

Clarification Questions

Methodology

- 1. Would it be possible to receive some approximate guidance on the expected sample size for both the retailer and consumer sections?**

We have no specific expectations as to sample sizes for either the retailer or consumer sections. However, we would expect bidders to select appropriate sample sizes based on the different qualitative or quantitative methods that they propose, with justification as to why those sample sizes have been chosen. For consumers we are quite interested in understanding the diversity of perspectives across the whole population, so would expect any quantitative methods to have sample sizes that are generally representative of the whole population but can also be broken down by age, gender, and potentially income (or other proxies for consumer spending power).

- 2. The ITT suggests that you expect a focus on the bathroom or kitchen. Is it essential that one of these is chosen or can both be included?**

Bidders may decide to focus on one or more rooms in the house of their choosing. We expect the direction taken to depend on the bidder's existing relationships and expertise and would be open to different approaches.

Appendices

- 3. The ITT states that we need to include Appendices 1-6 in our application. Appendix 1 is not included in the application form but is present on the ITT. Is it expected that we transfer this appendix and the associated document into the application form?**

Appendix 1 is the Conditions of Contract document. Bidders do not need to complete this form, however they must ensure that they have read the document, and state with their application whether or not they accept the terms.

- 4. We are unable to open the word document embedded within the ITT pdf, entitled 'Conditions of Contract 0.2'. Would you be able to send this through separately?**

Link to the conditions of contract: https://www.ageing-better.org.uk/sites/default/files/2018-04/ageing-better-conditions-contract_0.pdf

If bidders continue to experience problems opening this file, please contact responses@ageing-better.org.uk and we will send it to you directly.

- 5. The ITT asks for appendices 5 and 6 to be included in the application. There is no appendix 5 and 6 but there are appendices 7 and 8 with the same titles. We just wanted to clarify that Appendix 7 and 8 substitute for Appendices 5 and 6?**

Yes that is correct, appendices 5 and 6 were incorrectly labelled as appendices 7 and 8. This has now been corrected in the invitation to tender.

Written Return

- 6. If bidding for both retailer and consumer elements, would you be able to clarify whether the word limit for the application is 5,000 words for all sections in total, or 5,000 words for each section?**

There is a 3,000 word limit for the full written return response if only bidding for one area of research. This means all sections covered must be included within the 3,000 word limit.

There is a 5,000 word limit for the full (complete) written return response if bidding for both areas of research. This means all sections covered must be included within the 5,000 word limit.

- 7. We expect to use references to previous research in our application and wanted to confirm that a reference list at the end of the document would not be included in the word count?**

That is correct. References will not be included in the word count.

- 8. Question 10 in Appendix 3 asks for 2 examples of previous contracts of a similar nature. We have two questions regarding this:**

- a. **We have previously completed a research contract for Centre for Ageing Better in the past within a similar field and intend to use this as an example. We wanted to confirm that this is acceptable?**

Yes this is acceptable.

- b. **If bidding in partnership, is it acceptable that previous examples are taken from across partnership members?**

Yes, examples of previous contracts of a similar nature may be taken from any of the bidding partners. If bidding in partnership, bidders should clearly specify which aspects different members will be responsible for and utilise examples that illustrate the breadth of work that will need to be undertaken. Additionally, when bidding in partnership, examples which illustrate the ability to work in partnership to deliver a project would be valued.

Finances

9. **Please can you clarify where / how / if direct costs associated with the research should be included in the Pricing Document? For example research participants' expenses, venue hire etc.**

Please include any other costs associated with the project in the pricing document (in the appendix) below the schedule of rates table.

10. **The funding expectation for each element is provided in the ITT. If bidding to complete both consumer and retailer elements, does it matter how the costs are split between the two elements as long as the total cost is below the sum of both maximum amounts?**

Our indicative budget is as listed below, however we are open to suggested alternatives as long as the overall budget remains.

The total budget for this project (**excluding VAT**) is £83,333 broken down as:

- Market analysis: £50,000
- Consumer insight: £33,333