

# Expression of interest

## Title: Parents and Pupils Panel Survey

**Project reference: DFERPPU/20-21/008**

**Deadline for expressions of interest: 23:59 on 10/06/2020**

## Summary & Background

Expressions of interest are sought to set up and manage a new online parent and pupil panel for the Department for Education. After initial recruitment for the panel, we would expect to run short surveys with parents and pupils on a regular monthly or bimonthly basis until mid-January 2021. Survey questions will be developed ahead of each wave to meet urgent and priority data needs.

The panel would aim to gather views from a nationally (England) representative sample of primary school parents and secondary school pupils and their parents. The panel will help the Department to understand how the Covid-19 pandemic has affected children and young people to inform both current and future policies. Given the fast-moving nature of the current situation, the contractor will need to work flexibly and at pace – we require first data from the panel in August. Flexibility and responsiveness are key – we need to be able to answer questions at pace so this can inform policy decisions.

## Evaluation aims

This research will provide robust, representative data on the views of primary school parents and secondary school pupils and their parents. This will inform policy development and will help us monitor the impact of the Covid-19 crisis on these groups. Potential areas of interest include but are not limited to: the types of learning activities children are engaging with outside of school; support for vulnerable children; the effect of the pandemic on future education plans; parents’ awareness of communications around school opening; and mental health and wellbeing.

## Methodology

We expect that the panel would be selected using a stratified random probability sample of pupils from the National Pupil Database. The panel would need to compromise of approximately 2,500 primary school parents and 2,500 secondary school pupils and their parents.

As the National Pupil Database does not include emails or phone numbers, recruitment to the panel would be achieved via post. We expect initially a letter would be sent to all the selected pupils and parents inviting them to take part in a 12-15 minute online survey, with telephone offered as an alternative. At the end of the survey respondents would be asked whether they would be willing to join the panel. After this recruitment exercise, we then expect to run frequent online surveys with panel members invited to participate via email or text message. We would also like to maintain the option of telephone interviews for families which do not have internet access.

Up to mid-October we expect parents will be sent a five-minute online survey to complete once a fortnight, whilst pupils will be surveyed once a month, with flexibility required around fieldwork timings, duration, and frequency. After mid-October, we would send less frequent surveys to both pupils and parents (around once a month) until mid-January.

Given the need for timely data, we would expect the surveys to have a quick turnaround time, both in terms of fieldwork and analysis. Our suggested turnaround is as follows for

* Survey launched on a Wednesday evening, closing on the Sunday evening
* Short report (10 page summary) would be provided to DfE by COB Wednesday the following week, along with individual data to allow us to conduct more in-depth analysis as required.

As an estimate, we would expect after the first few surveys around 40% of the questions would be repeats from previous waves and the rest would be comprised of new questions. The Department will liaise with policy teams internally to gather and prioritise questions and will provide a list of draft questions to the contractor. We would expect the contractor to help with designing the questionnaires prior to each wave and rapidly cognitively test new questions which we feel might be problematic.

We anticipate that the first survey and recruitment to the panel will take place in early August. To boost response rates and incentivise respondents to join the panel, we would be willing to offer appropriate incentives.

We require the following outputs for each wave: anonymised dataset of responses and a short 10-page summary report in DfE format for publication.

## Indicative Survey Timings:

* First 12-15 minute survey developed by early August
* Postal invites land mid-August, closing at the end of August
* Online surveys with secondary and primary school parents on the panel starts in September, repeating once a fortnight until mid-October
* After mid-October survey frequency for the parent survey will drop to once a month
* Online survey with secondary school pupils on the panel launches September, repeating once every month until January.

## Indicative Commissioning Timings

* + Deadline for EOIs – 11:59pm on 10/06/2020
  + Invitations to tender issued – 12/06/2020
  + Deadline for ITT submission – 11:59pm on 01/07/2020
  + Placeholder for bidder interviews (if required) – 03/07/2020
  + Inception meeting placeholder – 07/07/2020

## Assessment criteria

Expressions of interest will be assessed against the following criteria:

* Relevant experience of conducting research with young people and/or parents (15%)
* Methodological and technical expertise designing and conducting online panels, and analysing quantitative data (30%)
* Track record of delivering high quality research of a similar size and nature. This will include evidence of securing adequate response rates; and of providing clear and accurate analysis and reports to time and budget (25%)
* Evidence of capacity to deliver this project at the pace required (30%)

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| Mark | Description |
| 0 | Totally fails to meet the criteria |
| 1 | Meets some of the criteria |
| 2 | Meets most of the criteria |
| 3 | Fully meets the criteria |
| 4 | Exceeds the criteria |

CVs and references are not required at this stage.

Expressions of interests submitted must be no more than 750 words overall. Please do not include website links or references. Anything longer than 750 words will be disregarded.

Collaborative/ consortia expressions of interest are welcome.

Note, only the highest 4 scoring EOIs will be invited to submit a full tender. This will reduce burden on the market and the department.

We will publish a short Q&A during the EOI, with responses to any questions asked. Should you wish to ask a question and/or receive a copy of this publication note, please email [omnibus.surveys@education.gov.uk](mailto:omnibus.surveys@education.gov.uk). Questions will be anonymised and any commercially sensitive information removed.

| **Closing date for EOIs: 11:59pm on 10/06/2020**  **Send your EOI form to:** [Richard.moore@education.gov.uk](mailto:Richard.moore@education.gov.uk) and [omnibus.surveys@education.gov.uk](mailto:omnibus.surveys@education.gov.uk) |
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## How to submit an expression of interest

You must submit an expression of interest (EOI) in order to be considered to be invited to tender. To do so, please complete the NEW EOI Form which can be found under attachments. A submission of an EOI does not guarantee an invitation to tender and the Department does not routinely advise organisations that they have not been successful in being invited to tender. Feedback is however available on request.

All contracts are let on the basis of the Department’s Terms & Conditions. A copy of which are also attached within the ContractsFinder advert. You are encouraged to check these before submitting your expression of interest, as these form part of your contractual obligations.

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