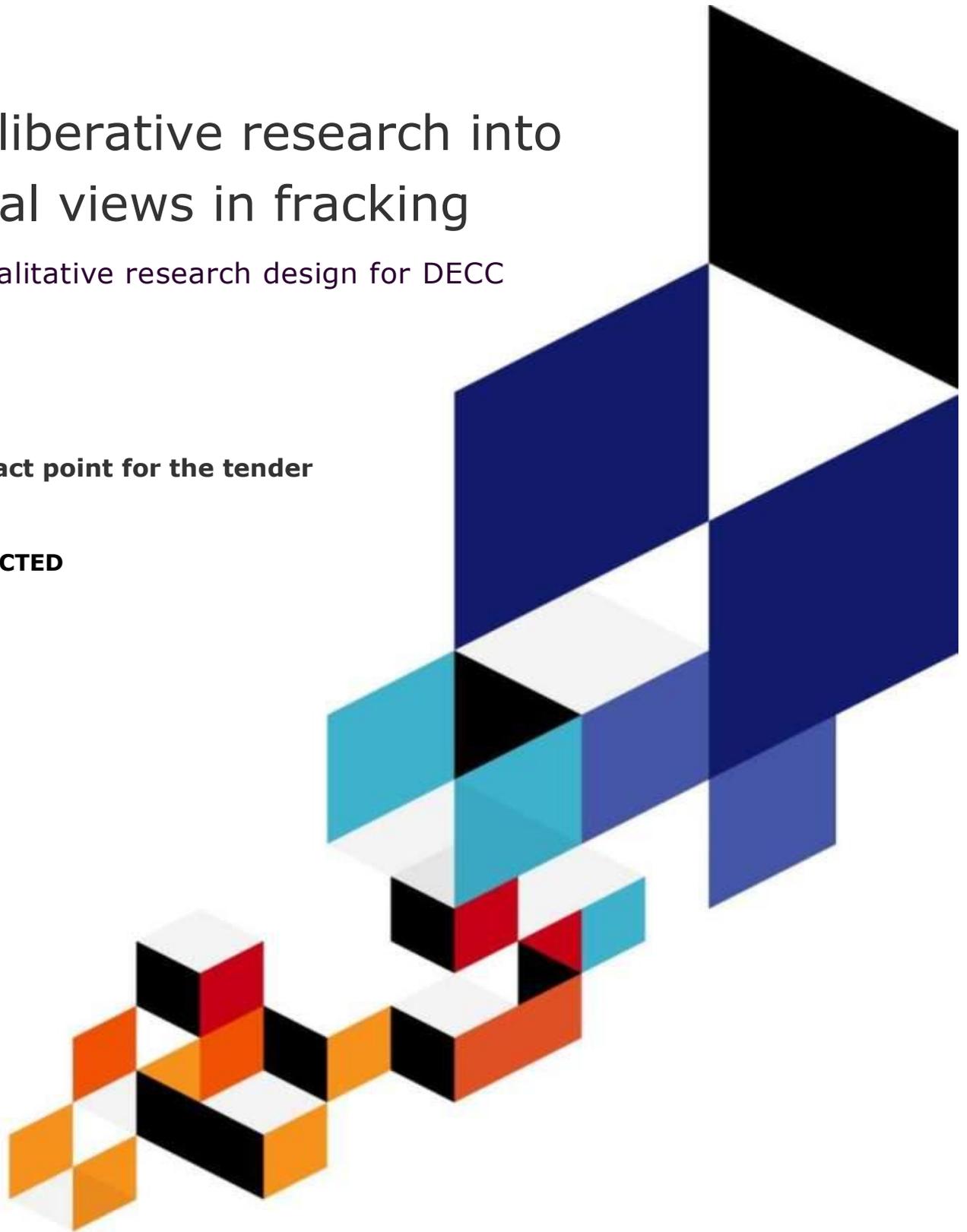


Deliberative research into local views in fracking

A qualitative research design for DECC

Contact point for the tender

REDACTED



TNS BMRB

©TNS January 2016

Contents

1.	Understanding the requirement	1
2.	Proposed approach	4
3.	Project plan	25
4.	Project management and team	7
5.	Risks and mitigation	35
6.	Costs	9
A.	Statement of non-collusion	10
B.	Form of Tender	11
C.	Conflict of Interest	40
D.	Questions for Tenderers	42
E.	Code of Practice	44
F.	GSR ethics principles	45

1. Understanding the requirement

1.1 Shale gas and hydraulic fracturing

The Government has committed to pursuing an energy strategy for the UK that ensures security of supply, safety, cost efficiency and a low carbon profile. Recent trends in the usage of energy sources saw renewables overtaking coal across an entire quarter for the first time in April – June 2015; however gas remains the most used source for electricity generation, and unlike renewables it is also used for heating, cooking and other purposes¹. UK gas production increased in the second quarter of 2015, as compared with the same period in 2014, and imports of gas decreased by over 12%. However, more than half of the gas used in the UK was still sourced from markets abroad, meaning that the UK remains heavily dependent on imports.

Shale gas is seen as a domestic resource that offers potential to reduce this dependency on imports, and as a result to increase the security of supply. Shale gas is found onshore in impermeable (shale) rock and requires hydraulic fracturing (or 'fracking') to create fissures that allow the gas to flow. This exploratory technique involves injecting water and usually sand particles at high pressure to create fractures and keep them open, with small quantities of chemicals used to improve effectiveness². The first exploratory drilling in the UK took place in 2010, in Lancashire; these operations were halted in 2011 after they triggered earth tremors. A moratorium on fracking was put in place, and lifted in December 2012 when a review from the Royal Society and the Royal Academy of Engineering concluded that shale gas extraction could be managed safely if more stringent controls to prevent seismic activity were imposed. Since then, deposits have been found in areas across the North West and North East of England, and potentially in areas in Scotland and Southern England.

The Task Force on Shale Gas, an independent body, has spent the past year examining the benefits and risks associated with shale gas extraction. In December 2015, they concluded that provided industry-leading standards and best practice are applied, and regulation is appropriate, shale gas can and should be extracted safely in the UK. If handled carefully, the Task Force concluded that fracking poses no greater risk to public health than other industrial activities of similar scale, offers increased energy security, and provides a cleaner alternative to coal until such time as renewables can meet our energy needs. However, it also acknowledged that fracking activities will have an impact in terms of noise, disruption and traffic on communities directly affected by them. The Task Force thus notes the importance of communications, engagement, transparency, monitoring, regulation and the involvement of local communities³.

¹ UK Energy Statistics, Q2 2015

² DECC 2013, Developing Onshore Shale Gas and Oil: Facts about Fracking

³ Task Force on Shale Gas Final Conclusions and Recommendations (December 2015)

1.2 Understanding public attitudes

An understanding of how people feel about fracking, and how what they understand about it drives those feelings, is essential to effective engagement and communication. DECC has, via its Public Attitudes Tracking Survey, a view of knowledge and opinion at a national level: the latest wave indicates that a considerable proportion (almost half) of the UK public know little or nothing about fracking, that almost half have no real opinion about it, and that among those who do have an opinion, negative views outweigh positive views. Similar figures have been reported by the University of Nottingham's survey of public attitudes to shale gas extraction in the UK, and these trends have held steady for the past 18 months.

However, these findings do not shed any light on why people hold positive or negative views, or how these views vary by region and proximity to proposed fracking sites. Moreover, research has shown that when energy technologies are relatively unfamiliar to members of the public, their opinions about these technologies are likely to be of low consistency, stability and confidence. Accordingly, using research methods such as questionnaires or even focus groups that do not inform people about the topic has limited value. By contrast, methods that present information to participants and enable them to register their opinions about that topic (e.g. deliberative dialogues, informed focus groups, information choice questionnaires) are more robust and useful⁴.

REDACTED

1.3 The need for research

In the context of this existing knowledge about people's views on fracking, and variations in these at a regional level, DECC now wishes to commission research in a range of locations which represent different stages of shale gas exploration. The aim is to explore how views at a local level vary by proximity to a potential fracking site, and other local contextual factors; to examine how different information and engagement methods affect these views; and to determine what the most effective methods for engaging with people and raising awareness of the facts around shale gas exploration are likely to be.

In light of the challenges around gaining meaningful findings on complex topics noted above, this research will be deliberative in nature, and will need to be designed so that participants are introduced to information in a way that brings them all to a similar level of knowledge without biasing or influencing their views. The research will need to provide DECC with an understanding of local views and what drives these, and how to engage and communicate with people as effectively and coherently as possible.

⁴ Emma ter Mors et al., 2013

1.4 Aims and objectives

This research is required to address three overarching questions:

1. What are the key factors that underlie an individual's support, neutrality or opposition toward shale gas exploration?
2. To what extent does the local context affect attitudes?
3. What does this suggest for communication and engagement at a local level?

All participants in the research will need to be 'undecided' about shale gas, in the sense that they have not formed strong positive or negative opinions that would be likely to bias or influence the views of others. However, as Question 1 indicates, it will be important to include and explore a range of opinions within this 'undecided' group; and as per Question 2 fieldwork will need to be carefully located and participants will need to live in closely defined areas. Addressing all three questions will require a varied demographic sample within each locality, to provide comprehensive view and to identify variations in views and engagement needs between different types of people.

Each of these questions implies exploration of a series of sub-questions: the ways we propose to address these questions are summarised in section 2.7 below.

1.5 Considerations for the research method

REDACTED

2. Proposed approach

2.1 Overview of approach

REDACTED

2.2 Design and development

REDACTED

2.3 Reporting

The team we have assembled has a great deal of experience in developing research into strategic insight and we are happy to produce the outputs outlined in the brief:

- Interim topline findings after the first wave of workshops, to prompt adjustments to the Wave 2 workshops, and initial discussion of the content and focus of the final report
- Full written report, including findings from the evidence review and the full set of workshops, written to DECC's template and showing transparent links between insight and conclusions and the evidence that supports these
- Presentation of findings, summarising the content of the report and acting as an opportunity to communicate key issues to stakeholders
- Technical report detailing the design of the research
- Case study examples (anonymised, but with subjects' consent) with to illustrate the findings, embedded in the presentation and final report

We are aware of the requirements around quality of writing and argument, and while we expect our first report draft to be of high quality we also expect to need to work on it with you before it is finalised. We have built time for this into our planning and costs.

We are highly experienced at writing reports based on qualitative data, and in ensuring the appropriate caveats and terminology are used.

We will ensure that no individuals can be identified either directly or indirectly in any of our outputs.

2.4 Data handling and security

TNS BMRB frequently undertakes deliberative research for a wide range of government and public sector clients, and is accredited to the full ISO/IEC 27001 information security management standard (certificate number: 0498). TNS BMRB has notified and is compliant with the 1998 Data Protection Act (Z8211155). We abide by

professional codes of conduct established by the Market Research Society and Social Research Association, to ensure that all data is kept strictly confidential. We maintain robust physical, electronic and procedural safeguards to store and secure client information from unauthorised access and use, alteration and destruction. Our own policies and procedures have been developed to ensure all data held by TNS BMRB is stored and managed in a secure and controlled way, and help achieve compliance with the ISO 27001 information security management standard.

3. Project plan

We will work with you to develop a detailed project plan, describing who will do what and when to ensure that the key deadlines for the study are met. At this stage, we anticipate working to the following outline timetable.

REDACTED

4. Project management and team

REDACTED



5. Risks and mitigation

REDACTED

6. Costs

REDACTED

A. Statement of non-collusion

To: The Department of Energy and Climate Change

1. We recognise that the essence of competitive tendering is that the Department will receive a bona fide competitive tender from all persons tendering. We therefore certify that this is a bona fide tender and that we have not fixed or adjusted the amount of the tender or our rates and prices included therein by or in accordance with any agreement or arrangement with any other person.

2. We also certify that we have not done and undertake not to do at any time before the hour and date specified for the return of this tender any of the following acts:
 - a. communicate to any person other than the Department the amount or approximate amount of our proposed tender, except where the disclosure, in confidence, of the approximate amount is necessary to obtain any insurance premium quotation required for the preparation of the tender;
 - b. enter into any agreement or arrangement with any other person that he shall refrain for submitting a tender or as to the amount included in the tender;
 - c. offer or pay or give or agree to pay or give any sum of money, inducement or valuable consideration directly or indirectly to any person doing or having done or causing or having caused to be done, in relation to any other actual or proposed tender for the contract any act, omission or thing of the kind described above.

3. In this certificate, the word "person" shall include any person, body or association, corporate or unincorporated; and "any agreement or arrangement" includes any such information, formal or informal, whether legally binding or not.

REDACTED.....

Signature (duly authorised on behalf of the tenderer)

.....
Print name

.....
On behalf of (organisation name)

.....
Date

B. Form of Tender

To: The Department of Energy and Climate Change

1. Having considered the invitation to tender and all accompanying documents (including without limitation, the terms and conditions of contract and the Specification) we confirm that we are fully satisfied as to our experience and ability to deliver the goods/services in all respects in accordance with the requirements of this invitation to tender.
2. We hereby tender and undertake to provide and complete all the services required to be performed in accordance with the terms and conditions of contract and the Specification for the amount set out in the Pricing Schedule.
3. We agree that any insertion by us of any conditions qualifying this tender or any unauthorised alteration to any of the terms and conditions of contract made by us may result in the rejection of this tender.
4. We agree that this tender shall remain open to be accepted by the Department for 8 weeks from the date below.
5. We understand that if we are a subsidiary (within the meaning of section 1159 of (and schedule 6 to) the Companies Act 2006) if requested by the Department we may be required to secure a Deed of Guarantee in favour of the Department from our holding company or ultimate holding company, as determined by the Department in their discretion.
6. We understand that the Department is not bound to accept the lowest or any tender it may receive.
7. We certify that this is a bona fide tender.

REDACTED.....

Signature (duly authorised on behalf of the tenderer)

.....
Print name

.....
On behalf of (organisation name)

.....
Date

C. Conflict of Interest

I have nothing to declare with respect to any current or potential interest or conflict in relation to this research (or any potential providers who may be subcontracted to deliver this work, their advisers or other related parties). By conflict of interest, I mean, anything which could be reasonably perceived to affect the impartiality of this research, or to indicate a professional or personal interest in the outcomes from this research.

Signed **REDACTED**.....

Name

Position

OR

I wish to declare the following with respect to personal or professional interests related to relevant organisations*;

- X...
- Y...

Where a potential conflict of interest has been declared for an individual or organisation within a consortia, please clearly outline the role which this individual or organisation will play in the proposed project and how any conflict of interest has or will be mitigated.

- X...
- Y...

Signed

Name

Position

Please complete this form and return this with your ITT documentation - Nil returns are required.

* These may include (but are not restricted to);

- A professional or personal interest in the outcome of this research
- For evaluation projects, a close working, governance, or commercial involvement in the project under evaluation
- Current or past employment with relevant organisations

- Payment (cash or other) received or likely to be received from relevant organisations for goods or services provided (Including consulting or advisory fees)
- Gifts or entertainment received from relevant organisations
- Shareholdings (excluding those within unit trusts, pension funds etc) in relevant organisations
- Close personal relationship or friendships with individuals employed by or otherwise closely associated with relevant organisations

All of the above apply both to the individual signing this form and their close family / friends / partners etc.

If your situation changes during the project in terms of interests or conflicts, you must notify DECC straight away.

A DECLARATION OF INTEREST WILL NOT NECESSARILY MEAN THE INDIVIDUAL OR ORGANISATION CANNOT WORK ON THE PROJECT; BUT IT IS VITAL THAT ANY INTEREST OR CONFLICT IS DECLARED SO IT CAN BE CONSIDERED OPENLY.

D. Questions for Tenderers

In some circumstances the Department is required by law to exclude you from participating further in a procurement. If you cannot answer 'no' to every question in this section it is very unlikely that your application will be accepted, and you should contact us for advice before completing this form.

Please state 'Yes' or 'No' to each question.

Has your organisation or any directors or partner or any other person who has powers of representation, decision or control been convicted of any of the following offences?	Answer
a) conspiracy within the meaning of section 1 or 1A of the Criminal Law Act 1977 or article 9 or 9A of the Criminal Attempts and Conspiracy (Northern Ireland) Order 1983 where that conspiracy relates to participation in a criminal organisation as defined in Article 2 of Council Framework Decision 2008/841/JHA;	NO
b) corruption within the meaning of section 1(2) of the Public Bodies Corrupt Practices Act 1889 or section 1 of the Prevention of Corruption Act 1906; where the offence relates to active corruption;	NO
c) the offence of bribery, where the offence relates to active corruption;	NO
d) bribery within the meaning of section 1 or 6 of the Bribery Act 2010;	NO
e) fraud, where the offence relates to fraud affecting the European Communities' financial interests as defined by Article 1 of the Convention on the protection of the financial interests of the European Communities, within the meaning of:	
i. the offence of cheating the Revenue;	NO
ii. the offence of conspiracy to defraud;	NO
iii. fraud or theft within the meaning of the Theft Act 1968, the Theft Act (Northern Ireland) 1969, the Theft Act 1978 or the Theft (Northern Ireland) Order 1978;	NO
iv. fraudulent trading within the meaning of section 458 of the Companies Act 1985, article 451 of the Companies (Northern Ireland) Order 1986 or section 993 of the Companies Act 2006;	NO
v. fraudulent evasion within the meaning of section 170 of the Customs and Excise Management Act 1979 or	NO

	section 72 of the Value Added Tax Act 1994;	
vi.	an offence in connection with taxation in the European Union within the meaning of section 71 of the Criminal Justice Act 1993;	NO
vii.	destroying, defacing or concealing of documents or procuring the execution of a valuable security within the meaning of section 20 of the Theft Act 1968 or section 19 of the Theft Act (Northern Ireland) 1969;	NO
viii.	fraud within the meaning of section 2, 3 or 4 of the Fraud Act 2006; or	NO
ix.	making, adapting, supplying or offering to supply articles for use in frauds within the meaning of section 7 of the Fraud Act 2006;	NO
f)	money laundering within the meaning of section 340(11) of the Proceeds of Crime Act 2002;	NO
g)	an offence in connection with the proceeds of criminal conduct within the meaning of section 93A, 93B or 93C of the Criminal Justice Act 1988 or article 45, 46 or 47 of the Proceeds of Crime (Northern Ireland) Order 1996; or	NO
h)	an offence in connection with the proceeds of drug trafficking within the meaning of section 49, 50 or 51 of the Drug Trafficking Act 1994; or	NO
i)	any other offence within the meaning of Article 45(1) of Directive 2004/18/EC as defined by the national law of any relevant State.	NO

E. Code of Practice⁵

I confirm that I am aware of the requirements of the DECC Code of Practice⁶ for Research and, in the proposed project, I will use my best efforts to ensure that the procedures used conform to those requirements under the following headings⁷:

- Responsibilities
- Competence
- Project planning
- Quality Control
- Handling of samples and materials
- Facilities and equipment
- Documentation of procedures and methods
- Research/work records

I understand that DECC has the right to inspect our procedures and practices against the requirements of the Code of Practice, and that I may be asked to provide documentary evidence of our working practices or provide access and assistance to auditors appointed by DECC.

(There is some flexibility in the application of the Code of Practice to specific research projects. Contractors are encouraged to discuss with DECC any aspects that cause them concern, in order to reach agreement on the interpretation of each requirement.)

REDACTED.....

Signature (duly authorised on behalf of the tenderer)

.....
Print name

.....
On behalf of (organisation name)

.....
Date

⁵ Please note that this declaration applies to individuals, single organisations and consortia

⁶ The Code of Practice is attached to this ITT

⁷ Please delete as appropriate

F. GSR ethics principles

SR Principle 1: Sound application and conduct of social research methods			
Principle	Issue	Proposed Remedial Action	Sensitivity
<p>a) Scope out existing/similar research</p> <ul style="list-style-type: none"> - Are you content that this research is not duplicating already existing work? - Does a new piece of primary or secondary research need to be done? - Is other research already taking place with the same groups, which could be amalgamated to prevent over-researching small populations? 	REDACTED	REDACTED	Green
<p>b) Proposed methodology</p> <ul style="list-style-type: none"> - Is the research design appropriate to the groups being interviewed? - Is this level of respondent 	REDACTED	REDACTED	Green

<p><i>burden</i></p> <p><i>appropriate for the groups of people involved in the research?</i></p> <p><i>- How will the research consider the</i></p> <p><i>diverse perspectives of people according to their gender, disability,</i></p> <p><i>ethnicity, religion, sexual orientation, socio-economic status and age?</i></p>			
<p>c) External Ethical Scrutiny</p> <p><i>- Are you interviewing NHS staff or</i></p> <p><i>patients? If so – the successful contractor will be required to obtain</i></p> <p><i>clearance from the National Research Ethics Service (NRES):</i> <i>link</i></p> <p><i>- Are you interviewing participants who may lack the mental capacity to provide informed consent? If so the successful contractor may be</i></p>	<p>REDACTED</p>	<p>REDACTED</p>	<p>Green</p>

<p><i>required to obtain clearance from NRES: link</i></p> <p><i>- Are academics likely to tender? If so, they will be required to go through their ethics committees and this should be timetabled in</i></p>			
<p>d) Dissemination strategy</p> <p><i>- What is our role/responsibility to different stakeholders and research participants around dissemination?</i></p> <p><i>- Are there any accessibility or equality issues about how findings are made available or presented?</i></p>	REDACTED	REDACTED	Amber

GSR Principle 2: Participation based on valid informed consent			
Principle	Issue	Proposed Remedial Action	Sensitivity
<p>a) Consent to take part in primary research</p> <p><i>- What processes are in place to ensure that participants are</i></p>	REDACTED	REDACTED	Amber

<p><i>informed and understand about the project, the purpose, the client, topics and that their participation is voluntary?</i></p> <p><i>- What can you do to ensure that participant agreement is made before the interview is conducted?</i></p> <p><i>- If you intend to follow up participants with further research, has this been made clear and consent given?</i></p>			
<p>b) Consent via gatekeepers or proxy</p> <p><i>Is this required? If so, what processes need to be in place?</i></p> <p><i>- What steps can be taken to ensure representativeness, i.e. to ensure that participants are not "hand-picked" by gatekeepers or that there is a minority view promoted?</i></p>	<p>REDACTED</p>	<p>REDACTED</p>	<p>Green</p>
<p>c) Children and young people (aged 15 and under)</p> <p><i>Consent from a parent or legal guardian is required for children aged under 16 to participate in research, what processes are in place to ensure this is done?</i></p>	<p>REDACTED</p>	<p>REDACTED</p>	<p>Green</p>

<p>- How can you ensure that the children are also adequately informed about the work?</p> <p>- It is sometimes recommended that an adult accompanies children and young people during and interview.</p> <p>What processes are in place to ensure this is in place when required? Who is best to accompany the child(ren)?</p>			
<p>d) Vulnerable adults</p> <p>- Are there any groups that might have difficulty giving informed consent themselves?</p> <p>- How can you ensure that participants are adequately informed about the work?</p>	<p>REDACTED</p>	<p>REDACTED</p>	<p>Green</p>
<p>e) Access protocols</p> <p>- Are there any particular access protocols for certain groups, does this apply to your respondent group?</p> <p>Access protocols could apply to: Courts, Police, Prisons, Schools</p>	<p>REDACTED</p>	<p>REDACTED</p>	<p>Green</p>

GSR Principle 3: Enabling participation			
Principle	Issues	Proposed Remedial Action	Sensitivity
<p>a) Reducing the barriers to participation</p> <p><i>- What steps can be taken to encourage and widen participation?</i></p> <p><i>(e.g. travel costs, childcare, varying times and locations of interviews, accessibility of venues, advance letters in different languages etc)</i></p> <p><i>- Do you need interviewer assistance such as offering help with the completion or a translator?</i></p>	REDACTED	REDACTED	Amber
<p>b) Ensuring that hard to reach groups are included</p> <p><i>- Is the research and sample design appropriate?</i></p> <p><i>- Might the data collection method exclude some groups of people?</i></p> <p><i>- Do you need to consult with others so that barriers to participation for</i></p>	REDACTED	REDACTED	Green

<i>certain groups are reduced?</i>			
------------------------------------	--	--	--

GSR Principle 4: Avoidance of personal and social harm			
Principle	Issues	Proposed Remedial Action	Sensitivity
<p>a) Research Participants</p> <p><i>Might some of the research questions cover stressful or culturally sensitive subjects? If so, how will stress and sensitivities be minimised?</i></p> <ul style="list-style-type: none"> - How can interview length be kept to the minimum? - Do you need to ensure that there is post-interview support? 	REDACTED	REDACTED	Amber
<p>b) Interviewers/ Researchers</p> <ul style="list-style-type: none"> - What procedures are in place to ensure interviewers are properly trained and vetted (e.g. criminal record checks or disclosure Scotland)? This must be done if interviewing/ involving children. - What procedures are in place for disclosure of abuse? - What procedures are in place to ensure the safety of the 	REDACTED	REDACTED	Green

<p><i>interviewer/researcher?</i></p> <p><i>-Have the interviewer/researchers demonstrated awareness of equality issues and an ability to work inclusively?</i></p>			
---	--	--	--

GSR Principle 5: Non-disclosure of identity and personal information			
Principle	Issues	Proposed Remedial Action	Sensitivity
<p>a) Data Protection</p> <p><i>- What procedures are in place to ensure adherence to the Data Protection Act and other government data security requirements?</i></p>	REDACTED	REDACTED	Green
<p>b) Research Findings</p> <p><i>- How can you ensure that the data collected during the research is not going to be used for any other than its original purpose?</i></p> <p><i>- Reporting should not allow the identification of any individual. What checks are in place to ensure that</i></p>	REDACTED	REDACTED	Green

<i>no one can be identified? (for both quantitative and qualitative work)</i>			
---	--	--	--