HM Revenue
& Customs

Knowledge, Analysis, and Intelligence (KAI)

From:	Dina Dimou
Team:	Compliance & Debt Operations
Tel:	03000 794302
Date:	10 July 2017

Expression of Interest: Researching the drivers of tax compliance behaviour among the wealthy and ways to improve it

HM Revenue and Customs (HMRC) would like to invite research organisations to express an interest in tendering for a research study aimed at exploring the drivers of tax compliance behaviour among Wealthy[1] individuals and investigating ways to improve it. Obtaining this evidence will help HMRC target its tax compliance strategy and maximise its revenue.

We anticipate that the research will have two stages: a pilot stage and a main stage, with a review point in the middle:

- The aim of the **pilot stage** is to test out the key elements of the main study including the methodology (response and levels of engagement with participants; eliciting honest and meaningful responses from the participants); testing ideas to improve tax compliance among this group; and feasibility of expanding the pilot into a full scale research project.

- The aim of the **main stage** of the research is to explore the factors that influence tax compliance behaviour among Wealthy individuals in depth, and to research effective means of improving it. The Wealthy group includes High Net Worth (HNW[2]) and affluent[3] individuals. The research aims to engage directly with both of them, or failing that, with their tax agents.

This is an increasingly important area of work for the department, and an opportunity to conduct innovative research that will feed into the development of new policies. We recognise that this group may be challenging to engage in compliance research but at the same time the project offers plenty of opportunities for trying new approaches; in addition, we have managed to successfully carry out research with other hard to reach populations in the past, and we could provide a sample of the wealthy population as a sampling frame.

EOI Evaluation Criteria

EOIs will be evaluated on the following criteria:

---

[1] Wealthy individuals are defined as being worth over £1 million or having an income of more than £150,000 a year, increasing to many tens of millions GBP.

[2] High-net-worth individual (HNW) is a term used by some segments of the financial services industry to designate persons whose investible assets (such as stocks and bonds) exceed a given amount. Typically, these individuals are defined as holding financial assets (excluding their primary residence) with a value greater than £1 million.

[3] Affluent individuals are those who have an annual income of £150k or more, or who have assets in excess of £2.5m.

- Demonstrates knowledge and experience of successfully engaging hard to reach populations (such as wealthy individuals) directly in research; and
- Demonstrates experience of conducting high-quality research with individuals on sensitive subjects (such as research related to financial decision making).

EOIs will be evaluated on these two criteria using the five point scale below, with the full 'Invitation to Tender' only being issued to those organisations deemed to best meet HMRC's requirements.

Score	Description
0	Totally fails to meet the requirement
1	Meets some of the requirement, with limited supporting information
2	Meets some of the requirement, with reasonable explanation
3	Fully meets the requirement, with reasonable explanation
4	Exceeds the requirement, with detailed explanation/evidence in support.

As this is an EOI stage only you are not expected to provide a detailed response. Submitted documents should not exceed 1000 words and should outline how you propose to meet the research requirement. If you have any queries please contact Dina Dimou (Konstantina.dimou@hmrc.gsi.gov.uk).

Please note that:

- HMRC reserves the right not to take the commissioning process beyond the EOI stage.
- HMRC EOIs are commercially sensitive documents; the contents of any EOI should not be divulged to those without a business need to know.
- As a result of government policy to achieve greater transparency in public procurement and help deliver improved value for money, HMRC is obliged to publish tender documents (Invitations to Tender) for all contracts with a whole life value of over £10,000. It is a condition of bidding for this work that applicants accept these obligations and agree to the subsequent publication of the contract once awarded.

How and when to submit an Expression of Interest

Please submit a read-only Expression of Interest through the SAP Ariba eProcurement suite by 1700 on Monday 31 July 2017. We expect to notify successful suppliers on week commencing 24 July 2017. Instructions on how to register on the HMRC SAP Ariba site can be found attached to this Contracts Finder notice. For further information on registering for Ariba please contact Nic Crowe on Nicholas.Crowe@hmrc.gsi.gov.uk.