

**Market Testing Document**

**TITLE:** Provision of Online Recruitment Tools for Falmouth University

**PROCUREMENT REF:** 1694LAUNCHPAD

**RETURN DATE:** Monday 12th April 2021 at 12.00pm (UK Time)

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| **Version Control** | |
| Project Lead: Phil Marshall |  |
| Post: Studio Manager – LaunchPad Project |  |
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1. **Background:**

Launchpad is an innovative, post-graduate incubation and acceleration programme developed by Falmouth University that creates new digital businesses to meet identified market demand in just 12 months. Software engineers, digital creatives and businesspeople are brought together to solve industry challenges set by strategic partners.

Founders create new high growth, high value tech businesses in Cornwall, that are underpinned by a specially designed one-year MA Entrepreneurship programme. Launchpad is an ambitious programme driven by Falmouth University and designed to retain talent in Cornwall, boost the local economy and create global opportunities. Our aim is to recruit the best graduates and work with exceptional partners to drive success for us and for Cornwall.

For more than 100 years, Falmouth University has been a hub of creative thinking and design innovation.

Today, its portfolio of undergraduate and postgraduate courses represents the breadth of the Creative Industries, from art, design and fashion, to gaming, music and film.

Falmouth’s research programmes are built on the principle of open innovation - the idea that the grand challenges of our age can be addressed most effectively when tackled collaboratively across disciplinary boundaries. They focus on delivering impact for lives and economies through the development of new knowledge, solutions, services and products.

More than 5000 students from across the globe study on Falmouth’s two campuses, with access to professional standard environments including state-of-the-art performance and recording studios, some of the best photography facilities in Europe, cutting edge digital manufacturing technology and a TV studio and gallery.

As well as the courses that are delivered on-campus in Cornwall, Falmouth also provides ground-breaking online distance learning and exciting partnerships with industry-leading bodies including the Academy of Contemporary Music and the Fashion Retail Academy in London.

Falmouth University is changing the way Higher Education is delivered. Its future focussed and transdisciplinary approach means it is planning for the needs of the future economy, ensuring its students have the skills they need to excel in a fast-changing world. Putting real world, real market challenges and hands-on experience at the heart of the learning experience also means that Falmouth’s graduates leave as experienced professionals, accomplished complex problem solvers and strong team players.

Falmouth University’s Launchpad programme is building a large number of software businesses in Cornwall; our target is 16 new companies a year. To this end we aim to recruit around 80 individuals from various backgrounds including business development, marketing, software engineering, UX/UI and Digital creatives.

**Purpose of Market Testing Document:**

The purpose of this document is to establish whether there are suitable parties available to support this element of the project. To date we have used traditional recruitment methods including job boards and outsourcing to external recruiters. We are looking to better target high quality candidates from specific disciplines and are seeking tools/platforms that will allow us to do so.

1. **Project Expectations:**

Launchpad is seeking to procure tools/a platform that will be able to provide the following within its subscription fee for a period of 12 months:

1. Access to a large global network of suitable candidates in the aforementioned disciplines with an aim to recruit 80 high quality candidates per year.
2. Ability to target recruitment by skills, location, experience etc
3. Ability to communicate directly to potential candidates and target those communications to those most likely to respond
4. Ability to create tailored job adverts and target those to suitable candidates
5. Provide tools to promote our company, brand and improve engagement with candidates and potential partners
6. **Anticipated Time Scales**

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| Issue Market Testing Document | **Monday 29th Mar 2021** |
| Deadline for Clarifications | **Friday 09th Apr 2021** |
| Deadline for Submission of Expressions of Interest | **Monday 12th Apr 2021** |

1. **Correspondence**

Any interested parties who can meet the five elements of criteria as set out in section 3, should reply with an Expression of interest, by the deadlines as stated above. This should include a brief overview of your company (including contact details) and any relevant experiences in delivering this type of project. All expressions of interests will then be reviewed and invited to participate in the next stage of the process (if applicable).

All correspondence should be directed via our procurement e-mail address – [Procurement@fxplus.ac.uk](mailto:Procurement@fxplus.ac.uk) and copying in the project lead [phil.marshall@falmouth.ac.uk](mailto:phil.marshall@falmouth.ac.uk)

All clarifications and expressions of interest submissions must be received by the requested deadlines.