

GROW 2 tender – clarification questions to date

Approach to joint bids

We would be interested to collaborate with others. Is it at all possible to provide information on those organisations that you have sent the ITT?

Unfortunately, we are not in a position to share details of other organisations who have expressed an interest in bidding. However, we are open to joint bids or contractors wishing to sub-contract elements of the work. We are interested to hear the reasoning, value, and benefits of this approach in the submission document, as well as how any risks would be mitigated. There will be one contract for this project phase, so the parties need to make clear who will be the lead contractor.

Employers & recruiters' sample

Number of employers/recruiters to target

The employment and recruitment sector is vast, does the Centre for Ageing Better have a range of how many employment organisations and how many from the recruitment sector they would want the contractor to target?

We want to take a practical approach to seek employers who are interested in being part of this project, and /or are looking to make changes in their organisation – for example who have a known need for filling vacancies, or are wanting to address the under-representation of older workers in their sector. In terms of a range, we anticipate approximately 10 organisations would be involved in the project, across the working group and those actively testing approaches.

Is there a preference or priority for which sector the contractor should focus on?

We do not have a specific focus, but we are keen to see your ideas on covering a practical sectoral split.

Geographical coverage of employers

For the recruitment of employers, what is the expectation of the geographical coverage? Are contractors expected to recruit employers across the whole of England (exclude Wales and Scotland) or is there a specific area, i.e., the North of England?

We would want this stage to be open to employers and recruiters across England. We would be particularly interested in where there might be particular benefits working within a particular region.

Access to previous employers and recruiters Ageing Better have worked with in Phase 1

Centre for Ageing Better has carried out three areas of research in 2020, will the contractor have access to those employment organisations and recruitment websites that Centre for Ageing Better have already worked with?

Is it possible to share the list of existing employers and recruiters that you have already worked with?

We will endeavour to make appropriate introductions to the successful bidder. We have a range of contacts so some might be closer or more developed than others, we would collaborate with the successful bidder for the best approach.

How the contractor recruited companies may vary from the Ageing Better recruited companies?

The request is for the contractor to recruit employers from a range of sectors including public and private, medium and large sized companies. Is there an expectation that these companies will be in addition to and different from the companies that already have a relationship with Centre for Ageing Better?

We are interested in a spread of organisations, across type and size to get different perspectives on the issues. Centre for Ageing Better has existing relationships and is continuing to build new ones. However, there will be gaps in certain areas, so it would be beneficial to discuss how to see where we can cover the key types overall together.

Who or which groups will be involved in the co-design?

You talk about co-design but wanted to clarify who would be involved in this co-design? Is this the sample group/ people who have experienced bias, or the recruiters and the Centre for Ageing Better? (or perhaps a combination)

We anticipate that the co-design will be with both people of lived experience and with employers and recruiters. We would envision it would predominantly be with the employers and recruiters, however we would want to ensure the project activity takes a user-centred view, to see the process from the job-seekers point of view.

People with lived experience sample

How many people of lived experience to engage with?

How many people with lived experience are we expected to engage?

We would expect bidders to indicate what they think is feasible within the project. We want to engage a reasonable spread of people, who represent the stages of the recruitment journey. We envision this might include for example people seeking work and viewing job ads, those with experience of job application sites, experience of interviews and selection centres.

People of lived experience – remote or in person?

Is it anticipated that involvement with those with lived experience will take place in person or remotely?

We are open to suggestions about what would best achieve the outcomes for the project and would be feasible with regards to any current constraints.

Any additional budget for recruiting people of lived experience

Is there an additional budget for recruitment and engagement of those with lived experience or is the contractor expected to use the existing financial envelope?

There is no additional budget for this element.

Phase 1 research stage data

Continuation of text analysis?

In your report on language the Behavioural Insights Team conducted research on text analysis in job adverts, is the contractor expected to build on this work and continue to conduct text analysis.

No further need for extra activity. The study found that changing language in itself was unlikely to be a silver bullet. The approach would likely need to go beyond just language in job ads.

Any additional source data apart from the 3 research reports in Phase 1?

Are the x 3 published reports reviewing Phase 1 of the GROW project the full outputs or is there any source data/additional information available from the 3 research projects that made up phase 1?

There is no specific additional data, but we have included the full research reports below again for reference.

1. Good Recruitment for Older Workers – the current and future recruitment landscape. Read the report [here](#)
2. Good Recruitment of Older Workers – understanding and improving recruitment language, imagery, and messaging. Read the report [here](#)
3. Good Recruitment of Older Workers – understanding individuals' recruitment experiences. Read the report [here](#)

Access to the employers and over 50s people from phase 1 research?

Are we able to access the pool of over 50s workers and employers who were surveyed as part of your Phase 1 research projects?

No, this data was only used for each organisation in their research work in phase 1.

Organisations used in Phase 1

Are you able to share which organisations you partnered with for the x 3 research projects in Phase 1 of the GROW project?

Yes, the names of the research organisations who conducted Phase 1 research are:

- Institute for Employment Studies
- Behavioural Insights Team
- Demos and NIESR

These organisations are named on each research report

Any data from the first phase on splits by protected characteristics for over 50s?

Do you have any data from your earlier research that details the impact on over 50s by sub-category e.g. gender, ethnicity, sexuality etc?

Some data is available from this Phase 1 project:

1. Good Recruitment of Older Workers – understanding individuals' recruitment experiences. Read the report [here](#)

Best practice guide publication date

Will your best practice guide: combining all the research be available to contractors prior to submission of the ITT?

When will your Best Practice Guide into recruitment be published?

This guide will be published later in September; however, all the key data and insights can be sought through reviewing the research reports as above.

Designed product output at end of phase

Ready-made solution already in existence

Would you look for a readymade product/ solution that was fit for purpose if it exists already?

We don't believe there is a current solution that addresses the problems we are looking to address, so would anticipate that the successful bidder would use this phase to design and test potential solutions. However, we are open to suggestions of what would best meet the objectives of this project.

Standalone or integrated in many organisations

If a product was built potentially it would need to be integrated into a large number of different systems used by different organisations. Is this correct or are you imagining something that is standalone?

We do not have a current view, but the success of a model or application in this project phase should be in its potential to be used by many different organisations for spread and scale.

Reactive or pro-active product?

Are we right in saying that this could potentially be a reactive product that ensures non bias on application i.e., Sits in an ATS but it also could potentially be a proactive product that aims to educate and change recruiter habits as they reach out to candidates for roles?

We would be interested in both possible outcomes. The tested model or process could be both, a reactive application, and a separate potentially proactive version.

Who would host the built product/service?

If a product is built, who will host it?

If a product is built, who owns the IP?

Without knowing the type of product or solution that will be built, it is too early at this stage to provide a comment on the location for hosting. With regard to IP, Ageing Better would hold the IP rights.

Type of Contractor – working with employers in design or an organisation that currently is involved in recruiting older people

Are you looking for an organisation/s who will collaborate directly with employers and recruiters in designing, testing, and identifying the best new approaches to reducing age-bias in recruitment. This will focus on the key stages in the recruitment process. OR an organisation which currently recruits older people and is seeking to design, test and identify new approaches

We are seeking an organisation that will work with a range of employers and recruiters to design and test new models of recruitment to reduce ageism and age-bias at the key recruitment stages. If it was to be more like the latter, then we need to ensure the project goes beyond what they are already doing, and thus has lessons which are applicable for other employers and recruiters.

Budget

Is it up to £160k per application, or is the total funding £160k for all project, if you are seeking more than one? Secondly, is there any additional budget for recruiting people of lived experience?

We are looking to appoint one organisation, or partnership of organisations, to deliver this project, within the existing budget of £160,000. The budget is for this one phase of design and test, with the agreed outputs.

There is no additional budget for recruitment.

Payment stages?

How is the funding awarded? E.g., on award of the contract in advance or in stages or arrears?

Payment would be in agreed stages, normally according to project deliverables.

Other questions

Does the project work need to cover all of UK?

Does the research and representation of employers & over 50s have to cover all 4 UK territories (England, Wales, Scotland & Northern Ireland) equally?

Our remit as an organisation covers England due to our funding, so it would be appropriate to just use England as a base.

Phase 2 project manager

Who from within the Centre for Ageing Better will be actively involved with this Phase 2 project?

There will be an Ageing Better team working on this project, including members of our Innovation and Change, Evidence, and Communications teams and from our Work Priority Goal Team including the Associate Director and Senior Programme Manager.

Word count

Can you clarify whether there is a word count limitation to the specific sections of the bid response or confirm the reference to the total 3000 word limitation?

The limit is 3,000 words for the entire written return.

Location for interviews

Are you able to confirm at this stage where the bidder interviews will be held on 29th September?

The interviews are intended at this stage to be remote.

In house technical expertise

Do you have any in house tech expertise, if so what type of expertise?

We do not have specific tech expertise, so would need to discuss the ideas and potential solution areas, and what that means for technical expertise with the successful contractor. However, budgets should cover all costs associated with delivery of this Phase of the project, including technical costs.