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Tender

## **Armed Forces Recruiting Programme**

Ministry of Defence

F02: Contract notice

Notice identifier: 2021/S 000-023623

Procurement identifier (OCID): ocds-h6vhtk-02d06b

Published 22 September 2021, 10:45pm

The closing date and time has been changed to:

**24 October 2021, 12:00pm**

See the [change notice](#).

## **Section I: Contracting authority**

### **I.1) Name and addresses**

Ministry of Defence

Andover

#### **Contact**

Scott Raynor

#### **Email**

[ArmyExec-AFRP-Commercial-Mail@mod.gov.uk](mailto:ArmyExec-AFRP-Commercial-Mail@mod.gov.uk)

#### **Country**

United Kingdom

## **NUTS code**

UK - United Kingdom

## **Internet address(es)**

Main address

[www.contracts.mod.uk](http://www.contracts.mod.uk)

## **I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

## **I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

[www.contracts.mod.uk](http://www.contracts.mod.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.contracts.mod.uk](http://www.contracts.mod.uk)

Tenders or requests to participate must be submitted to the above-mentioned address

## **I.4) Type of the contracting authority**

Ministry or any other national or federal authority

## **I.5) Main activity**

Defence

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Armed Forces Recruiting Programme

Reference number

701577378

#### **II.1.2) Main CPV code**

- 79600000 - Recruitment services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

To sustain Operational Capability, the UK's Armed Forces enlist annually in the region of 18,000 to 22,000 (Regular and Reserve) new recruits from the UK and the Commonwealth. The Armed Forces Recruiting Programme (AFRP) is responsible for delivering a single, common, tri-Service (tS) recruiting process for the Armed Forces. AFRP is mandated to deliver the right quality and quantity of recruits into training to achieve single Service (sS) workforce demands.

#### **II.1.5) Estimated total value**

Value excluding VAT: £1,410,500,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 33123200 - Electrocardiography devices

- 33156000 - Psychology testing devices
- 35700000 - Military electronic systems
- 48219300 - Administration software package
- 48422000 - Software package suites
- 48445000 - Customer Relation Management software package
- 48450000 - Time accounting or human resources software package
- 48481000 - Sales or marketing software package
- 48482000 - Business intelligence software package
- 48500000 - Communication and multimedia software package
- 48600000 - Database and operating software package
- 48610000 - Database systems
- 48612000 - Database-management system
- 48613000 - Electronic data management (EDM)
- 48814400 - Clinical information system
- 71317200 - Health and safety services
- 71317210 - Health and safety consultancy services
- 71900000 - Laboratory services
- 72000000 - IT services: consulting, software development, Internet and support
- 72212450 - Time accounting or human resources software development services
- 72224000 - Project management consultancy services
- 72310000 - Data-processing services
- 72314000 - Data collection and collation services

- 72322000 - Data management services
- 73400000 - Research and Development services on security and defence materials
- 73436000 - Test and evaluation of military electronic systems
- 75000000 - Administration, defence and social security services
- 75122000 - Administrative healthcare services
- 75220000 - Defence services
- 75221000 - Military defence services
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services
- 79414000 - Human resources management consultancy services
- 79416000 - Public relations services
- 79419000 - Evaluation consultancy services
- 79600000 - Recruitment services
- 79610000 - Placement services of personnel
- 79620000 - Supply services of personnel including temporary staff
- 79625000 - Supply services of medical personnel
- 79632000 - Personnel-training services
- 79635000 - Assessment centre services for recruitment
- 79824000 - Printing and distribution services
- 85121270 - Psychiatrist or psychologist services
- 85141000 - Services provided by medical personnel

- 85148000 - Medical analysis services
- 98000000 - Other community, social and personal services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

To sustain Operational Capability, the UK's Armed Forces enlist annually in the region of 18,000 to 22,000 (Regular and Reserve) new recruits from the UK and the Commonwealth. The Armed Forces Recruiting Programme (AFRP) is responsible for delivering a single, common, tri-Service (tS) recruiting process for the Armed Forces. The AFRP is mandated to deliver the right quality and quantity of recruits into training to achieve single Service (sS) workforce demands. The AFRP places the candidate at the heart of the recruiting experience whilst delivering a tS Recruiting Operating Model (ROM) that is agile and able to dynamically respond to future Defence requirements. The recruiting process must deliver an inclusive, engaging and motivating experience that fulfils the needs of candidates and maximises the conversion of eligible candidates into successful recruits.

A Recruitment Strategy & Governance function will translate the Defence People Strategy and sS workforce priorities into a clear, coherent, forward looking tS end-to-end Recruitment Strategy. The Strategy will set the future direction, deliver the right inflow of candidates, and shape and manage a culture of innovation.

The Marketing Solution will collaboratively deliver optimised campaigns and content through channels tailored to the target audience, whilst maintaining the brand identity of each of the single Services. Marketing strategy and plans shall be implemented that attract and retain in the recruitment process a broad and diverse candidate pool, possessing the characteristics, qualifications and skills in sufficient volume and at the right time as required by the Armed Forces.

A personalised, inclusive and supportive Contact function shall keep candidates fully informed from first point of contact through to onboarding. A positive candidate experience will be engendered by appropriately tailored contact that nurtures, inspires and motivates the candidate. The Contact function will be continuously improved through feedback to and from the candidate.

Candidate assessment will be efficient, effective and consistent in its delivery of a series of assessment, some of which will be defined by the Authority, to determine candidate suitability. This function will accurately assess and direct candidates to the widest possible

opportunities within the Armed Forces whilst upholding sS standards for entry.

The Digital Solution will be the core enabler to a candidate centric experience from Expression of Interest to recruitment onboarding. Candidates will receive timely and personalised communications whilst integrating with key MOD systems. Exploitation of Management and Business Information will enable data driven insights and decision making for performance management and continuous improvement. The Digital Solution shall meet with Government and MOD ICT policy, MOD accreditation criteria and additional Government and MOD assurance gates for large programmes.

All three sS are looking to transform their recruiting operations over the next two to three years and have given commitment for alignment and coherence by March 2024.

The contract duration will consist of a transitional period plus an initial seven years full operational period with an option for a further three years.

The estimated contract value is in the range of £1,000,000,000 to £1,750,000,000 inclusive of the operational extension period of up to three years.

The Prospectus is available in the DSP as per Additional Information of this Contract Notice.

A Market Interest Day was held on 19 August 2021. Contact [ArmyExec-AFRP-Commercial-Mail@mod.gov.uk](mailto:ArmyExec-AFRP-Commercial-Mail@mod.gov.uk) for access to the AWARD portal where you will find copies of the presentation and script, which will be released subject to a signed NDA.

We also plan to hold a virtual Industry Day on Wednesday 29 September and if you would like to attend please register your interest at the above email address.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £1,410,500,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

120

This contract is subject to renewal

No

### **II.2.9) Information about the limits on the number of candidates to be invited**

Maximum number: 4

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Competitive dialogue

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-018685](#)

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Originally published as:

Date

22 October 2021

Local time

12:00pm

Changed to:

Date

24 October 2021

Local time

12:00pm

See the [change notice](#).

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to**

## **selected candidates**

3 December 2021

### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

AFRP is a Defence Small and Medium sized Enterprises Pathfinder Programme with a commitment to maximising SME engagement. The commercial delivery model has been designed to encourage SME involvement at the heart of service delivery. In line with Government guidance released in September last year and June of this year, the Programme will consider social value and sustainable procurement throughout the procurement process and tender evaluation, ensuring AFRP adds value to not just our candidates but also to the wider society.

The Small and Medium-sized Enterprise Action Plan 2019-2022 was published to explain how Defence will improve procurement spend with SMEs, by working with major suppliers to remove barriers and improve access to opportunities. To help deliver our vision of making defence a place where smaller suppliers want to work, the Ministry of Defence has set a

target that 25% of our procurement spend will go to SMEs by 2022.

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Ministry of Defence

Andover

Email

[ArmyExec-AFRP-Commercial-Mail@mod.gov.uk](mailto:ArmyExec-AFRP-Commercial-Mail@mod.gov.uk)

Country

United Kingdom