| 3 | Recruitment advertising advice and guidance or specialist solution | As required or recommended for the role |
| 4 | Effectiveness of campaign and spend | Quarterly report, data |

Table 2 - Proposed deliverables and activities

1. **KEY MILESTONES**

Dates will be subject to change but indicative dates are as follows:

|  |  |
| --- | --- |
| **Milestone** | **Date** |
| Commencement of contract | March 2019 |
| Start of service | April 2019 |
| First contract review | September 2019 |

Table 3 Key Milestones

1. **AUTHORITY’S RESPONSIBILITIES**

* The supply of necessary technical documentation and information to support the delivery of the job board.
* Provision of any relevant documents including campaign copy, policies and procedures (e.g. recruitment policy and procedure).
* Clarification questions can be sent by email up to Friday 18 January 2019 to [pewing@lambeth.gov.uk](mailto:pewing@lambeth.gov.uk)
* Single point of contact will be Paul Ewing, Head of Contracts and Programmes [pewing@lambeth.gov.uk](mailto:pewing@lambeth.gov.uk)

1. **VOLUME OF ACTIVITY**

Past volumes have been supplied for information and as an estimate of future activity only. The council cannot guarantee any future volumes of activity.

**APPENDIX A – SPECIFICATION OF SCOPE OF SERVICES**

# CONTINUOUS IMPROVEMENT -

The Service Provider will be expected to use their advice and expertise to recommend improvements to the delivery of the project.

1. **STAFF AND CUSTOMER SERVICE**

The Authority requires the service provider to provide a sufficient level of resource throughout the duration of the contract to deliver a quality service to all Parties.

Potential Provider’s staff assigned to the contract shall have the relevant qualifications and experience to deliver the Contract.

The Potential Provider shall ensure that staff understand the Authority’s vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.

1. **SERVICE LEVELS AND PERFORMANCE**

The Authority will measure the quality of the Supplier’s delivery by quarterly reporting and feedback from stakeholders.

Should it be necessary Lambeth or the supplier can cancel services and deliverables not yet provided.

1. **SECURITY REQUIREMENTS**

None specific to this contract. Government security standards apply.

1. **REPORTING**

Six-monthly contract reviews.

1. **PAYMENT**

Payment to be made following a purchase order. For additional charges over the standard job board, the invoice should provide a breakdown of the activities completed.

Before payment can be considered, each invoice must include a purchase order number, detailed elemental breakdown of work completed and the associated costs.

1. **ADDITIONAL INFORMATION**

Please refer to the supporting documentation provided by the council including

* [Lambeth Council Constitution 2016-17](http://moderngov.lambeth.gov.uk/ieListMeetings.aspx?CId=738&info=1&MD=Constitution)
* Contract Terms and Conditions provided as a separate attachment Appendix A – Contract Terms and Conditions
* [Lambeth Draft Workforce Strategy](https://moderngov.lambeth.gov.uk/documents/s96786/Draft%20workforce%20strategy%20120618%20MB.pdf)
* [Lambeth Workforce Information 2017/18](https://moderngov.lambeth.gov.uk/documents/s98293/Workforce%20OD%20Report%202017-18.pdf)
* [Lambeth Workforce Pages](https://www.lambeth.gov.uk/elections-and-council/transparency-and-open-data/lambeth-workforce-information)

1. **LOCATION**

Lambeth Council is based at Lambeth Town Hall 1 Brixton Hill SW2 1RW. The services will be delivered at locations deemed appropriate by the council and provider.

**APPENDIX A CONTRACT TERMS AND CONDITIONS**

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**APPENDIX B QUALITY AND METHOD STATEMENT**

The service provider should be able to demonstrate in a written **submission no longer than four A4 pages** in a format you deem acceptable(\*) on the following:

1. Track record and proposed methodology for supplying a job board solution that would support the council in advertising roles. (20%)

1. Value adding activities proposed to be applied in the recruitment advertising process, including additional services (20%)
2. How the proposals above would support the council’s objectives in relation to its priorities, draft workforce strategy and equalities objectives. (20%)

This will form 60% of the evaluation and each question will be of equal weighting.

(\*)Please note the Council has supplied a response sheet in the request for quotation document, however providers may use their own preferred format for documents. Appendices and case studies can be additional to the submission and not count as part of the four page submission.

The responses will be marked in accordance with the marking scheme below:

|  |  |  |
| --- | --- | --- |
| Score | Rating | Description |
| 0 | No Response | No proposal has been received  Note: The response is deemed unacceptable. |
| 1 | Unacceptable | A proposal at this rating:   * Builds very little or no confidence that the Tenderer can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures; * Builds very little or no confidence that the Tenderer’s approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach/solution.   Note: The response is deemed unacceptable. |
| 2 | Poor | A proposal at this rating:   * Raises reservations that the Tenderer can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures; * Raises reservations that the Tenderer’s approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach/solution.   Note: a response at this rating includes reservations which cannot be easily resolved with the Tenderer pre-contract award (i.e. changes which would distort the competition) or during the contract term without impacting time, quality or cost.  The response is unacceptable. |
| 3 | Acceptable | A proposal at this rating:   * Confirms that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; * Provides an acceptable approach/solution to delivering the requirements utilising standard strategies, plans, tools, methods or technologies.   Note: an acceptable response may include minor reservations that can easily be resolved with the Tenderer pre-contract award (i.e. changes which would not distort the competition) or during the contract term without impacting time, quality or cost. |
| 4 | Good | A proposal at this rating:   * Builds confidence that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; * Provides a good approach/solution to delivering the requirements utilising appropriately tailored strategies, plans, tools, methods or technologies.   Note: a good response may include a small number of minor reservations that can easily be resolved with the Tenderer pre-contract award (i.e. changes which would not distort the competition) or during the contract term without impacting time, quality or cost. |
| 5 | Excellent | A proposal at this rating:   * Builds a high level of confidence that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; * Provides an exceptional approach/solution to delivering the requirements utilising appropriately tailored and at times innovative strategies, plans, tools, methods or technologies.   Note: an excellent response should not include any reservations. |

**APPENDIX C PRICING DOCUMENT AND SUBMISSION**

Please provide a unit price for

1. Annual subscription fee for a job board **and**
2. Cost for up to 15 targeted campaigns

Please also indicate if a discount would apply over a 24 month period.

Please note the above pricing assumptions is for evaluation purposes only.

We have given indicative volumes for hours and estimated number of deliverables within the contract.

This will form 40% of the evaluation and will be evaluated using the following formula:

Price Score = (100% - ((Tender Price – Lowest Price)/Lowest Price)) x Price Weighting

**TENDER SUBMISSION**

The contact during the request for quote period is Paul Ewing, Organisational Development and Change Manager [pewing@lambeth.gov.uk](mailto:pewing@lambeth.gov.uk)

Tenders should be submitted by email to the email address [pewing@lambeth.gov.uk](mailto:pewing@lambeth.gov.uk) by the submission deadline of **12pm 25 JANUARY 2019**.