

# EmploySE1

## REQUEST FOR PROPOSAL

PROJECT TITLE	EmploySE1 Development 2023		
CLIENT NAME	Better Bankside, Team London Bridge & WeAreWaterloo		
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<b>PROJECT</b>	<p>EmploySE1 is a recruitment service operated in partnership by three Business Improvement Districts based in Southwark and Lambeth: Better Bankside, Team London Bridge and WeAreWaterloo.</p> <p>EmploySE1 was established in 2011, to offer recruitment support to the BIDs' member businesses, but also with the aim of connecting Southwark and Lambeth residents with these vacancies.</p> <p>EmploySE1 is funded by the three BIDs using levy funding, which is income generated through the business members of the BIDs, and so EmploySE1 needs to demonstrate value to those businesses and create meaningful impact. The project has helped more than 500 people into work with businesses in the Bankside, London Bridge and Waterloo areas over the past 10 years.</p> <p>The EmploySE1 delivery model has adapted over the years in response to changes in the recruitment market and business priorities, with previous development reviews undertaken in 2014 and 2016.</p> <p>The service has been on pause since September 2021 due to Covid and the rapid changes in the recruitment market and wider economy since then.</p> <p>The three BIDs remain committed to a partnership model to support their members with recruitment, but recognise the need to review EmploySE1 to ensure that they continue to offer a valued service to their business members and create meaningful impact.</p> <p>Key challenges:</p> <ul style="list-style-type: none"><li>• The recruitment market continues to see changes and uncertainty:<ul style="list-style-type: none"><li>○ Since 2021, we have experienced record levels of vacancies, outpacing the availability of candidates, but are now experiencing falling vacancy levels as rising costs place pressure on businesses</li></ul></li><li>• Candidate supply and quality has been a long-standing issue for EmploySE1, as well as wider recruitment market:<ul style="list-style-type: none"><li>○ Labour market shifts due to Brexit and the impact of the pandemic continue to be issues for the BIDs member businesses</li><li>○ Prior to 2016's review, EmploySE1 worked predominantly with DWP-funded agencies, but with limited success in placing candidates and filling vacancies; since shifting away from this model, a much higher conversion rate has been achieved.</li><li>○ An ambition for EmploySE1 was to focus candidate recruitment on Southwark and Lambeth residents; in 2018, with growing pressures on recruitment due the impact of the Brexit vote, some businesses began to ask for EmploySE1 to share all candidates for their vacancies, so long as they were based in or near to London.</li></ul></li><li>• Technology plays an increasingly important role in recruitment:</li></ul>
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- EmploySE1's IT systems, in particular its website and database, were overhauled in 2020/21 to ensure it was better fit for purpose, but the use of technology in recruitment continues to evolve.
- BIDs member businesses facing increasing cost pressures:
  - All businesses are facing rising costs, but for our SME members, these place even greater pressure, especially for those businesses still struggling to recover from the economic impact of the pandemic whilst also dealing with the cost of living crisis
  - It is essential for the BIDs to offer members value-for-money for their levy investment in our work, and so we need to demonstrate that EmploySE1 is a vital support service that can help with their recruitment challenges

Background context to EmploySE1:

EmploySE1 was established in 2011, as a free-to-the-employer recruitment service for the business members of three Business Improvement Districts which work in partnership to fund and deliver the project.

From 2011-2016 the service worked predominantly with employment agencies, helping unemployed Southwark and Lambeth residents to apply for job opportunities in the north of the borough.

The service has been reviewed a number of times, most recently in 2016 which led to an increased emphasis on direct sourcing of candidates rather than through the employment agencies. The emphasis on local candidates remained, but this was softened to a 'local if possible' approach given the increasing pressure in the recruitment market, particularly for those sectors more reliant on EU and other international workers.

EmploySE1 has been delivered by a small team directly recruited and managed by the partner BIDs, working in partnership with the BID teams to promote the service to business members.

Since 2011, EmploySE1 has achieved the following outcomes:

- 400+ businesses using the service
- Approximately 3,000 vacancies advertised through EmploySE1's channels
- More than 514 people helped into jobs with the BID business members

**OBJECTIVE**

- Identify opportunities for the BIDs to help members meet their recruitment needs
- Develop recommendations for delivery model(s), service provision and/or tools that can be used by the BIDs to respond to these needs

**SCOPE OF WORK**

The research needs to focus on identifying examples of local-based and/or partnership models that deliver recruitment services.

The scope of work will take into consideration the following, with an emphasis on local data and examples.

- Examples of local or hyper-local recruitment and employment services, including those that are delivered by partnerships
- Opportunities for the BIDs to support member businesses:
  - Gaps in recruitment provision to businesses where BIDS could offer a valued support to members
  - Partnerships and collaborations – revisiting previous suggestions but also exploring new opportunities to partner
  - Sector specific initiatives – are there sectors with a particular set of requirements that the BIDs could focus on?

	<ul style="list-style-type: none"> <li>• Based on examples of best practice, recommendations for delivery models, service provision or tools relevant to BIDs <ul style="list-style-type: none"> <li>○ Options might include in-house and/or outsourced</li> <li>○ Options need to consider varying levels of resource and capacity</li> </ul> </li> <li>• Funding opportunities relevant to the BIDs, including local, regional or national government funding schemes, as well as new partners to invest in and expand reach of the current three BIDs</li> </ul> <p>The research might also want to take into consideration the recruitment and labour market context, with an emphasis on local data (90%) above national data (10%). This may include:</p> <ul style="list-style-type: none"> <li>• Labour market information, in particular for Southwark and Lambeth</li> <li>• Sector-specific information (e.g. hospitality, life sciences, green jobs)</li> </ul>
<b>DELIVERABLES &amp; FORMAT</b>	<p>A full written report will be required along with a presentation to the CEOs of the EmploySE1 partner BIDs of key findings and recommendations.</p> <p>Report and presentation will need to include:</p> <ul style="list-style-type: none"> <li>• Research findings on best practice examples and opportunities</li> <li>• Recommendations of opportunities for the BIDs to explore, along with suggestions of appropriate delivery models and potential funding opportunities</li> </ul>
<b>SCHEDULE</b>	<ul style="list-style-type: none"> <li>• Deadline to respond to RFP is 5pm on 7 September 2023</li> <li>• Shortlisting, interviews and appointment by 30 September 2023</li> <li>• Report including recommendations by 15 December 2023</li> </ul>
<b>BUDGET</b>	£12,000-£15,000
<b>COMMENTS</b>	<p>Successful research partners will have access to previous EmploySE1 research and limited access to EmploySE1 vacancy and candidate data where relevant. The partner BIDs will be able to assist with access to business members for research purposes, e.g. to complete surveys or focus groups.</p>