

Request for Quotation

Website and Brand Refresh

Background

Arc is a temporary recruitment and staffing agency group, comprising two businesses – Arc Hospitality Recruitment Solutions Ltd and Arc Recruitment Solutions Ltd. Arc Hospitality is in its 13th year of business. Arc Recruitment is a start-up in its first year of trading. Arc Hospitality Recruitment Solutions Ltd was founded on 23rd June 2008 by friends Michael Gavin and Paul Marcinkowski. It operates predominantly in the hospitality, events and catering sectors. Arc saw a period of change during the Covid 19 pandemic, with its casual workforce ‘pivoting’ to provide key worker support to hospitals and test centres. Following this, the directors established an additional business that would continue the supply of workers in these new sectors. Both businesses now share central service functions such as Marketing, HR, Sales and Finance, but have separate Operations Teams, different staff pools and unique clients in their relevant sectors.

Arc’s service is the supply of casual staff. Arc Hospitality supplies staff to hospitality and event venues, such as football stadiums, racecourses, hotels and schools. Arc Hospitality staff will often work in bar, waiting, customer service and chef positions. Arc Recruitment supply staff to businesses in the Healthcare, Industrial, Retail and Office sectors. Staff working for Arc Recruitment typically work as warehouse operatives, store assistants, cleaners, care workers or administrative assistants.

These staff are supplied in two service solutions: 1) Top-up staff or 2) Managed service.

- 1) Top-up staff are charged by the hour and Arc take the difference between the charge rate and labour cost.
- 2) The Managed Service option allows clients to outsource some or all of 1. Recruitment, 2. Staffing, 3. Payroll and/or 4. HR Support. This is charged for using a managed service fee plus the labour cost, if applicable.

Arc’s customer base comprises 2 groups:

- 1) Clients – For both businesses, customers are typically HR or Operations professionals in their respective sector businesses. Client partnerships are formed through terms of business relevant to their preferred service solution and sector.
- 2) Candidates – Candidates are typically, Millennials and Gen Z, looking for flexible work to fit around other commitments, such as university and parenting. People who want to gain and develop their skills, or work in specific roles, but cannot commit to long-term placements.

Vison: “To shape the world of flexible work into a better place for all.”

Mission: “To solve staffing problems by supplying the most suitable, satisfied and well looked after people every minute of every day, wherever they are needed.”

Values: “We’re honest, we care, we deliver.”

Some examples of how we're shaping a better future for all through our positive social and environmental impact:

- **Workers:** Increasing pay rates and aiming for a real living wage for all casual workers, seeking to transform industry wage practices beyond our own business
- **Environment:** Working to reduce the environmental footprint of our own operations, and developing training for thousands of our casual workers to encourage them to take action on climate change, waste and other environmental issues
- **Communities:** Offering employability workshops to help young people and those out of work to increase their access to the job's markets, improve their CVs and interview skills and help them secure decent work and better long-term prospects
- **Suppliers:** Auditing our suppliers and ensuring we only work with ethical businesses that uphold the same values
- **Charities:** We have partnered with digital youth support charity The Mix to offer our workers a free and confidential mental health support service. We are encouraging our casual workers to sign up for shifts volunteering their time for good causes, while learning new skills themselves

Requirement

We want to create a more friendly and welcoming website that offers an easy-to-navigate, user-friendly experience for clients, candidates and all stakeholders. During the process we would like to refresh our branding. We are aiming to reflect what we stand for today, promote our positive social and environmental impact and get people excited about sustainability and make them aware of the role we play in our industry. We want to stand out from others in recruitment and lead the way for more temporary recruitment agencies to become more aware and conscious of their impact and even become B-corps too. We are very keen for our brand to transparently reflect what we actually do. The last thing we want is to 'greenwash' and not walk the walk.

The website should have an obvious journey for any prospects who land on it. The website should create excitement for visitors about working with Arc and educate them on sustainability and their own impact. Our current website is difficult to navigate and determine where you should go as a visitor. By creating a new website, we hope to introduce a more apparent split between client and candidate journeys. Introducing a jobs page which will improve the candidate experience, as they will be able to find suitable roles for them without being taken to any external sites or needing to input their details straight away. Therefore, increasing the number of candidates we receive.

Website features that are key to success:

- Cater for both our businesses. Arc Hospitality which is a specialised hospitality recruitment and staffing business and Arc Recruitment which operates in the Healthcare, Retail, Industrial and Office sectors.
- Appeal to our target audiences and have a clear split between Looking for work / looking for team members so clients and candidates can experience journeys appropriate to them.
- Look professional, appropriate and sustainable.
- Have a job search function which links to our Applicant Tracking System via an API link
- Staff support area featuring an integration with our charity partner's digital triage tool The Mix triage tool
- Client contact form



- Lead magnets, Call to Actions, and mailing list forms that allow us to capture client leads efficiently.
- Chat bot or live human chat
- Include a blogs/news section
- Have pages dedicated to our impact strategy and sustainability initiatives
- Be mobile/tablet friendly as many of our candidates access the website on their phones
- Be user friendly and customisable for content editing. We would prefer the CMS to be hosted on WordPress.
- Be secure and compliant with data collection.
- Reflect a nationwide, innovative temporary recruitment and staffing business, specialising in multiple sectors.

We don't want to completely overhaul our branding as we have developed positive association of the Arc brand. However, would like our current branding softened to portray a more sustainable business. We would also like our colours and fonts softened so they are less bold and "in your face".

A knowledge of SEO for both B2B and B2C, would be advantageous as this will allow us to set the website up with Search Engines and organic reach in mind.

Deliverable Timescale

We want to spend a good amount of time getting the website functional, appropriate and engaging. We would like to start the project in April/May 2021 and expect it to take at least 2-3 months, so anticipate the website being up and running by September 2021.

Indicative Budget

£15,000

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Quality/ Technical Merit (45%)

Supplier must demonstrate they have the technical and professional capability to deliver the requirement.

Delivery Timescale (15%)

Supplier must demonstrate they can deliver the requirement to timescales above.

Cost/Value for money (25%)

Does supplier offer value for money. This will not necessarily be the cheapest quote.

Sustainability (15%)

Supplier must demonstrate ethical supply chain and understanding of sustainability and sustainable practices.

Scoring Methodology

4 Excellent	Proposal meets and in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

Deadline and Submission

Proposals are required by 16th April 2021 at 5pm, either electronically or by post to Maddie Milton, Marketing Manager: maddiemilton@archospitality.co.uk, 61a Bold Street, Liverpool, L1 4EZ

Date Published

22nd March 2021

This work is part funded though the European Regional Development Fund.

Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.