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**Request for Quotation (RFQ) for**

**Age-friendly Culture Toolkit**

**[Insert contractor / organisation name]**

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July 2024

Dear bidder

**Request for Quotation for Age-friendly Culture Toolkit**

The Centre for Ageing Better (Ageing Better) is pleased to invite you to submit a Quotation in respect of the above project.

The Service consists of the development and production of an’ Age-friendly Culture Toolkit’ to support employers embed age-inclusivity into their organisational culture. We want to commission someone who can bring their existing knowledge and experience on improving workplace culture, with a focus on age. And an ability to deliver. This toolkit will be used to support employers in our Age-friendly Employer Pledge.

It should be developed in accordance with the enclosed Toolkit Specification.

The Services shall be in accordance with the Ageing Better’s General Conditions of Contract for Services, a copy of which is attached.

Your Quotation response must contain a completed Supplier Questionnaire, Quotation, and signed Declaration.

Your Quotation shall be returned via e-mail by no later than 30th August 2024 at 10am to the following:

**Procurement Lead, Tracy Riddell at tracy.riddell@ageing-better.org.uk.**

Quotations received after the stated closing time and date will be considered late and may not be considered at the absolute discretion of Ageing Better.

Ageing Better is not bound to accept the lowest or any Quotation submitted and reserves the right to divide or omit any portion of the Quotation as appropriate.

The costs in preparing and submitting your Quotation shall not be reimbursed.

Costs in the Quotation should be presented exclusive of VAT. Bidders should state whether or not they will apply VAT to the total Contract value. Ageing Better intends to award a Contract for Services, on the basis of this Specification and quotation to Tender. As such, it is our understanding that VAT is applicable, regardless of the successful Bidder’s VAT status. Ageing Better recommends that Bidders should seek independent advice if they do not intend to apply VAT. Ageing Better will not make any additional provision to the agreed Contract value in order to cover VAT liabilities, if these costs are not included in the original quotation.

Ageing Better reserves the right to withdraw this tender for any reason, at any time.

Bidders may be invited to an informal meeting, with the Procurement Lead, to discuss aspects of their submission.

If you have any queries in relation to this Request for Quotation, please do not hesitate to contact the undersigned.

Yours sincerely,

**Tracy Riddell**

**Senior Programme Manager, Age-friendly Employers**

**Tracy.riddell@ageing-better.org.uk**

**Enclosures:**

Supplier Questionnaire

Quotation Form and Specification

Declaration

**Quotation Form**

Please provide your Quotation against the following Specification:

1. **Background and Context**

[The Centre for Ageing Better](https://ageing-better.org.uk/age-friendly-employer-pledge) are pioneering ways to make ageing better a reality for everyone. We aim to inspire and inform those in power to tackle the inequalities faced by older people, call out and challenge ageism in all its forms and encourage the widespread take-up of brilliant ideas and approaches that help people to age better.

There is no expiry date for workers, but as people get older many face discrimination on the basis of their age – or challenges accessing the work that works for them.

Our country wastes a huge amount of talent, skills and experience by denying older workers the chance to stay in jobs or find new ones.

This comes with a huge price tag for society, with hundreds of thousands of people in their 50s and 60s who want to work shut out of the labour market for good. With employers facing labour shortages and productivity challenges, they cannot afford to lose or ignore this part of the workforce. We are working with employers to create an Age-friendly employment culture and workplace practices so that everyone can remain in good jobs for as long as they want and are able to.

1.1 Introduction to the Age-friendly Employer Pledge 

[The Age-friendly Employer Pledge](https://ageing-better.org.uk/age-friendly-employer-pledge) is a nationwide programme for employers who are committed to better recruitment, retention and development of older workers. Launched in October 2022, the Pledge is for employers who recognise the importance and value of older workers. Employers commit to improving work for people in their 50s and 60s and taking the necessary action to help them flourish in a multigenerational workforce.

Employers commit to taking one action (every 12 months) from one of the following areas:

* Create an age-friendly culture
* Hire age-positively
* Be flexible about flexible working
* Encourage career development at all ages
* Ensure everyone has the health support they need

Alongside an [action framework](https://ageing-better.org.uk/age-friendly-employer-pledge#action-framework), with suggested activities in each of these areas, we are running quarterly webinars for our network on specific elements of this framework and deliver a monthly newsletter to share updates, tips and learning.

We currently have 334 number of employers signed up to the Pledge, covering 35 sectors. 25 % employers have a workforce of over 1,000 employees. More information on progress in Year 1 of implementation can be found [here](https://cfab.resourcespace.com/pages/download.php?direct=1&noattach=true&ref=16671&ext=pdf&k=682797a574).

1.2 Age Without Limits

Age Without Limits is a campaign from Ageing Better. Launched in January 2024, the campaign aims to change the way we all think about ageing and support people and organisations to create a society where we all have the opportunity to age without limits.

The three-year campaign uses advertising, PR and social media to show the harmful effects of negative assumptions about older people, and how they will limit all of us as we age: people can’t earn enough, don’t get the healthcare they need, are made to feel less significant. The campaign asks people to help make ageing without limits a reality for themselves and the people they love. Year 1 of the campaign saw a significant shift in campaign recognisers - 7 out of 10 reported it prompted them to take action. Year 2 of the campaign is currently in development will launch in January. Our [website](https://www.agewithoutlimits.org/) provides information, tools and resources to find out more.

The Age-friendly Employer Pledge and the Age Without Limits campaign are separate initiatives – but the Age Without Limits messaging and activities offer one avenue for employers to take action on creating a positive, age-friendly workplace culture, and get more comfortable talking about age.

For example, every year of the campaign, there is an opportunity for individuals, organisations and communities across England to join Age Without Limits in a [day of action](https://www.agewithoutlimits.org/action-day). The next day of action will take place in late Spring 2025, and will be designed as an ideal annual moment for employers to engage employees in the campaign and bring this to life in their organisations.

Last year, we produced an activity pack for employers to use on the day of action (see [‘workplace activity pack’ here](https://www.agewithoutlimits.org/resources/action-day-resources)) – but it was not a major focus. We will produce a new pack next year. The Age-friendly culture toolkit will not replicate these packs – but can draw on the previous activity pack, and will help us to create the next one.

1.3 Ageism in workplace cultures

Ageism is the most widely reported form of discrimination (among all ages) and poses particular challenges for people in their 50s, 60s and beyond.

* One in three people age 50 and over believe they have been turned down for a job because of their age (Ageing Better research, 2021)
* More than one in three people (37%) aged 51-70 say they had felt badly treated because of their age at work in the last year Ageing Better research, 2023)
* Nearly one in ten people (8%) aged 50 to 71 have avoided a situation in the workplace or employment in the past year because of what people might think about their age (Ageing Better, research 2023)

There are technical interventions employers can put in place to make their workplaces and jobs more accessible to people in their 50s and 60s: new flexible working policies, for example, or amended job application forms. But these changes will not encourage the recruitment, retention and development of older workers if they are deployed within an ageist culture, by line managers who still hold fixed beliefs about what a ‘good worker’ looks like.

The culture and beliefs of a workplace can play a big part in both upholding and challenging stereotypes about age. Creating a culture that is age-inclusive – where ageism has no space to flourish, and multigenerational teams interact effectively – is fundamental to making age-friendly employment a reality.

And yet – fewer than 1 in 5 Pledged employers are taking action on creating an age-friendly culture in the first year (source: Age-friendly Employer Pledge 12-month review activity). They need encouragement, and they need help.

1. **Introduction**

This Contract is to produce a toolkit, to help employers embed age-inclusivity into their organisational culture.

We are looking for a partner who can bring their existing knowledge and experience of helping employers create inclusive workplace cultures.

This toolkit will be used to support employers in our Age-friendly Employer Pledge.

1. **Aims and Objectives**

We want someone to work with us to produce a range of accessible, engaging resources that will motivate employers to take action, and help them understand what to do. This may be the development of work from scratch and/or bringing together existing age-related products that support culture work.

We expect these resources to include a variety of mediums (e.g. written, visual) that work together to support a single cohesive learning experience for the user. They should take into account the wide range of employer sector and sizes currently engaging with the Pledge.

The work is an output of the Age-friendly Employer Pledge. The messaging and activities of our Age Without Limits campaign offer *one* avenue for employers to take action on creating a positive, age-friendly workplace culture, and get more comfortable talking about age – but we expect this toolkit to cover a broader range of messages and issues.

It will be promoted to our growing network of over 350 large and small UK employers, and will be made available to all employers.

1. **Deliverables**

The key deliverable for this contract is a suite of accessible learning materials which help employers to understand:

* What workplace culture is
* What an age-friendly workplace culture looks like, feels like and how it interacts with other protected characteristics.
* How employers of different sizes can assess how age-friendly their culture is
* How they can start a conversation about age-inclusion in their workplace
* Actions they can take to foster an age-friendly culture

We are keen to hear bidders’ suggestions for what shape this ‘toolkit’ could take, and what medium these learning materials could be presented in. We think these could include:

* Written outputs (PDF or webpage copy)
* Infographics
* Case studies
* Webinars/video recordings
* Topic and discussion guides

We expect bidders to have existing professional and practical insight on creating inclusive workplace cultures alongside a good understanding of the already existing evidence base.

This can be supplemented with insights from the Ageing Better team and research, and other material and insights publicly available.

This is not a research project: where major gaps in knowledge about age-inclusive cultures are identified in the scoping phase, Ageing Better may explore these in future work.

We would expect the successful bidder to co-produce this toolkit with Ageing Better and members of the Pledge network – particularly the network advisory group (13 employers).

However, opportunities for large-scale insight gathering with the Pledge network is likely to be limited, due to the precedence being given to our evaluation research.

The successful bidder will work alongside both the Pledge and Comms team, in the final design and production of outputs. Ageing Better has an additional budget of £8000 for the visual design and production of the final outputs. The successful bidder will work alongside the Ageing Better team to specify the final format of outputs.

1. **Contract term and budget**

We expect this contract to take roughly 16 weeks from start of contract to delivery of final materials, ready for the designers – but are open to different timeline suggestions from bidders.

Whilst we would expect the successful bidder to complete all the work, there is a break clause that can be implemented by Ageing Better after the scoping and planning phase. Up to 15% of the budget can be allocated to this phase.

The budget for this work is between £15,000 and £20,160 (ex. VAT).

1. **Insurances**

The Contractor shall take out and maintain in full force and effect with a reputable insurance company the following minimum insurances for the duration of the Contract:

* Public Liability insurance – £1 million
* Employer’s Liability insurance – £5 million
* Professional Indemnity insurance – £1 million

1. **Timescales**

The indicative timetable for the procurement is as follows:

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| **Stage** | **Date** |
| Issue RFQ | 31st July 2024 |
| RFQ deadline | 30th August 10am |
| Notification of result | 13th September |
| Contract award | 20th September |

Ageing Better reserve the right to amend these dates.

1. **Terms and Conditions**

Below are the terms and conditions, to be signed at contract award. Suggested amendments or queries should be submitted in Section 10 of the Supplier Questionnaire. Ageing Better cannot guarantee adhering to proposed changes.

[Conditions of Contract](https://ageing-better.org.uk/sites/default/files/2022-07/conditions-contract-draft-0722.pdf) (these are our standard conditions of contract – for this contract a break clause will be inserted)

**9. Bid Proposal Guidance**

Please return a bid proposal with an outline as to how can you meet this brief, in no more than 1500 words.

Please include:

1. Description of any previous work that demonstrates your knowledge of:

* + Fostering and changing workplace cultures,
  + Equity, diversity and inclusion practices (including any knowledge around age) Evidence and examples of work that demonstrates a thorough knowledge of
  + Development, design and production of learning materials to support employers

2. An outline of how you might approach this work, including:

* + How you would manage the project
  + How you would develop the tools
  + The types of learning materials you think could work well for this toolkit, and why. You may like to share examples of comparable work to best represent your thinking.

**Total Price for this Quotation (excluding VAT)**

£

in words

**Declaration**

I/We, having read and understood the Request for Quotation hereby offer to supply the Services in accordance with the Specification at the stated price, and that this offer remains valid for a period of ninety (90) days.

Duly authorised to submit Quotations for and on behalf of the Company:

Name: …………………………………………………………………………

Signature: …………………………………………………………………….

Date: …………………………………………………………………………..

Company: …………………………………………………………………….

Telephone: ……………………………………………………………………

E-mail: …………………………………………………………………………