

STATEMENT OF REQUIREMENT

INTEGRATED DEFENCE PUBLIC ATTITUDES RESEARCH PROGRAMME FOR MOD, ARMED FORCES AND RESERVES

1. Issue

1.1 Delivery of an integrated research programme that tracks the attitude of the general public towards the MOD, the Armed Forces (Royal Navy/Royal Marines, Army and RAF) and Reserves.

2. Aims and objectives

2.1 To examine the attitudes of the British public towards the MOD, the Reserves (Royal Navy/Royal Marine Reserves, Army Reserves, and RAF Reserves) and Armed Forces (Royal Navy/Royal Marines, Army and RAF) and to track these attitudes over time. Minimum requirements of the research shall include an investigation into:

- Overall awareness and favourability towards the collective Armed Forces, the MOD, the Reserves and each specific single Service
- Attitudes towards the collective Armed Forces, the MOD including civil servants, the Reserves and each single Service in a number of contexts, including their role and current operations with a specific focus on, but not restricted to:
 - The ability of the UK Armed Forces to protect the UK people from harm
 - The UK Armed Forces' contribution to global safety through NATO and external partnerships
 - The UK Armed Forces' contribution to the economy
 - The UK Armed Forces' reputation as a fair employer
 - The UK Armed Forces' technological innovation and whether they're 'up to date'
 - Perceptions of veterans and their contribution to society
 - The 'soft' vs 'hard' power of the UK Armed Forces in the variety of their work (e.g. defence, humanitarian aid, etc)
- Topics are subject to change based on departmental priorities

3. Background

3.1 The MOD has polled regularly on its reputation since 1999. Up until 2011, polling was undertaken on a face-to-face basis, and then until 2018 has been delivered via a telephone methodology on a bi-annual basis. Since June 2018 – an online methodology has been used which includes daily surveying of the UK public with monthly reporting of the data.

3.2 Survey results help to inform the MOD's communication strategies and the identification of target audiences. The results are presented to Ministers, and are used as performance indicators in MOD's annual report. There has been significant interest in poll results over the years, including PQs and FOI requests so the survey must be able to stand up to scrutiny. As required by the Government Communication Service (GCS) evaluation of communication activities is mandatory and the external polling provides key performance measures by which the Directorate of Defence Communications (DDC) can assess effectiveness.

4. Requirement

The Contractor shall conduct quantitative and qualitative research activities as per each request by the Authority's Authorised Demander, which will be specified at the start of the contract. Presentations of the research results will be made to MOD representatives in MOD, Main Building, Whitehall, London (approximately 3 per annum) or virtually depending on COVID-19 restrictions. The required research activities are categorised into an online continuous tracker, additional ad-hoc polling, and alternative research activities. These research activities shall adhere to the following details:

4.1 Sample size

- a) Online continuous tracker. The MOD requires an online continuous tracker of approximately N=2000 a quarter (approximately N=670 a month or approximately N=170 a week). The MOD is open to some flexibility on exact sample size per day to meet this requirement. Ideally we would also like cost options for N=4000 per quarter (approximately 1000 per month) as this will allow for more detailed sub group analysis. The sample (18+) shall be representative of the whole country by region, social grade, working status, urban/rural background, tenure and ethnicity (BAME). The MOD also has its own bespoke Audience Segmentation, which segments the UK public by their attitudes towards Defence. The sample will need to monitor these segments and ensure that our current targets for each segment are met each month (segments and current targets in **Annex A**)
- b) Additional ad-hoc polling shall be conducted online via omnibus service or amongst a sample of adults aged 16+ across the UK population. Sample size and the audience the sample needs to reflect will be determined by scope of the project requirement. The sample shall be representative of the whole country by region, social grade, working status, urban/rural background, tenure and ethnicity, BAME included.
- c) Alternative research activities: (e.g. focus groups, experiments, interviews, observations, case studies, etc.) that explore specific target audiences; e.g. females, BAME, etc., shall be conducted as and when required by the Authority with reasonable advance warning. The sample sizes shall consist of a small number of

participants, usually around six to twelve, from within the target market, or as appropriate according to the relevant methodology. The Contractor will ensure that the MOD is allowed to observe during these research activities.

- d) Additional statistical techniques: e.g. key driver analysis may need to be conducted on ad hoc polling projects or using continuous polling data

4.2 Length

- a) Online continuous tracker. The Contractor shall ensure that the online continuous tracker is around 20 minutes in length. The Authority will require a certain degree of flexibility around the length, so would like to see options for 15 minutes, and 20 minutes with relevant implications (including cost implications) for each approach. The questionnaire will be based on a core set of questions (example current questionnaire at **Annex B**). The Authority will specify at the start of the contract, the core set of questions to be used, which will be subject to change on an annual basis throughout the course of the contract. A set of additional campaign specific questions may change each month. The Authority will require some degree of flexibility around that. The Authority will require the Contractor to show examples of stimulus and activity within the additional campaign specific questions. The additional questions will sit within the questionnaire length. While core questions will be predominantly fixed, once a year up to 15% of the core questions may be subject to further amendment and adjustment by the Authority. As mentioned our audience segments need to be identified in this polling, which can be done using a set of golden questions. The authority will need to include these golden questions in the questionnaire and be able to apply the current algorithm to segment the sample. The algorithm will be given to the authority at award contract.
- b) Additional ad-hoc polling. The Contractor shall ensure that each ad-hoc survey consists of approximately 5-10 questions, with approximately 4 ad-hoc surveys a year depending on the Authority's requirement. The questionnaire will be based on emerging business requirements. The Contractor shall ensure a swift turnaround of results (e.g. 48 hours, two days) when required by the Authority.
- c) Alternative research activities: (e.g. focus groups, experiments, interviews, observations, case studies, etc.). The Contractor shall ensure that the length of any alternative research methods is appropriate according to the relevant methodology. The Contractor shall provide estimates for the typical number of hours it would take for each proposed research method.

4.3 Methodology

- a) Online continuous tracker. The Contractor shall use a continuous online survey so that the Authority can monitor fluctuations by week, month, and quarter. The tracker will include some open-ended questions that will need to be coded. The Contractor shall clarify how many open-ended questions would be coded within the scope of the given price frame. The Contractor shall clarify whether we will have limits on true open-ended questions (sentences) or whether this would just be valid for single word questions.

The Contractor shall clarify their survey exclusion period; ideally to be no less than six months, and whether this timing can be met.

As MOD's strategy changes, some questions might need to change over the next 2-3 years. The Contractor is required to clarify whether the questionnaire will be flexible enough to allow The Authority to change some of the tracking questions (15%) of the core set of questions every twelve months.

The survey must be tablet, desktop, and mobile enabled.

The segment algorithm must be applied.

- b) Additional ad-hoc polling. The Contractor shall use an online methodology as appropriate.
- c) Focus Groups. The Contractor shall follow the principles of the relevant research methodology
- d) Alternative research methods: (e.g. experiments, interviews, observations, desk-top research, case studies, etc.). The Contractor shall propose a range of alternative research method options that are innovative. The appropriate alternative research method options will be agreed between the Authority and the Contractor at the time of the business requirement. The Contractor shall outline the possibility of mixing up the types of research activities (estimating 4 per year) that we run, picking and choosing from the qualitative and alternative research methods.

4.4 Quotas and Weighting

The final data shall be weighted to represent the current UK population profile. The Contractor shall ensure that the data is weighted by gender, age, social grade, region, working status and ethnicity (BAME included) to correct for any sampling bias. The Contractor shall ensure it includes quotas and specific weighting limits to avoid undue manipulation of the data. The Contractor shall clarify in the bid which weighting source will be used and whether there will be any flexibility in choosing the source. The Contractor shall clarify whether it uses any caps or restrictions on individual weights per respondent, or overall weighting

efficiencies across tables. Although the sample does not need to be weighted by segment we would expect the authority to set soft quotas on the segments to ensure there is consistency each month.

4.5 Deliverables

Full details of the output required shall include:

- Reporting link of the incoming results for checking and data download
- Data analysis reporting tool that can be easily accessed by multiple people to allow for individual manipulation and analysis of the data. This analysis tool should also be able to import existing tracking data (monthly data collected since June 2018, to allow for long term trending). Contractor to provide a separate cost for importing data.
- Monthly data tables in Excel
- Annual data tables in Excel (with monthly crossbreaks included)
- Raw data in csv/Excel
- Option for some monthly tables (when requested)
- Quarterly slideshow presentation in power point of top line results and wave on wave trend data highlighted to us in PPT, with clarification on whether the reports are question-led, story-led or a mixture of both
- A top-line summary of the research findings for publication in Word (quarterly)
- Any media or transcripts from qualitative work
- Audience Segmentation report
- Any relevant reports following from the alternative research methods

5. Segmentation

5.1 Segmentation allows the MOD to build up an understanding of their audience against key issues, to enable them to make decisions about how to prioritise and deliver their communications effort and make decisions about where to focus resources, it could inform which groups of people (age, location, background etc.) they need to target, their behaviours and which communications channels to use.

5.2 A 2019 exercise created a segmentation model using respondent views on the following but not limited to:

- Overall favourability to the Armed Forces
- Understanding of the role of Armed Forces in the world
- Attitudes towards the MOD contribution to innovation and prosperity
- General outlook on life

The Contractor shall provide an example cost for a refreshed segmentation based on the current segmentation the MOD is using

The Authority will provide copies of the latest segmentation model at contract award for reference.

6. Timings

The Contractor shall undertake the first online polling to coincide with the end of our current contract. Polling to begin April 2021 – with data output on an ongoing basis thereafter. Contractor to provide year 1 and subsequent year costs.

7. Staff and Customer Service

7.1 The Authority requires the Contractor to provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.

7.2 The Contractor's staff shall have the relevant qualifications and experience to deliver the Contract.

7.3 The Contractor shall ensure that staff understand the Authority's vision and objectives and will provide excellent customer service and reasonable flexibility to the Authority throughout the duration of the Contract.

8. Project Management

The Contractor shall provide a dedicated account/project manager of sufficient seniority and with sufficient time allocated to the project to manage the work effectively. The Authority will have a nominated project manager to oversee the contract and to act as a liaison point. Regular contact by phone and email and attendance at regular meetings (face to face or virtual) is expected.

9. Travel and Subsistence

9.1 The Contractor shall be responsible for all travel and subsistence costs incurred in the undertaking of the contract requirement including presentations at MOD Main Building, Whitehall, London.

9.2 The Authority confirms that there will be no requirement for the Contractor to travel overseas in relation to this Contract.

10. Service Levels and Performance

10.1 The Authority will measure the quality of the Contractor's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Service Delivery	Delivery of the fieldwork and reporting to time and within budget	On-going
2	Service Delivery	Delivery of subsequent projects within timeframes to be agreed between the Contractor and the Authority prior to commencement	On-going
3	Service Delivery	Delivery of reporting within timeframes to be agreed	On-going

Schedule 2

		between the Contractor and the Authority prior to commencement	
4.	Service Delivery	Quality of research, analysis and reporting	On-going
5.	Account Management	Quality of Account Management	On-going