Good Recruitment for Older Workers: Understanding and improving recruitment language, imagery and messaging

Deadline for Tender Submissions:

5pm 25th February 2020

The Centre for Ageing Better received £50 million from the National Lottery Community Fund in January 2015 in the form of an endowment to enable it to identify what works in the ageing sector by bridging the gap between research, evidence and practice.
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1. About us

The Centre for Ageing Better is a charity, funded by an endowment from the Big Lottery Fund, working to create a society where everyone enjoys a good later life. We want more people to be in fulfilling work, in good health, living in safe, accessible homes and connected communities. By focusing on those approaching later life and at risk of missing out, we will create lasting change in society. We are bold and innovative in our approach to improving later lives. We work in partnership with a diverse range of organisations. As a part of the What Works network, we are grounded in evidence.

Working in partnership with national and local government, private, public and voluntary sector, we will seek to influence national policy and deliver long lasting changes locally. We work on a range of topics that matter to people as they enter later life (see for example our research published in partnership with Ipsos MORI, Later Life in 2015).

We have four priority goals:

**Fulfilling work**
Around 1 million people between 50 and 64 are involuntarily out of work. We know being in good quality work is important to helping people remain financially secure, but employers are not doing enough to create age-friendly workplaces. Our goal is 1 million more people aged 50-69 in fulfilling work by 2022. We will help make employers more age-friendly, promote health at work, and find new ways to support people who want to get back into work.

**Safe and accessible homes**
Our housing stock is among the oldest in Europe with some of the highest associated health and care costs. Most people want to remain in their own home, but current housing stock is not suitable for us as we get older. Our goal is that by 2030 there will be 1 million fewer homes defined as hazardous and half of all new homes will meet accessibility standards. We’ll work to make sure new homes are future proofed and that there is a diversity of suitable homes, that current homes are adapted, and better information is available for people approaching later life.

**Healthy ageing**
Our health is fundamental to our quality of life. We want more people to reach later life in good health: free of preventable disability and better able to manage long-term conditions. This helps us stay in work, stay independent in our own homes and be active in our communities. Our goal is for people to have five more years free of preventable disability, and to reduce the gap between the richest and poorest people in disability-free life expectancy by 2035. We will bring together a wide range of organisations who together can ensure more of us age well, support local areas to take an integrated approach to healthy ageing, and identify and test interventions to influence behaviour change.

**Connected communities**
Communities where people know and help each other make it easier to build relationships and stay active. By 2030, we want to see an increase in the proportion of people aged 50 and over who report they feel they strongly belong to their neighbourhood. We’ll help create the physical environment
necessary to build connections, remove barriers to participation and support more local areas to become age-friendly so that everyone feels part of a community.

Millions of us risk missing out on a good later life. We must act now to secure a better future for everyone.
2. Background to this Invitation to Tender (ITT)

**NOTE:**

- This Invitation to Tender (“ITT”) is available to download on the Ageing Better website and is open to any **bidder** submitting a proposal for the Contract (hereinafter referred to as the “**Contract**”) before the stated deadline.
- Although this ITT is not subject to the **Public Contracts Regulations 2015**, Bidders are reminded that Ageing Better will conduct the process in accordance with the key EU principles of transparency, non-discrimination and equal treatment.
- Any clarification questions should be sent to responses@ageing-better.org.uk by 17th January 2020.
- Bidders should also notify us of their intention to bid by 31st January 2020.

In 2018 we published our **Becoming an Age-friendly Employer** evidence report, looking at three key topics: mixed age workforces, flexible working, and older age-bias in the recruitment process. This went on to inform our broader work.

This ITT follows on from the latter and is one of three projects we are commissioning in 2020 on the topic of reducing recruitment bias against older workers. The three projects are:

- Understanding and improving recruitment language, imagery and messaging (this ITT)
- **Understanding the recruitment landscape and system in the context of older applicants**;
- **Understanding 50+ individuals’ recruitment experience**.

We are happy for bidders to bid for multiple ITTs but we will evaluate each bid based on its own individual merit.

Taken together, the three projects commissioned through these ITTs will feed into a broader two-year programme of work developing, testing and communicating new and improved recruitment approaches directly with employers and recruitment organisations. We plan to tender for this broader phase of work in the latter half of 2020. As such, the outputs from this piece of work should be geared towards directly supporting the developing, testing and communicating phase.

Age-bias in the recruitment process
Centre for Ageing Better

We know from our previous work that perceived age-bias is relatively common in the recruitment process, with our own polling showing that nearly a third of people aged over 50 feel they have been turned down for a job because of their age¹. Age-related stereotypes – sometimes negative, sometimes positive – abound and can affect people’s attitudes and behaviour, but we do not have enough evidence directly linking stereotypes to hiring decisions, or very much evidence on promising approaches to overcoming age-bias and discrimination in the recruitment process.

This Invitation to Tender

For this Invitation to Tender we are interested in commissioning a research team to help build our understanding of the kinds of language and imagery commonly used in recruitment messaging (including job advertisements, job descriptions etc.) that might display or reinforce bias against older applicants.


Invitation to Tender for “Good Recruitment for Older Workers: Understanding and improving recruitment language, imagery and messaging”
2. Contract overview

Background

Messaging is a crucial part of the recruitment process, with older workers (defined here as economically active individuals aged 50+) potentially being put off applying for jobs that they perceive as not being for someone of their age. Since this is likely to be the first barrier that older workers face in the recruitment process, this ITT will seek to better understand the prevalence and effect of stereotypes about older workers that are embedded in the language and imagery of recruitment messaging. It will also help to build understanding about why employers and recruiters use the language that they do.

There is a large body of research on stereotypes and stereotypes on older adults that help provide a theoretical lens through which we might understand embedded age stereotypes. In this research, we would like to understand how these theoretical frameworks play out in practice in the recruitment messaging that exists in the UK labour market.

Approach

The key research questions for this ITT are:

1. How do age stereotypes translate into recruitment materials and messaging (i.e. in words, phrases and imagery used in job advertisements, job descriptions, brochures etc.)?
2. What is the prevalence of age-biased language and imagery in recruitment materials and messaging?
   a. Are there any differences in terms of sector, job type and job level (e.g. do certain sectors/job types/job levels) have a higher frequency of embedded age stereotypes in their recruitment materials or messaging?
   b. Are there any observable changes over time in the language and imagery used in recruitment materials and messaging (e.g. since the Equality Act was passed in 2010 etc.)
3. What impact does the choice of language and imagery used in recruitment materials/messaging have on older workers?
   a. How does it make older workers feel?
   b. What effect does this have on older worker’s decision to apply for certain jobs?

This is likely to involve a mixed methods approach. We are open to suggested methodologies but it might include some of the following:

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2 Some examples include... Campion (2009), Finkelstein et al (2015), Drydakis et al (2017) Swift(?)

Invitation to Tender for “Good Recruitment for Older Workers: Understanding and improving recruitment language, imagery and messaging”
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- A light touch review of the literature/our already existing materials on stereotypes, language/imagery, and recruitment messaging, mostly focusing on the UK context;
- Monitoring of a number of job websites and analysis of postings over a set period (e.g. 1 – 3 months) to gauge levels of biased messaging (both in terms of language and imagery). If possible, a comparison of archived job postings from a previous time period (i.e. 5 years older) with current postings that might help illustrate if this is a recurring issue, or if there are any changes over time in the language and imagery used;
- Qualitative work with older jobseekers on the language/imagery used.

Outputs/Deliverables

- Interim presentation or short summary of early findings at an appropriate point;
- A final research report in plain English detailing the findings from both the quantitative and qualitative components. This will include detailed information about the methodologies and techniques used.
- A practical report setting out ideas and guidance on how employers/recruiters can de-bias their messaging, for use in phase 2.

Working with us

We are an active commissioner and would expect to be regularly updated on project progress and have the opportunity to comment on research materials as and when they are developed.

We would also expect that throughout the process the team appointed for this project would meet with Ageing Better and other project teams to discuss and share early findings collaboratively.

Contract term

We would expect this work to be completed within 6-9 months.

Budget

£60,000 (excl. VAT)$

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$ Costs in the Pricing Document (appendix 2) and budget (part of evaluation criteria 4) 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 the costs included in this Invitation 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 Pricing Document.

Invitation to Tender for “Good Recruitment for Older Workers: Understanding and improving recruitment language, imagery and messaging”
3. Invitation to Tender evaluation criteria

Bids for the Contract for shall be evaluated on the basis of the criteria set out below to determine the most economically advantageous tender (MEAT). Ageing Better has allocated a maximum weighting for each criteria as follows:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Experience of team</td>
<td>30%</td>
</tr>
<tr>
<td>2. Approach</td>
<td>40%</td>
</tr>
<tr>
<td>3. Project management</td>
<td>20%</td>
</tr>
<tr>
<td>4. Cost</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

4.1 Scoring

Criteria 1 to 4 shall be scored on a scale of 0 to 10 by reference to the following scoring guide:

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-10</td>
<td>Exceptional. Demonstrates strengths, no errors, weaknesses or omissions and exceeds expectations in some or all respects.</td>
</tr>
<tr>
<td>7-8</td>
<td>Good. The standard of response fully meets expectations.</td>
</tr>
<tr>
<td>5-6</td>
<td>Satisfactory. The response is acceptable but with some minor reservations.</td>
</tr>
<tr>
<td>3-4</td>
<td>Poor. The response is deficient in certain areas where the details of relevant response require the reviewer to make certain assumptions.</td>
</tr>
<tr>
<td>1-2</td>
<td>Very Poor. The response is deficient in the majority of areas where the details of relevant response require the reviewer to make frequent assumptions.</td>
</tr>
<tr>
<td>0</td>
<td>Rejected. Response is unacceptable or non-existent, or there is a failure to properly address any issue.</td>
</tr>
</tbody>
</table>
Centre for Ageing Better

Criterion 4 is weighted at 10%. The Bidder that submits the Lowest Bid Total shall receive the maximum score of 10%. All other Bidders’ Bid Totals shall be evaluated using the following formula:

Lowest Bid Total

\[ \text{Lowest Bid Total} \times \frac{\text{Other Bidder’s Bid Total}}{\text{Lowest Bid Total}} \times 10 \]

Other Bidder’s Bid Total

If a Bidder is successful in its bid for the Contract, then the Pricing Document it submitted as part of its bid will be referenced in the Contract it enters into with Ageing Better and will be used in calculating the amount payable to the successful Bidder under the Contract.
4. Bid return and Tender evaluation process

5.1 Enquiries and communication

During the Invitation to Tender stage Bidders may submit questions and requests for Clarification or further information. Bidders should note the following procedure for obtaining further information or Clarification on matters arising during the Invitation to Tender stage:

- Bidders shall address their questions and requests for Clarification or further information via e-mail to: responses@ageing-better.org.uk;
- On receipt of a request for Clarification or further information, Ageing Better may, at its sole discretion, endeavour to respond to the Bidder and provide such Bidder with any additional information to which Ageing Better has access, but Ageing Better shall not be obliged to comply with any such request and does not accept any liability or responsibility for failure to provide any such information (and absence of a response from Ageing Better shall not entitle a Bidder to make any particular assumptions about the matters sought to be clarified);
- Except as stated below, all questions and requests for Clarification or further information and the corresponding responses, will be circulated by Ageing Better to all Bidders;
- When submitting a question or request for Clarification or further information, Bidders should indicate whether or not they believe the question or request for Clarification or further information is commercially confidential to them and should not therefore be shared with other Bidders. Any such question or request for Clarification or further information should be marked ‘Confidential – not to be circulated to other Bidders’;
- If Ageing Better considers that, in the interests of open and fair competition, it is unable to respond to the question or request for Clarification or further information on a confidential basis, it will inform the Bidder who has submitted it. The Bidder must as soon as practicable thereafter request that either the query be withdrawn or treated as not confidential;
- All questions or requests for Clarification or further information must be submitted by 17th January at 5pm at the latest. Requests/questions received after this time will not be responded to by Ageing Better.

5.2 Amendments to the Invitation to Tender
Ageing Better reserves the right to issue amendments or modifications to this Invitation to Tender during the Invitation to Tender stage. These will be issued to all Bidders simultaneously and bids will be assumed to take account of any such modifications and amendments.

5.3 Procedure for the submission of bids

Bidders shall submit one electronic copy Invitation to Tender by no later than 5pm 25th February at 5pm via e-mail to: responses@ageing-better.org.uk.

The Invitation to Tender return shall state the following title:
“Understanding the Recruitment Landscape in the Context of Later Life”

We will acknowledge receipt of all bids.

Please provide your response to this Invitation to Tender by completing the required documents. Please do not provide separate or different types or formats of documents unless specifically requested to do so.

Please note that any stated limits on length of responses set out in the Invitation to Tender must be strictly adhered to. Any question response exceeding the stated limit will be disregarded beyond that limit. Unless specifically requested to do so, please do not include or upload any standard marketing or promotional material within your answer as this will be disregarded.

Supporting information (appendices, attachments etc.) should be presented in the same order as, and should be referenced to, the relevant question.

Late submissions will not be accepted.

Bidders are strongly recommended not to leave their Invitation to Tender submission to the last minute. Ageing Better will not be held liable for failures to submit an Invitation to Tender on time due to technical issues reported less than 24 hours before the submission deadline.

5.4 Content of bids
All bids must consist of the following items/documents:

- Confirmation of acceptance of the Conditions of Purchase as set out at Appendix 1;
- A completed Pricing Document as set out at Appendix 2;
- A completed Written Return, specifying how the Bidder will carry out the Services to be provided under the Contract, as set out at Appendix 3;
- A copy of the Form of Tender as set out as Appendix 4 signed by the authorised signatory submitting the bid on behalf of the Bidder;
- A completed Anti-Collusion Certificate as set out at Appendix 5, signed by the authorised signatory submitting the bid on behalf of the Bidder;
- A completed Non-Canvassing Certificate as set out as Appendix 6, signed by the authorised signatory submitting the bid on behalf of the Bidder.

5.5 Evaluation of bids

- Bids will be checked initially for compliance with this Invitation to Tender and for completeness. Bids that are not substantially complete and/or compliant with this Invitation to Tender may be rejected;
- During the evaluation period, Ageing Better reserve the right to call for further information/clarifications from Bidders to assist it in its consideration of their bids. Note that Ageing Better reserve the right to adjust the scoring of a Bidder’s bid if information is established during clarifications that fundamentally changes any tendered proposal.
- Ageing Better reserve the option to invite Bidders to attend an interview at Ageing Better’s offices to further explain their bid proposals. The provisional dates for these interviews are shown in Section 7 (Timetable) of this Invitation to Tender. The dates, times and venues of the interviews (if held) will be confirmed with Bidders under separate cover;
- The purpose of the Bidder interview is to allow Ageing Better to achieve a more rounded appreciation of Bidders’ proposals. Note that Ageing Better reserve the right to adjust the scoring of a Bidder’s bid if information is established during the interview that fundamentally changes any tendered proposal.
5. Important notices for bidders

6.1 Confidentiality

Subject to the exceptions referred to below, the information in this Invitation to Tender is made available by Ageing Better on condition that Bidders shall:

- at all times treat such information as confidential;
- not disclose, copy, reproduce, distribute or pass the information to any other third person or allow any of these things to happen; and
- not use the information for any purpose other than for the purpose of making (or deciding whether to make) a bid for the Contract.

Notwithstanding the conditions referred to above, Bidders may disclose, distribute or pass information to another person if:

- it is done for the sole purpose of enabling a bid to be made and the person receiving the information undertakes in writing to keep the information confidential on the same terms as set out in this Invitation to Tender; or
- Ageing Better gives its prior written consent in relation to such disclosure, distribution or passing of information.

Ageing Better may disclose any information relating to the bids to its directors, officers, employees, agents or advisers. Ageing Better also reserve the right to disseminate information that is materially relevant to the Contract to all Bidders, even if the information has only been requested by one Bidder. Ageing Better will act reasonably as regards the protection of commercially sensitive information relating to the Bidder.

6.2 Accuracy of information and liability of Ageing Better and its advisers

The information contained in this Invitation to Tender has been prepared by Ageing Better in good faith but does not purport to be comprehensive or to have been independently verified. Ageing Better does not accept any liability or responsibility for the adequacy, accuracy or completeness of, or makes any representation or warranty (express or implied) with respect to the information contained in the Invitation to Tender or with respect to any written or oral information made or to be made available to any Bidder or its professional advisors and any liability therefore is hereby expressly disclaimed.
Bidders considering entering into a contractual relationship with Ageing Better should make their own enquiries and investigations of Ageing Better’s requirements. The subject matter of this Invitation to Tender shall only have contractual effect when it is contained in the express terms of an executed agreement.

Nothing in this Invitation to Tender is, or should be, relied upon as a promise or representation as to the future and Ageing Better does not undertake to provide Bidders with access to any additional information or to update the information in this Invitation to Tender or to correct any inaccuracies that may become apparent. Ageing Better reserve the right, without prior notice, to change the procedures outlined in this Invitation to Tender or to terminate discussions and the delivery of information at any time before entering into the Contract.

6.3 Anti-collusion

Any Bidder who, in connection with the competition for the selection of Bidders for the Contract:

- Fixes or adjusts its bid by or in accordance with any agreement or arrangement with any other Bidder;
- Enters into any agreement or arrangement with any other Bidder to refrain from making a bid or to alter, in any way, the content of any bid to be submitted;
- Causes or induces any person to enter into any such agreement as referred to above or to inform any other Bidder of the content of any other bid for the Contract;
- Offers or agrees to pay or give or does pay or give any sum of money, inducement or valuable consideration directly or indirectly to any persons for doing or having done or causing or having caused to be done any act or omission in relation to any other bid or proposed bid for the Contract; or
- Communicates to any person (outside its consortium, its professional and financial advisers other than Ageing Better or any person duly appointed by Ageing Better) the content of its proposed bid, will be disqualified (without prejudice to any other civil remedies available to Ageing Better and without prejudice to any criminal liability that such conduct by a Bidder may attract) from further participation in the competition for the Contract. Bidders are required to return with their bid the Anti-Collusion Certificate set out at Appendix 5.

6.4 Non-canvassing
Any Bidder who, in connection with its bid for the Contract:

- offers an inducement, fee or award to any representative of Ageing Better or any person acting as an adviser to Ageing Better in connection with the selection of Bidders for the Contract; or
- does anything which would constitute a breach of the Bribery Act 2010, will be disqualified (without prejudice to any other civil remedies available to Ageing Better and without prejudice to any criminal liability that such conduct by a Bidder may attract) from further participation in the competition for the Contract. Bidders are required to return with their bid the Non-Canvassing Certificate set out at Appendix 6.

6.5 Copyright

The copyright in this Invitation to Tender is vested in Ageing Better and may not be reproduced, copied or stored in any medium without the prior written consent of Ageing Better. This Invitation to Tender and any document issued to Bidders supplemental to it shall remain the property of Ageing Better and shall be returned upon demand.

6.6 Confidentiality

Bidders shall not undertake (or permit to be undertaken) at any time, whether at this stage or after conclusion of the Contract, any publicity activity with any section of the media in relation to the Contract other than with the prior written consent of Ageing Better (in relation to the form and content of the proposed publicity).

6.7 Ageing Better’s right to reject bids

Notwithstanding anything else stated in this Invitation to Tender, the issue of this Invitation to Tender in no way commits Ageing Better to enter into the Contract or any other agreement whatsoever. Ageing Better is not bound to accept any bid and reserve the right to accept any bid either in whole or in part.

Ageing Better reserve the right to reject any or all of the responses received and discontinue the bidding process and/or reject any incomplete or incorrectly completed responses.

Bids will be checked initially for compliance with the requirements of this Invitation to

Invitation to Tender for “Good Recruitment for Older Workers: Understanding and improving recruitment language, imagery and messaging”
Centre for Ageing Better

Tender and for completeness. Clarification may be sought from Bidders in order to determine if a bid is complete and compliant. Bids that are not substantially complete and/or compliant with the requirements of this Invitation to Tender may be rejected.

6.8 Time

Ageing Better reserve the right, in its absolute discretion to amend the timetable or extend any time period in this Invitation to Tender.

6.9 Bid costs and loss of profits

Bidders shall bear their own costs and in no circumstances whatsoever shall Ageing Better become liable for any bidding costs, nor shall Ageing Better be liable for any loss of profits, loss of Contracts or other costs or losses suffered or incurred by a Bidder as a result of that Bidder not being awarded one or more Contracts pursuant to this procurement process. Ageing Better shall similarly not be liable in the event that the procurement process is cancelled, whatever the reason.
6. Timetable

The indicative timetable for the procurement process is as set out below:

<table>
<thead>
<tr>
<th>Stage</th>
<th>Date</th>
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<tbody>
<tr>
<td>Invitation to Tender issued to Bidders</td>
<td>7th January 2020</td>
</tr>
<tr>
<td>Deadline for clarification questions</td>
<td>17th January 2020</td>
</tr>
<tr>
<td>Deadline for notification of intention to bid</td>
<td>5pm 31st January 2020</td>
</tr>
<tr>
<td>Deadline for bid submission</td>
<td>5pm 25th February 2020</td>
</tr>
<tr>
<td>Bidder Interview</td>
<td>3rd, 4th or 5th March 2020</td>
</tr>
<tr>
<td>Notification of result</td>
<td>6th March 2020 onwards</td>
</tr>
<tr>
<td>Appointment of successful Bidder</td>
<td>6th March 2020 onwards</td>
</tr>
<tr>
<td>Contract commencement</td>
<td>9th March 2020 onwards</td>
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</tbody>
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Ageing Better reserves the right to amend the above timetable.

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Invitation to Tender for “Good Recruitment for Older Workers: Understanding and improving recruitment language, imagery and messaging”
Appendix 1: Conditions of Contract
Appendix 2 – Pricing Document

Pricing Preambles


2. The descriptions in the Pricing Document shall not be regarded as an exhaustive statement of everything included in the Contract; refer to the Specification for the full Contract requirements. The rates in the Pricing Document shall include for all work shown or described in the Contract as a whole and for all work not described but apparent as being necessary for the provision of the Services.

3. The rates in the Pricing Document shall include for the whole of the Bidder’s obligations under the Contract whether expressly stated or reasonably implied. No additional request for payment will be permitted unless authorised in writing by Ageing Better.

4. All rates quoted are to be fixed until October 2020. Rates from October 2020 onwards shall be subject to review between the parties, and any proposed increase shall be agreed in writing by Ageing Better. Any rate of increase shall be limited to a maximum of the prevailing CPI rate at the time of the review, published by the Office for National Statistics.

5. Where quantities are stated in the Pricing Document the Bidder should note that they may vary and there is no guarantee of quantity. The rates quoted in the Pricing Document shall apply regardless of the actual quantity of Services subsequently ordered.

6. The rates shall be sufficient to provide the Services in the Specification in isolation from any other requirement and in any quantity.

7. No quantity or continuity of work is guaranteed to the Bidder and this should be taken into account when completing the Pricing Document. Unless expressly stated to the contrary, any quantities given in the Pricing Document are indicative only.

8. Payment shall be made in accordance with the Pricing Document and the procedures described in the Conditions of Contract attached at Appendix 1.

9. The Bidder shall include all mileage, subsistence and expenses costs within the submitted rates.

10. The Bidder shall include all costs for the production of any documentation and the attendance of any meetings required by Ageing Better under the Contract within the submitted rates.
Schedule of Rates

<table>
<thead>
<tr>
<th>Name</th>
<th>Number of days</th>
<th>Day rate</th>
<th>Total cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

The above rates shall include for all work shown or described in the Contract as a whole and for all work not described but apparent as being necessary for the provision of the Services.
Appendix 3 – Written Return

The Written Return is separated into a number of Sections and questions to provide Bidders with clarity on the overall requirements of Ageing Better in relation to the quality measures used to evaluate all bids.

Each Section is linked to the Evaluation Criteria detailed in Section 4 of this ITT document. The Section weightings are shown in each Section heading.

Each element of each question shall be scored on a scale of 0 to 10 by reference to the scoring guide detailed in Section 4 of this ITT document:

**Bidders shall note that there is a 3000 word limit for each Written Return response.**
### Section 0 – General Information

<table>
<thead>
<tr>
<th></th>
<th>Bidder name</th>
<th>Insert details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Registered address</td>
<td>Insert details</td>
</tr>
<tr>
<td>3</td>
<td>Name of person completing the Invitation to Tender</td>
<td>Insert details</td>
</tr>
<tr>
<td>4</td>
<td>Telephone number</td>
<td>Insert details</td>
</tr>
<tr>
<td>5</td>
<td>E-mail address</td>
<td>Insert details</td>
</tr>
<tr>
<td>6</td>
<td>Company status (e.g. Ltd, Plc, sole trader, Charity, Community Benefit Society, etc.)</td>
<td>Insert details</td>
</tr>
<tr>
<td>7</td>
<td>VAT registration number</td>
<td>Insert details</td>
</tr>
<tr>
<td>8</td>
<td>Company registration number and/or charity number</td>
<td>Insert details</td>
</tr>
<tr>
<td>9</td>
<td>Date of incorporation</td>
<td>Insert details</td>
</tr>
<tr>
<td>10</td>
<td>Please provide the organisation name, contact details and a brief description of 2 contracts of a similar nature which demonstrate the Bidder’s experience in relation to Ageing Better’s requirements. Any Contract award will be subject to a satisfactory reference being provided by one or both of the named companies.</td>
<td>Insert details</td>
</tr>
</tbody>
</table>
NOTE TO BIDDERS

Upon identifying the successful Bidder, Ageing Better may seek further evidence to determine the Bidder’s ability to perform the Contract prior to awarding the Contract. If the Bidder is unable to provide the further evidence required, Ageing Better reserves the right to withdraw the Bidder’s successful Bidder status.

See next page for further tables to fill out as part of your written return
<table>
<thead>
<tr>
<th>Section 1</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills and experience of team</td>
<td>30%</td>
</tr>
</tbody>
</table>

We are looking for a team with good knowledge of the age stereotypes literature and research skills.

Please outline your experience in relation to similar projects and highlight your knowledge and experience of the topic areas. Please also highlight involvement of specific staff. CVs can be included as appendices and do not count towards the 3000 word limit.
## Section 2: Approach

<table>
<thead>
<tr>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
</tr>
</tbody>
</table>

Please outline your approach to the project, showing how you will approach each aspect of the work including any specific methods or techniques. Highlight any challenges you foresee and how these might be overcome.

**Bidder’s Response**
Section 3  Weighting

Project management  20%

Please explain how the project will be managed to ensure a high quality outcome and outputs. Outline your approach to QA of processes and outputs and your approach to risk management. If you are bidding as a consortium, please highlight your history of working together, how you will work together on this specific project.

Bidder’s Response
Section 4

<table>
<thead>
<tr>
<th>Cost</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10%</td>
</tr>
</tbody>
</table>

Cost will be scored via the formula detailed on page X.

Please include a table detailing the following:
- Number of days on each activity by each team member
- Day rates
- Total cost of the project (excl. VAT)

Bidder’s Response
Appendix 4 – Form of Tender

To: Centre for Ageing Better

Re: “Good Recruitment for Older Workers: Understanding and improving recruitment language, imagery and messaging” (the “Contract”)

Dear Sirs

1. Having examined the Invitation to Tender and having satisfied ourselves as to all other matters relevant thereto, we confirm our tender for the Contract.

2. We enclose our tender, and confirm that these comprise all of the documents required to be submitted in accordance with the matters set out in the Invitation to Tender. We acknowledge that we are bound by our proposals submitted pursuant to the Invitation to Tender.

3. We hereby unconditionally and irrevocably offer to provide the Services requested to be provided and performed under the Invitation to Tender in accordance with the Contract and at no greater rates or prices than the rates or prices stated in the Pricing Document.

4. We confirm that we are fully conversant with all the Invitation to Tender documentation and that this tender is submitted strictly in accordance with the Invitation to Tender.

5. We agree that this tender shall remain open to be accepted or not by Ageing Better and shall not be withdrawn for a period of twelve (12) months from the deadline for receipt of tenders as set out in the Invitation to Tender, or such longer period as may be agreed with Ageing Better.

6. We undertake to execute the Contract for the proper and complete fulfilment of the Services required or any part or parts thereof, as you may in your absolute discretion award to us.

7. We agree that we shall commence and undertake the Services required when instructed to do so pursuant to the terms of the Contract.

Invitation to Tender for “Good Recruitment for Older Workers: Understanding and improving recruitment language, imagery and messaging”
8. We certify that the details of this tender and the Invitation to Tender documentation have not been communicated to any other person or adjusted in accordance with any agreement or arrangement with any other person or organisation.

9. We acknowledge that Ageing Better is not bound to accept the lowest or any tender it may receive, and reserve the right at its absolute discretion to accept or not to accept any tender submitted.

10. We certify that we have full power and authority to enter into the Contract and to carry out the Services, and that this is a bona fide tender.

11. We confirm that in submitting our tender, we have satisfied ourselves as to the accuracy and completeness of the information we require in order to do so (including that contained in the Invitation to Tender).

**Total Price for this Tender**

£ .................................................................................................................................

in words ......................................................................................................................

Signed for on behalf of the Bidder by a duly authorised signatory of the Bidder:

Signed: .................................................................................................

Name: ...........................................................................................................

Position/Status: ...............................................................................................

On behalf of: (name of Bidder) .................................................................

Date: .................................................................................................................
Appendix 5 – Anti-Collusion Certificate

To: Centre for Ageing Better

Re: “Good Recruitment for Older Workers: Understanding and improving recruitment language, imagery and messaging” (the “Contract”)

The essence of the public procurement process is that Ageing Better shall receive bona fide competitive tenders from all Bidders. In recognition of this principle we hereby certify that this is a bona fide bid, intended to be competitive, and that we have not fixed or adjusted the bid by or under or in accordance with any agreement or arrangement with any other Bidder (other than a member of our own consortium). We have not and insofar as we are aware neither have any of our employees, contractors, advisers, agents, officers or subcontractors:

1. Entered into any agreement with any other person with the aim of preventing bids being made or as to the fixing or adjusting of any bid or the conditions on which any bid is made; or

2. Informed any other person, other than the person calling for this bid, of the content of the bid, except where the disclosure was necessary for the preparation of the bid for insurance, for performance bonds and/or Contract guarantee bonds or for professional advice required for the preparation of the bid; or

3. Caused or induced any person to enter into such an agreement as is mentioned in paragraph (1) and (2) above; or

4. Committed any offence under the Bribery Act 2010; or

5. Offered or agreed to pay or give any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other bid or proposed bid any act or omission; or

6. Canvassed any other persons referred to in paragraph (1) above in connection with the Contract; or

Invitation to Tender for “Good Recruitment for Older Workers: Understanding and improving recruitment language, imagery and messaging”

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7. Contacted any officer of Ageing Better about any aspect of the Contract except in a manner permitted by the Invitation to Tender.

We also undertake that we shall not procure the doing of any of the acts mentioned in paragraphs (1) to (7) above before the hour and date specified for the return of the bid nor (in the event of the bid being accepted) shall we do so while the resulting Contract continues in force between us (or our successors in title) and Ageing Better.

In this certificate

The word “person” includes any person, body or association, corporate or incorporate and “agreement” includes any arrangement whether formal or informal and whether legally binding or not.

Signed for on behalf of the Bidder by a duly authorised signatory of the Bidder:

Signed: ________________________________

Name: ________________________________

Position/Status: ________________________________

On behalf of: ________________________________

(name of Bidder) ________________________________

Date: ________________________________
Appendix 6 – Non-Canvassing Certificate

To: Centre for Ageing Better

Re: “Good Recruitment for Older Workers: Understanding and improving recruitment language, imagery and messaging” (the “Contract”)

Non-Canvassing Certificate

I/we hereby certify that I/we have not canvassed or solicited any officer or employee of Ageing Better in connection with the award of the Contract and that no person employed by me/us or acting on my/our behalf has done any such act.

I/we hereby further undertake that I/we will not in the future canvass or solicit any officer or employee of Ageing Better in connection with the award of the Contract and that no person employed by me/us or acting on my/our behalf will do any such act.

Signed for on behalf of the Bidder by a duly authorised signatory of the Bidder:

Signed: ____________________________

Name: ____________________________

Position/Status: ____________________________

On behalf of: ____________________________

(name of Bidder)

Date: ____________________________