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Not applicable

## Armed Forces Recruiting Programme

Ministry of Defence

F14: Notice for changes or additional information

Notice identifier: 2021/S 000-024260

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

Published 29 September 2021, 10:45pm

### Section I: Contracting authority/entity

#### 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)

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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.

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## Section VI. Complementary information

### VI.6) Original notice reference

Notice number: [2021/S 000-023623](http://2021/S 000-023623)

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## Section VII. Changes

### VII.1.2) Text to be corrected in the original notice

Section number

II.2.4)

Place of text to be modified

Description of Procurement

Instead of

Text

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.

Read

Text

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We also plan to hold a virtual Industry Day on Monday 04 October and if you would like to attend please register your interest at the above email address.

Section number

IV.2.2)

Place of text to be modified

Time limit for receipt of expressions of interest

Instead of

Date

22 October 2021

Local time

12:00pm

Read

Date

24 October 2021

Local time

12:00pm