



Prior Information Notice: International Traders and Investors Study Wave 6, 7 and 8

The Department for International Trade ("DIT") has a potential requirement for the provision of the International Traders and Investors Study Wave 6, 7 and 8.

The Secretary of State for DIT is the contracting authority responsible for meeting this anticipated requirement. DIT intends to publish the ITT by February 2022.

The full specification shall be provided with the contract documents but it is expected to incorporate the below.

It is anticipated the contract shall be for a period of 12 months, with the option to extend for two additional 12 month terms, on a 1+1+1 basis. The requirement has an estimated total value of £450,000 per wave and this value includes any available contract option(s).

Actions Required

If you would be interested in bidding for the requirement or finding out more information, please respond to this Prior Information Notice by emailing commercialresearchandconsultancy@trade.gov.uk by **14:00 14th December 2022**. We will be holding market engagement calls with interested suppliers as responses are received.

SPECIFICATION OF REQUIREMENTS

1. About the Department for International Trade – the Authority

- 1.1. The Department for International Trade (DIT), the Authority, was created in July 2016 and helps businesses export, drives inward and outward investment, negotiates market access and trade deals and champions free trade.
- 1.2. Our work supports productivity and our economy, providing our businesses with access to new markets, and in turn new processes, technologies and better supplies. This improves people's living standards as they benefit from greater choice at lower prices. Equally, by driving global prosperity, trade and international investment contribute to global stability and security, as well as increasing the UK's influence globally.
- 1.3. The Department's vision and mission are pursued under four priority outcomes:



- Secure world-class free trade agreements and reduce market access barriers, ensuring that consumers and businesses can benefit from both
- Encourage economic growth to all the nations and regions of the UK through attracting and retaining inward investment
- Support UK business to take full advantage of trade opportunities, including those arising from delivering free trade agreements, facilitating UK exports
- Champion the rules-based international trading system and operate the UK's new trading system, including protecting UK businesses from unfair trade practices

- 1.4. The Department offers expertise and contacts through its extensive network in the UK and diplomatic offices around the world. The organisation provides companies with the tools they require to be competitive on the world stage.

1. Background

1.1. The GREAT Global Trade campaign

- 1.1.1. The GREAT Global Trade (GGT) campaign is HMG's flagship international trade and investment promotion campaign. Launched in 2022, it is a vehicle to promote several government ambitions under the themes of international trade and Global Britain, both of which are at the heart of the Export Strategy, the Single Departmental Plan, and the 10 Point Plan for a Green Industrial Revolution. The campaign builds on previous international campaigns, including the GREAT Ready to Trade (RTT) campaign launched in 2020.

- 1.1.2. The campaign aims to deliver the following SMART objectives:

- Raise or maintain buyers' propensity (% likely) to buy goods and services from UK suppliers
- Increase or maintain buyers' recognition of the GREAT campaign
- Increase or maintain the proportion of buyers (who also recognise the campaign) who strongly agree that the campaign motivates them to do business with the UK
- Raise or maintain investors' propensity to expand or invest in the UK by maintaining or increasing the proportion of international investors who say they are highly likely to expand or invest in the UK
- Increase or maintain investors' recognition of the GREAT campaign
- Increase or maintain the proportion of investors (who also recognise the campaign) who strongly agree that the campaign made them think now was a good time to invest in the UK
- Generate investment enquiries for DIT's international pipeline

3. Requirement

The requirement is for a supplier to provide timely survey data working with international companies across a range of countries. The total requirement is for three waves of the International Traders and Investors Study (ITIS): Waves 6, 7 and 8. The committed contractual spend for this tender is for the first wave only, Wave 6. The Authority are under no obligation to commission Waves 7 and 8 of the survey, and the supplier must only commence work on Wave 7 or 8 once formally commissioned by the Authority.



4. Service Specifications

Bidders will need to be experienced providers of multi-country quantitative research and be able to meet the methodological challenges and provide the deliverables summarised below, in accordance with the project timetable. The successful supplier will need to be available for several meetings with DIT throughout the contract that will take place in central London or online as determined by DIT. These meetings will be to discuss the progress of the project, any issues suppliers need to make DIT aware of and vice versa. In addition to the inception meeting, we anticipate there being at least one other meeting before fieldwork begins, one after fieldwork concludes, and a final meeting after the final reports and before the presentation to DIT colleagues.

5. Objectives of the Projects

The key research objectives for this project are:

- 5.1 To understand international perceptions of the UK and track changes over time:
 - a. Measure levels of awareness and perceptions of the UK's strengths and capabilities among international businesses and perceptions of the UK as an investment destination/trade partner
 - b. Assess the overall likelihood (and appetite) of international businesses to trade with or invest in the UK against key international countries
 - c. Measure levels of awareness and understanding of the GREAT brand among international businesses within specific markets
 - d. Benchmark key attributes of selected other countries (e.g. Germany and the USA) and compare performance against the UK
- 5.2 Quantifying buying/investment behaviour following a period of campaign activity, specifically:
 - a. The company's attitudes towards trading and investing in the UK
 - b. Awareness of opportunities to trade and invest with/in the UK
 - c. Knowledge of trading/investing with/in the UK
 - d. Awareness of great.gov.uk
 - e. The number of businesses that have taken steps towards trading/investing or have traded/invested in/with the UK because of the campaign
- 5.3 Assessing the relative effectiveness of the different channels and messages of the campaign.
- 5.4 Measuring reactions to the campaign and identifying what the lessons are for the next phases of campaign.
- 5.5 Measuring awareness and understanding of Free Trade Agreements and their impact on propensity to do business with the UK
- 5.6 Assessing the impact of the Covid-19 pandemic on propensity to do business with the UK
- 5.7 To note that the final report will be a key component in helping to evaluate the *GREAT Global Trade* campaign performance and outcomes.



6. Methodology

6.1 The supplier will be required to survey businesses in fourteen (14) core countries: Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, South Africa, South Korea, Turkey, United Arab Emirates, United States. The supplier will have the capability to interview senior decision makers at international companies, their understanding of the regional differences in relation to the survey design and the choice of the methodology given the specific characteristics of the selected country. Further country options may also be selected by DIT, including but not limited to Colombia, Hong Kong, Italy, Kenya, Netherlands, Nigeria, Qatar, Saudi Arabia, Singapore and Spain.

6.2 For each country, the supplier will utilise a methodology that ensures the following:

6.2.1 Survey Design

- A robust and representative sampling approach. Quotas must be set on turnover and sector to reflect the business population in each country.
- An appropriate sampling frame and appropriate source(s) that will be used to build this frame. See 6.4.3 for more details.
- Appropriate plans to link any businesses contained in the sampling frame to specific DIT sectors which do not directly correlate with SIC (standard industry classification) codes.
- An appropriate survey mode. Previous waves of the study have used a CATI (computer assisted telephone interview) method, but DIT is interested in exploring alternatives, A consideration of the expected response rate and its impact on representation.
- Plans to mitigate lower than predicted incidence rates An understanding of the regional differences in relation to the survey design and the choice of the methodology given the specific characteristics of the selected country.
- The final data should be available by December 2023 in order to fit campaign planning requirements.
- The supplier should consider whether it would be viable to conduct multiple dips each year. .

6.2.2 Comparability and consistency

- An appropriate handling of comparability between countries and translation.
- Appropriate plans to manage data and ensure consistent data merging, given that surveys will be conducted in multiple countries.
- Comparability with previous waves of the International Traders and Investors Study where methodology allows. Where a different methodology is proposed, the supplier should consider how this is likely to impact results and how this will be mitigated, e.g. through a technical note or parallel run.
- Replicability in future years in order to establish a time series and continue measuring it robustly.

6.2.2 Further considerations

- The study should be as representative as possible of the relevant business communities (those that could or already do buy or invest internationally).
- The supplier will have the capability to boost the sample in some key countries with an interest in more in-depth analysis if required by DIT.
- The supplier must ensure that there is only one respondent per company.



- 6.3 The supplier must demonstrate a strong understanding of the objectives of the *GREAT Global Trade* campaign and outline clearly how they will meet the campaign evaluation requirements.



6.4 NOTE: The supplier should consider whether the surveyed businesses are representative of the business population of interest to DIT in each surveyed country, and should note that micro-businesses (fewer than ten (10) employees) and any businesses that would never consider trading or investing internationally are not in scope.

6.4.1 Questionnaire design: This will be developed using the questionnaire from the 2022 GREAT International Traders and Investors Study as a starting point, though there will likely be significant changes required. The average length of the questionnaire in 2021 across all countries surveyed was 23 minutes, although it should be noted that this did vary between countries, and that a CATI method was used. The supplier will be asked to recommend new questions or proxy measures for specific indicators if necessary, taking into account that they need to be carefully framed in terms of time and organisation level.

6.4.2 There needs to be clarity about the scope of the impact, in terms of time, coverage (e.g. plant, enterprise, enterprise group), and how bidders will ensure we are working with 'businesses' (rather than 'workplaces') as the most relevant unit of analysis for the survey.

6.4.3 Survey screening: The supplier will need to have clear screening criteria, as respondents will need to have the necessary information to answer the questions posed to them. Screening procedures will need to identify eligible businesses and the appropriate respondent within each business to participate. Interviews should be conducted with a senior individual within the business who has some involvement in making decisions about making investments and/or buying products or services on behalf of the organisation. The screening criteria used for previous waves should be used as the audience we are trying to reach is the same:

- Companies with >10 employees and turnover >\$2m
- Companies currently or considering trading and/or investing internationally

6.4.4 Interviews: Recall may be a methodological challenge for the study and the supplier will address this in their methodology. During the interview, participants will be asked to view a selection of campaign materials online. The supplier must ensure that their methodology will facilitate this.

6.4.5 Translations: Translations of the survey will be needed for some countries, the languages required will depend on the final country selection, and the supplier will be responsible for arranging translations. The supplier must ensure that the survey is interpreted consistently across all languages it covers in their methodology.

6.4.6 Response rate: A high response rate will be important in ensuring that the survey sample attains adequate coverage of the population within reasonable timescales. The supplier's methodology should include measures to maximise response.



6.4.7 Data security: It is crucial that the data is processed in a correct and secure manner. This will include having the appropriate technical and organisational arrangements to protect against unauthorised or unlawful processing, or accidental loss or damage to business data. The supplier should set out their organisational arrangements and security procedures for receiving, storing, and handling data, including securely destroying all the data collected under this project at the point when there is no business need to keep it. A data handling agreement and a non-disclosure agreement will need to be signed as a part of the contract.

Data collection and analysis: The supplier will ensure an appropriate method for how the information will be collected, recorded, managed and stored, as well as their approach to analysing this data. DIT will work with the supplier to agree the required analysis and any weighting if necessary.

6.4.8 Fieldwork:

The supplier is required to complete 250 interviews with each of the core countries. DIT may ask the supplier to perform up to 250 additional boost interviews within each core country. DIT would like to have the option to conduct additional qualitative work with respondents who have completed the qualitative survey. The supplier must ensure that permission is obtained from respondents to facilitate this.



8 Deliverables

The supplier will be required to provide:

- a. **A presentation to disseminate the findings of the study.** Using the 2021 slide deck as a template, this should include a slide deck in PowerPoint format summarising key findings from the study that can be circulated internally within DIT. To note that DIT would prefer top line findings to be disseminated as soon as possible, so an initial presentation before the full report is written would be required.
- b. **A slide deck to summarise the key findings from each individual market surveyed.** Using the 2021 slide deck as a template, the successful supplier will be required to produce a slide deck summarising the key findings from each individual market surveyed, with one slide for each market. As mentioned above, there is also the optional deliverable of a publication-ready report summarising the findings from each individual market surveyed. If commissioned, using the 2021 report as a template, the supplier would be required to produce a report detailing the key findings from each individual market surveyed. The report should be in a format that can be published on the www.gov.uk website and must therefore meet the latest accessibility requirements.
- c. **A publication-ready summary report.** The supplier will be required to produce a short summary report (circa 40 pages) detailing the key findings. The report should be in a format that can be published on the www.gov.uk website and must therefore meet the latest accessibility requirements.
- d. **A full publication-ready technical report on the conduct of the survey –** the report is to contain the questionnaire, sample design and approach taken, and the documentation and derivation of weights where applied. It should also include discussion of what the results can and cannot tell DIT and a view of how representative the achieved sample is. This should be in a format that can be published on the www.gov.uk website and must therefore meet the latest accessibility requirements. The technical report should incorporate a statement of all the sampling errors associated with estimates made.



- e. **Provision of a fully functional, error checked CSV dataset** – this should be fully labelled and formatted, using agreed labels and coding frames together with syntax files used to generate any analysis (including any derived variables and weights). Datasets will need to allow to drill down into the data and segment responses e.g. by sector/segment/company size to allow specific analysis. The CSV dataset will be analysed in Python and R.
- f. **A set of pre-agreed tabulated Excel tables and charts (weighted and unweighted) with 95% confidence intervals to allow for significance testing between waves of the survey** – these should summarise the main findings from the survey at aggregate level along with splits by sector, and country. The weighted results will be made publicly available so will also need to be in ODS format to be published on the www.gov.uk website (with the underlying data for any charts also provided). The tables must meet the AA level of the Web Content Accessibility Guidelines (WCAG) 2.1 as detailed by the Government Statistical Service here: <https://gss.civilservice.gov.uk/policy-store/releasing-statistics-in-spreadsheets/>. The supplier should provide details of the automated systems that they can put in place in order to provide timely reports, which will also include data cleaning systems that will be used. All tables should include the necessary technical information for users, such as the unweighted base numbers. Charts should use a colourblind-friendly palette.
- g. **A full publication-ready report (optional deliverable)**. If commissioned, using the 2022 report (circa 120 pages) as a template, the supplier will be required to produce a full analytical report detailing the key findings. The report should be in a format that can be published on the www.gov.uk website and must therefore meet the latest accessibility requirements.
- h. **Publication-ready country summary report (optional deliverable)**. If commissioned, using the 2021 report as a template, the supplier would be required to produce a report detailing the key findings from each individual market surveyed. The report should be in a format that can be published on the www.gov.uk website and must therefore meet the latest accessibility requirements.