**Northern Research Station**

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Social Scientist

Rachel Orchard

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Dear Sir/Madam

**REQUEST FOR QUOTATION FOR Land managers woodland expansion choices:** Research Services building, hosting and recruiting to a national survey exploring different land managers’ perceptions of tree planting and natural colonisation across Great Britain.

**REF NO:** CR2023/24/046

You are invited to submit a quotation for the building, hosting, and recruiting of a national online survey exploring different land managers’ perceptions of natural colonisation across Great Britain as detailed below.

**Background**

Funded by the Natural Environment Research Council (NERC) the TreE\_PlaNat project is a collaboration led by the University of Stirling, including Forest Research, the University of Edinburgh, Royal Holloway University London, The Woodland Trust, and The National Forest Company.

Forest Research are leading on the social science element of the project, and we are looking for a provider to support our quantitative workstream.

Little research has been done to understand why different kinds of land managers might use natural colonisation as an approach to woodland and tree cover expansion instead of tree planting or other methods. Scoping work during 2021-23 that involved 100+ land managers, produced a characterisation linking different preferences towards natural colonisation to one of three broad “identities”. The data showed that land managers under each of these identities viewed the benefits and risks of natural colonisation differently and were balancing the risks and benefits of both approaches depending on a variety of contextual factors.

However, our results have not been tested across a larger more representative sample, nor have we been able to investigate more fully the hierarchy of trade-offs being made between the different woodland and tree cover expansion processes.

We have developed a national survey which aims to address this gap in understanding. The survey is designed to answer the following high level research questions:

1. What factors are driving trade-offs between different approaches to woodland tree cover expansion in land manager decision making, and do these differ between land manager type or identity type?
2. What is the scale of the differences in the factors driving trade-offs between land managers, and is it possible to discern a hierarchy of importance as they relate to the different tree cover/woodland expansion approaches?
3. What does this tell us about the acceptability of different approaches and where policy and organisational stakeholders may need to place more attention in their design of land manager support and communications?

**Service to be provided**

The development and drafting of the survey questions will be undertaken in-house by Forest Research. It is anticipated that the survey will consist of around 17 quantitative questions and 3 open-ended questions, which is expected to take respondent’s around 15-20 minutes to complete.

The final analysis and reporting of survey results will be undertaken in-house by Forest Research.

Forest Research requires a contractor able to:

* Build and manage an online survey with the drafted survey questions supplied by Forest Research.
* Recruit a target sample of 800-1,000 participants to the online survey, which will provide perspectives representative of different land managers across Great Britain, i.e. England, Scotland and Wales.
* Recruit using a purposive quota sample that meets as close as possible the sampling frame in table 1 below.  Forest Research will not provide contact lists.
* Collect basic demographic data (c. 5 variables) on the respondents to enable our analyses.

*Table 1. Ideal target sample*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Primary identity type**  | **Target group – land manager type**  | **Potential number across GB\***   | **Target % of sample**   | **Target sample number**   |
| Conservation   | eNGOs/charities e.g. National Trust/Scotland, RSPB, John Muir Trust (i.e. site managers and strategic planners)   | >251   | 5   | 240 -300-   |
| Owners of small woodland, i.e. <10Ha   | c. unknown – several thousands    | 15   |
| Community woodland groups (i.e. those managing woodland)   | c. 1,0002   | 10   |
| Productive    | Commercial foresters, e.g. companies such as Tilhill, Savills, Ricket and Pryor, as well as individual commercial foresters and smaller businesses   | 4,450 forestry businesses3   | 15   | 360-450   |
| Estates with agricultural and forestry interests, e.g. Buccluech, Atholl, Chatsworth (i.e. estate foresters, strategic planners, business managers)   | c. 200  80 in E + W4 and c. 120 in S   | 5   |
| farmers with regenerative farming, and nature friendly/conservation-oriented farming objectives   | Unknown - a portion of c. 92k farmers across the UK5   | 10   |
| Farmers strongly focused on conventional productive, commercial farming-oriented objectives    | Unknown - a portion of c. 92k farmers across the UK5   | 15   |
| Public and amenity focused    | Utility companies managing land (i.e. site managers and strategic planners)   | >40 (>8 water companies)   | 5   | 200-250   |
| Local Authorities and Planning Authorities e.g. National Parks (i.e. site managers and strategic planners)   | 371 LA’s (317E+32S+22W)   | 10   |
| Other public bodies managing land e.g. MOD, Environment Agency, Crown Estate, Church of England (i.e. site managers and strategic planners)   | > 10 significant land owning/managing bodies   | 10   |

We would expect the data required for us to disaggregate for our analyses, would constitute the screener data used to satisfy the respondent types and quotas. We will also be interested in disaggregating the responses to survey questions about participants’ region, years of experience as land manager, type of land, engagement with grant system, age category, and gender category.

Our analysis would aim to draw comparisons between land manger types: meaningful disaggregation therefore depends on a suitable sample size being achieved across both the identity groups and land managers categories. We are less interested in a between-country analysis than an analysis by land manager/identity type.

Forest Research has access to the Smart Survey platform but is open to using the suggested on-line survey platform of the contractor to promote efficiency in cost, recruitment process, and data delivery. Where such suggestions are made, the contractor must be able to:

* Deliver raw data and raw data tables that can be disaggregated by land manager groups and other demographic variables.

**Deliverables/Outputs**

**Respondent recruitment**:

It is anticipated that the survey will be developed and ready to launch towards the end of October 2023.  Recruitment is anticipated by the end of December 2023, survey data, i.e. completed returns around the target sample size, are required by the end of December. An agreed and documented sampling methodology, sampling frame/selector is required as part of the outputs. Please indicate if intending to use incentives to recruit participants.

**Survey data:**

Where Forest Research uses a contractor’s on-line survey platform, the survey data is required for analysis by the end of December. Forest Research requires the raw dataset from the survey, inclusive of all the specified variables. Raw data should be returned as a csv file and must be anonymised with IP addresses scrubbed.

The contractor is asked to also clean the survey data and deliver descriptive summary tables of generalised results.

Further analysis and reporting of the data will not be required, as this is an action that Forest Research will conduct after the returning of the data.

**Budget**

A maximum of £12,000 exclusive of VAT is available for this service.

**Timeline**

|  |  |
| --- | --- |
| **Action**  | **Date**  |
| Deadline for questions and clarifications  | Wednesday 11th October 2023  |
| Deadline for submissions  | Midday on Wednesday 18th October 2023  |
| Contract awarded  | Week commencing 23rd October 2023  |
| Inception meeting agreeing question schedule etc. (by phone or in person)  | Tbc by mutual agreement   |
| Surveys conducted  | From Monday 30th October 2023 and no later than 6th November 2023  |
| Outputs delivered  | No later than Friday 22nd December 2023  |

**Estimate requirements**

Forest Research requires the contractor to describe what service they can provide, (including suggestions for the best approaches to complete the survey with land manager types if appropriate), to meet our requirements **within the available budget**.  Any additional modules beyond budget which you feel may help to meet our requirements may also be described, but clearly indicated. Please provide a written statement of the following:

1. An outline methodology including respondent recruitment methods and preferred software platform
2. The target sample size achievable including land manager group stratification and how this relates to sub-samples representative of England, Scotland and Wales
3. Identification and description of any significant limitations and risks to recruitment
4. Description of the outputs to be delivered
5. Cost breakdown
6. Brief description of the lead researcher and experience undertaking similar surveys

Contractors will also need to provide a copy of their:

1. GDPR and Data Protection policies
2. Public liability/indemnity insurance
3. Code of research ethics

Please send your quotation and any enquires about this invitation by email to: Rachel Orchard

Email: Rachel.Orchard@forestresearch.gov.uk

Your quotation, incorporating the requirements specified below, must be submitted by email by **midday on Wednesday 18th October 2023**.

Please note the following conditions:

* Any contract concluded as a result of this RFQ shall be governed by English Law and the Forestry Commission’s Standard Terms and Conditions of Contract will apply[[1]](#endnote-1). Your terms will not apply.
* The quotation and all accompanying documents are to be in English
* Forest Research reserves the right to cancel or withdraw from the process at any stage
* Forest Research does not undertake to accept the lowest priced quotation, or part or all of any quotation
* All information supplied to you by Forest Research must be treated in confidence and not disclosed to third parties
* Once the contract has been awarded, any additional costs incurred which are not reflected in the quotation will not be accepted for payment
* Offering an inducement of any kind in relation to obtaining this or any other contract with the Forestry Commission will disqualify your quotation from being considered and may constitute a criminal offence.

Yours faithfully

Rachel Orchard

Quotation Requirements

* All details of your quotation, including prices, must remain valid and open for acceptance for a period of 60 days from the date of submission.
* Quoted prices must be fixed, quoted in GBP and exclusive of VAT.
* Quoted prices are to be based on the following payment terms:

The Contract Price shall become payable on delivery of the Goods and payment will be made within 30 days of receipt of invoice.

* You are required to include a breakdown of your quoted price.
* Your quotation must include confirmation of the scope of supply of services offered and an ability to achieve any dates or deadlines specified.
* You are to provide the name and contact details of at least one recent customer who we may contact for a reference.
1. Conditions of Contract for the Supply of Services (Non Operations), As amended (January 2016) - which are available to view or download [here](https://www.forestresearch.gov.uk/documents/7836/Non-Operational_Service_Contract_Schedule1Jan2016_FR_version.pdf) [↑](#endnote-ref-1)