National Lottery Funding Framework 2019-2024 Public Perceptions Research (213)

**Organisation Heritage Lottery Fund**

**Department** Strategy & Business Development

**Title of procurement NLFF 2019-2024 Public Perceptions Research**

**Brief description of supply** Quantitative survey of public and National Lottery players’ views on heritage, to inform the development of HLF’s framework for investing National Lottery funding for heritage.

**Estimated value of tender** £60,000

**Estimated duration** 6 months

**Name of HLF Contact** Catherine Elvin

**Timetable** Response deadline: 2 October 2017

Clarification and negotiation meetings: week commencing 16 October 2017

Confirmation of contract: week commencing: 23 October 2017

Completion of research: April 2018

A separate brief is also being advertised for consultation for stakeholders and organisations, on proposals for HLF’s next strategic framework. This work will complement this public perception research and could be tendered for as one package.

# 1. Overview

* 1. The Heritage Lottery Fund (HLF) was set up in 1994 under the National Lottery Act and distributes money raised by the National Lottery to support projects involving the national, regional and local heritage of the United Kingdom. We operate under the auspices of the National Heritage Memorial Fund (NHMF). Since April 2013 we have been operating under our current Strategic Framework: ‘A lasting difference for heritage and people’. See the [HLF website](http://www.hlf.org.uk/aboutus/whatwedo/Pages/StrategicFramework2013to2018.aspx) for more details.
  2. HLF invests in the full breadth of the UK’s heritage and, through our funding, we aim to make a lasting difference for heritage and people. This is reflected in the outcomes for heritage, people and communities which underpin our grant-making.
  3. Aims for of the Research

This public perception research will feed into the development of HLF’s Funding Framework for 2019-2014 and aims to:

* Build on the qualitative ‘Vision’ research findings to understand the extent to which these are reflective of the views of the wider population – both of the general public and National Lottery players (see 1.5 below).
* Building on findings from the 20 Years in 12 Places research, gain an updated understanding of the public perception of heritage and how it is valued. The report on this research is available on HLF’s website [here](https://www.hlf.org.uk/about-us/research-evaluation/20-years-heritage).
* Gain an understanding of the levels of public awareness of Heritage Lottery Fund, as one of the TNL good causes, and funded projects.
* Establish a baseline for the funding framework objectives, particularly the objective that relates to how people value and appreciate heritage, in order to enable us to report on the extent to which objectives are being met, as delivery of the framework progresses.

This research will complement the stakeholder consultation, which aims to support HLF to better understand the stakeholder organisations’ responses to proposals in order to identify further opportunities and risk areas, as well as to start to build support.

* 1. Funding Framework Objectives

The funding framework draft objectives are detailed below. We would envisage this research relating principally to objective 1, although we would be open to working with the appointed consultant on what insights we might gain on objectives 2-6.

1. Inspiring people to value heritage more

We are clear that heritage must remain at the core of every project we fund and the recent vision research has shown that a broad range of heritage is important to Lottery players, though heritage is less widely appreciated than it might be.

1. Ensuring heritage is more inclusive

By ‘more inclusive’ we mean that the demographics of the people engaged through all our work (as visitors, participants, staff, volunteers, trainees and those leading and governing projects) will be more representative of the UK population. Second, the geographic spread of our grant funding across the UK is equitable.

Indicators on the first would be: Ethnicity, Age, Gender, Sexuality, Disability (the five of the Equality Act protected characteristics most commonly used by cultural bodies in equality work) and Lower Socio-Economic status, which is referenced in our UK Policy Directions.

1. Promoting the role of heritage in helping people and places to survive and thrive

National Lottery players want to see HLF fund projects that produce a strong social benefit in local areas. Our approach to this objective will be to promote, within places, the concept of ‘Networked Heritage’ that we developed in our research with the RSA. This will mean advocating that heritage organisations become more open and better connected, and deliver social impact.

1. Supporting the heritage world to become more robust and enterprising

Through this objective we will capture the resilience of the set of organisations funded by HLF that has responsibility for looking after heritage and engaging people with it.

1. Growing the contribution that heritage makes to the UK economy

We believe it is important for heritage to create economic benefit and for heritage to be seen as economically significant. This would include through the economic impact of heritage tourism, the economic role of historic buildings and, potentially, other relationships between heritage and the creative economy.

1. Bringing heritage into better condition

This objective is needed to convey the importance we attach to the condition of heritage assets and the importance we attach to heritage no longer being at risk as a result of our investment.

* 1. Vision Research – National Lottery Players

Early in 2017 we conducted an extensive qualitative research project with National Lottery players, examining their views on heritage, HLF and how we might best support the issues they see in society. This research drew out five key themes

* breadth of funding: participants had been very supportive of range and types of projects funded;
* the role of heritage in addressing social issues: participants were keen that heritage projects provide social benefit and to bring people and communities together;
* being proactive: National Lottery players were keen to see HLF taking a grassroots approach, based on finding out what communities want for themselves; they were particularly keen on education, learning, skills and broad-based training;
* involving the public in decision-making: participants had expressed a desire for more public involvement in decision-making; and
* raising awareness: National Lottery players were very keen for greater promotion of the funding opportunities, and opportunities for people to visit and get involved in projects.
  1. Target audiences

The research aims to understand the views of the UK population, including National Lottery Players, and this should be further segmented into:

* National Lottery Players and non-Lottery Players
* Each of the 12 UK regions / countries, as defined by HLF.
* Additional segmentation by demographic to support HLF’s ‘inclusion’ objective.
  1. The report from the consultation will be used by HLF staff to inform the development of the framework for National Lottery funding for heritage for 2019-2024.
  2. A separate brief is also being advertised for consultation for stakeholders and organisations, on proposals for HLF’s next strategic framework. This work will complement this public perception research and could be tendered for as one package.

# Method

* 1. **Format and delivery**

This will primarily be an online survey, to take place at the time of the main stakeholder online consultation. This survey would need to generate a large number of responses in order to give findings based on the UK population, to be further segmented as detailed above. HLF will be responsible for drafting/positioning of the content, with advice on the phrasing of questions from the consultants.

The consultant will need to undertake the following tasks as part of the contract:

* Advice to HLF on presentation of consultation questions to elicit meaningful responses. We would expect to have around 10 questions, presented under the five themes of the Vision Research findings.
* Construction and hosting of an online survey (including technical development);
* Collation and analysis of responses received. We would envisage the work involving tracking and monitoring responses from respondents across a range of demographics and targeting responses to ensure a good spread.
* The survey could be complemented by one or more additional surveys supported by Camelot, using their PlayerHub – this would be a simple survey with up to 4 questions. This can be a mix of single and multi-code questions as well as one matrix style question. This type of survey would usually attract 200-400 responses over a 24 hour period (or more if left open for longer).
* Interim report/presentation to HLF Board (subject to timetable); we envisage reporting some headline findings to the Board in February 2018
* Produce written final report to include a complete analysis of findings, with appendices as agreed between HLF and the consultant. The contents structure of the report to be agreed in advance of writing.
* Supply a complete set of survey responses to HLF that can be stored in a readily accessible electronic format such as excel.
* All reports to be supplied in both hard copy and electronic format.

This survey must also be delivered in Welsh.

* 1. **Timetable**

This survey should run alongside the main stakeholder online consultation. The stakeholder consultation is currently due to be open from November 2017 – January 2018. Please note that this timescale is not fixed, and this work may need to move back, potentially up to February 2018 – May 2018

The current timetable for this work is provided below to indicate likely timescales for development, data collection and analysis:

* September 2017 Commission consultant support
* October 2017 Develop survey and questions
* November 2017 Data collection
* Dec 2017-Jan 2018 Headline analysis and presentation of interim findings
* April 2018 Final report

# Outputs

* 1. The following outputs will be required:
* a draft final report in word and accessible pdf format;
* a final report in word and accessible pdf format;
* any other reports as set out here or agreed between HLF and the contractor; and
* a set of research data, to be stored in a readily accessible electronic format such as Excel.
  1. All reports must adhere to HLF’s accessibility and formatting guidance (appended).
  2. The initial findings will be confidential to HLF. HLF may prepare or commission summary reports and other materials for subsequent wider distribution, based on the results.
  3. All reports to include appendices as agreed between HLF and the contractor. The contents and structure of the report to be agreed in advance of writing. All reports to be supplied in electronic format and hard copy if requested.
  4. All bidders are required to adhere to all appropriate regulations and guidelines on the collection, storage, transmission and destruction of personal data ([MRS/SRA, Data Protection Act 1998: Guidelines for Social Research, April 2013](https://www.mrs.org.uk/pdf/2013-04-23%20MRS%20SRA%20-%20DP%20Guidelines%20updated.pdf) or any laws in force for the time being).

# Contract management

* 1. We expect the research to begin in October 2017 and be completed by April 2018. The final report shall be submitted to HLF by the end of April 2018. Please note that this timetable may change as noted above.
  2. The anticipated budget is between £50,000-£60,000, to include all expenses and VAT. The contract will be let by the National Heritage Memorial Fund.
  3. The payment schedule will be 20% at start up after contract exchange; other payments will be agreed with the contractor based on completion of agreed milestones, with 10% to be paid after approval of the final report.
  4. The contract will be based on the HLF standard terms and conditions.
  5. The research will be managed on a day to day basis for HLF by Catherine Elvin.

# Award Criteria

* 1. A proposal for undertaking the work should include:
* a detailed method for undertaking the study;
* details of staff allocated to the project, together with experience of the contractor and staff members in carrying out similar projects. The project manager / lead contact should be identified;
* the allocation of days between members of the team;
* the daily charging rate of individual staff involved;
* a timescale for carrying out the project;
* an overall cost for the work.
  1. Your Bid will be scored out of 100%.

**50% of the marks will be awarded to Quality**

Each question will be scored using the methodology in the table below.

Tender responses submitted will be assessed by HLF against the following Quality Questions:-

1. To what extent does the tender response demonstrate an understanding of the issues related to this research brief?
2. To what extent is the method appropriate to the research requirements set out in this brief?
3. What is the extent of the experience of similar heritage and social research?
4. How well has the tenderer structured a research team in order to successfully manage the contract and deliver the required work to the budget and timetable required by HLF?

## Quality Questions scoring methodology

| Score | Word descriptor | Description |
| --- | --- | --- |
| 0 | Poor | No response or partial response and poor evidence provided in support of it. Does not give the HLF confidence in the ability of the Bidder to deliver the Contract. |
| 1 | Weak | Response is supported by a weak standard of evidence in several areas giving rise to concern about the ability of the Bidder to deliver the Contract. |
| 2 | Satisfactory | Response is supported by a satisfactory standard of evidence in most areas but a few areas lacking detail/evidence giving rise to some concerns about the ability of the Bidder to deliver the Contract. |
| 3 | Good | Response is comprehensive and supported by good standard of evidence. Gives the HLF confidence in the ability of the Bidder to deliver the contract. Meets the HLF’s requirements. |
| 4 | Very good | Response is comprehensive and supported by a high standard of evidence. Gives the HLF a high level of confidence in the ability of the Bidder to deliver the contract. May exceed the HLF’s requirements in some respects. |
| 5 | Excellent | Response is very comprehensive and supported by a very high standard of evidence. Gives the HLF a very high level of confidence the ability of the Bidder to deliver the contract. May exceed the HLF’s requirements in most respects. |

**50% of marks will be awarded for Price.**

The evaluation of price will be carried out on the Schedule of charges you provide in response to **Table A**

## Price Criterion at 50%

* 50 marks will be awarded to the lowest priced bid and the remaining bidders will be allocated scores based on their deviation from this figure. Your fixed and total costs figure in your schedule of charges table will be used to score this question.
* For example, if the lowest price is £100 and the second lowest price is £108 then the lowest priced bidder gets 50% (full marks) for price and the second placed bidder gets 46% and so on. (8/100 x 50 = 4 marks; 50-4 = 46 marks)
* The scores for quality and price will be added together to obtain the overall score for each Bidder.

## Table A - Schedule of Charges

Please show in your tender submission, the number of staff and the amount of time that will be scheduled to work on the contract with the daily charging rate.

Please complete the table below providing a detailed breakdown of costs against each capitalised description, detailing a total and full ‘Firm Fixed Cost’ for each element of the service provision for the total contract period. Bidders may extend the tables to detail additional elements/costs if required.

VAT is chargeable on the services to be provided and this will be taken into account in the overall cost of this contract.

As part of our wider approach to corporate social responsibility the National Heritage Memorial Fund/Heritage Lottery Fund prefers our business partners to have similar values to our own. We pay all of our staff the living wage (in London and the rest of the UK) and we would like our suppliers and contractors to do likewise. Please highlight in you proposal/tender/bid whether you do pay your staff the living wage.

Bidders shall complete the schedule below, estimating the number of days, travel and subsistence costs associated with their tender submission.

**TABLE A: (firm and fixed costs)**

| **Cost** | **Post 1 @cost per day**  **(No of days)**  *e.g. Project Manager/ Director*  *@ £2* | **Post 2 @cost per day**  **(No of days)**  *e.g. Senior Consultant/manager/researcher*  *@£1.5* | **Post 3 @cost per day**  **(No of days)**  *Junior*  *Consultant/equivalent*  *e.g. £1* | **Total days** | **Total fees** |
| --- | --- | --- | --- | --- | --- |
| Inception meeting to agree plans and finalise requirements with the Fund | *Example 0.5* | *1* | *1.5* | *3* | *£4* |
| *[Add as necessary]* |  |  |  |  |  |
| *[Add as necessary]* |  |  |  |  |  |
| *[Add as necessary]* |  |  |  |  |  |

| Cost Type | Value (£) |
| --- | --- |
| Sub - Total |  |
| VAT |  |
| Total\* |  |

\* (This must include all expenses as well as work costs; this figure will be used for the purposes of allocating your score for the price criterion and must cover the cost of meeting all our requirements set out in the ITT)

***Notes:* HLF reserves the right to clarify quality and prices and to reject tenders that demonstrate an abnormally low quality response. HLF also reserves the right to amend the timetable of work where required.**

**We usually expect a discount in day rate after more than 20 days.**

*You should not submit additional assumptions with your pricing submission. If you submit assumptions you will be asked to withdraw them. Failure to withdraw them will lead to your exclusion from further participation in this competition.*

# Procurement Process

* 1. HLF reserves the right to reject abnormally low scoring tenders. HLF reserves the right not to appoint and to achieve the outcomes of the research/evaluation through other methods.
  2. The procurement timetable will be:

Tender return deadline: completed proposal to be returned to HLF by 27 September 2017

Clarification and/or negotiation meetings may be held with shortlisted consultants and would take place the week commencing 9 October 2017.

HLF will notify bidders of our procurement decision week commencing: 16 October 2017.

* 1. Your tender proposals must be sent electronically via e-mail before the tender return deadline of 17.00 on 27 September 2017 to the following contact:

Catherine Elvin

Heritage Lottery Fund

Holbein Place

London

SW1W 8NL

catherine.elvin@hlf.org.uk

* 1. Please visit the [HLF website](http://www.hlf.org.uk/Pages/Home.aspx) for further information about the organisation.

# Appendix: Accessibility and formatting guidance

HLF is committed to providing a website that is accessible to the widest possible audience. Our website is annually tested by accessibility auditors and we must meet the WCAG 2.0 AA compliance level. Our accessibility testing covers all of our content, including downloadable documents, as well as the design and functionality of the site.

Reports and other documents created for HLF (**including the tender submissions**) need to be clear, straightforward to use, and ready to circulate internally, externally and online, as well as suitable for use by screen reading software. Tips for creating accessible documents can be found below. However, we strongly recommend referring to the RNIB, Gov.uk and WebAIM for more detailed information.

## Readability

In the final report, and all other documents that may be published online including the tender application consultants should ensure that:

* The size of the font is at least 11pt;
* There is a strong contrast between the background colour and the colour of the text. Black text on a white background provides the best contrast. This also applies to any shading used in tables and/or diagrams;
* Italics are only used when quoting book titles for citations and items on the reference list should be arranged alphabetically by author
* Colour formatting and use of photos should be of a resolution size that is easily printable and does not compromise the printability of the document.

For further guidance on ensuring readability of printed materials, please refer to the RNIB Clear Print guidelines. These can be found on the [RNIB website](http://www.rnib.org.uk/Pages/Home.aspx).

## Accessibility

Reports should adhere to the following guidelines:

### Formatting

Headings and content in your document should be clearly identified and consistently formatted, to allow easy navigation for users. Heading Styles should be used to convey both the structure of the document and the relationship between sections and sub-sections of the content.

### Spacing

Screen readers audibly represent spaces, tabs and paragraph breaks within copy, so it is best practice to avoid the repetitive use of manually inserted spaces. Instead, indenting and formatting should be used to create whitespace (e.g., use a page break to start a new page, as opposed to multiple paragraph breaks).

### Alternative text

Alt text is additional information for images and tables. This extra information is essential for both document accessibility (screen reading software reads the Alt text aloud) and for the web. Alt text should be concise and descriptive, and should not begin with ‘Image of’ or ‘Picture of’.

### Images

These should be formatted in-line with text, to support screen readers. Crediting pictures may be necessary, usually in response to a direct request from a third party.

### Tables

These should be for used for presenting data and not for layout or design. They should also be simple, and include a descriptive title.

### Additional documents

Any additional information, separate to the report, for example proformas and transcripts which may be used as standalone documents must be fully referenced to the piece of work being submitting and therefore dated, formatted and numbered appropriately.

### Acknowledgement

All reports should acknowledge HLF. Our logo can be found on the [HLF website](http://www.hlf.org.uk/grantholders/acknowledgement/Pages/Logosandacknowledgement.aspx).

### Further resources

Please refer to the links below for further information:

* ['Microsoft Word: creating accessible documents' - webaim.org](http://webaim.org/techniques/word/)
* ['How to create an accessible PDF' - GOV.UK](https://www.gov.uk/guidance/how-to-publish-on-gov-uk/accessible-pdfs)

We also recommend using an accessibility consultant to help you produce your reports. Agencies that HLF have worked with include [Shaw Trust](http://webacc.shaw-trust.org.uk/) and [The Accessible Digital Documents Company](http://www.accessible-digital-documents.com/).

HLF retains the right to amend documents in order to create accessible versions for publishing.