

## Clarification Questions – Good Recruitment for Older Workers: Understanding individuals' recruitment experience

- 1. Would you be able to provide any contacts/databases to help recruit older people to the interviews/focus groups? Or would it be the responsibility of the successful provider to source their own contacts?**

Centre for Ageing Better has no direct access to sample populations for primary research and we will be expecting bidders to outline clearly how they intend to recruit for any fieldwork. We do have networks that we can share invitations to participate with (e.g. the network of Age-friendly Communities), however bidders should not be reliant on these as a method of recruitment for fieldwork.

- 2. Are you open to the successful supplier offering incentives to participants who take part?**

Yes.

- 3. Would you like the successful contractor to make provision in our costs for venue hire and refreshments?**

We cannot provide venues or refreshments for any fieldwork and expect the successful contractor to plan and budget accordingly.

- 4. In terms of the geographical spread, are you looking for a focus on areas with high proportions of older workers or a cross section across the whole country?**

We want a cross-section of the country but are interested in bidders' perspectives on what the best approach to sampling is with regards to geography.

- 5. In terms of sampling, what are your priorities for sector, industry and occupation?**

We are looking for bidders to suggest sectors and/or occupations in their sampling approach, giving an indication as to why they have chosen them.

- 6. Are you looking for paper-based case studies (to be included in the report)?**

We have found in the past that case studies are an effective way of illustrating research findings to a wider audience and so would welcome the inclusion of case studies in written outputs.

- 7. The brief states that you're considering both qual and quant. Our view is that we could do a very detailed qualitative deep dive without quant, or a less granular qualitative piece and quant. Are you able to give a sense of where the priority lies?**

We view this project as being primarily qualitative. We included a suggestion for additional quantitative work to highlight that we were open to it rather than to

state it must be included. We are open to suggestions from bidders on most elements of the project and therefore if bidders think that a purely qualitative approach will yield the best result and can justify their reasoning then a detailed qualitative deep dive is fine as an approach. Equally, if bidders argue for and justify a mixed methods approach then that will be considered too. Ultimately we are interested in the best way to answer the research questions as set out in the ITT.

**8. The brief indicates that you are interested in individuals aged 50+. Is there an upper age limit?**

Due to the complex nature of ageism it is hard to specify a clear-cut age band for sampling (ageism can manifest differently in different contexts and the perception of who is 'old' may vary from workplace to workplace, sector to sector etc.). However, we are mostly focused on those aged between 50 and 69 and are interested in understanding differences by age if possible.

**9. Could you please clarify whether the word limit for the proposal is 3,000 words in total or 3,000 words for each section?**

The word limit refers to the written response in its entirety (not including CVs and reference lists).

**10. In terms of sampling are you also interested in those who are currently unemployed but looking for work?**

For this project we are mostly interested in people relatively close to the job market, including those looking to make career changes. We would be interested in unemployed older people looking for work as long as they were recently (i.e. last 6 months) unemployed, but not those who are longer term unemployed. The issues of long-term unemployment are being explored in [other programmes of work](#).

**11. Do you have an idea of the minimum number of individuals you would hope to be involved in the research?**

We will not be specifying any minimum numbers for fieldwork and are looking for bidders to balance cost with robustness of approach and appropriateness of sampling.

**12. Would you be theoretically open to understanding those who began employment in a new job but left very shortly afterwards? For example, those who left for reasons such as age discrimination or challenges in the early stages of training and onboarding.**

We would see anything after job appointment as being post-recruitment and so would not want to purposefully sample for this.

**13. Have you had any discussions about including older people with physical or mental health disabilities seeking employment? Our hypothesis is that**

**this intersection age and disability is likely to be challenging for recruiting older workers, but to include it as a quota may complicate variables and dilute the ageism focus. We can provide a recommendation but wanted to firstly check if you had any strong views about this internally.**

We are interested in intersectionality within this project and take a broad view of what other characteristics age might intersect with (e.g. physical or mental health issues, ethnicity, gender etc.). It is up to bidders to decide if and how they incorporate this and justify their decision with a mind to balancing available resource and robustness of approach.

**14. Would the final report need to include a cost for design or would you design it with in-house branding afterwards?**

We will pay for all design and branding costs.

**15. Are you interested in capturing individuals' positive recruitment experiences, as well as challenges?**

We are primarily interested in the challenges that individuals have faced in order to highlight the ways in which age-bias and age-discrimination operate in the recruitment process. We therefore expect sampling approaches to consider how they will ensure this. However, if positive experiences are uncovered during the fieldwork then we are interested in evidencing that too as a way of understanding and promoting good practice.

**16. Can you describe the video case studies you intend to conduct, including length and any intention of incentives?**

Broadly speaking we tend to produce video case studies of around 2 minutes in length as that is the most appropriate for sharing on social media. It is likely we will provide incentives, but the exact amount is still to be confirmed. Details like this can be agreed with the successful bidder.

**17. How will you be using the video case studies in later work?**

We use video case studies produced through our projects in a variety of different ways including sharing them on social media and using them in external presentations.

**18. For the purposes of this tender, what do you define as the recruitment process, i.e. where does it start and finish?**

We see the recruitment process as broadly comprising of the following stages, but are open to our understanding being improved upon over the course of the project: targeting and attracting candidates (recruitment messaging, medium, source etc.), selection and assessment (application forms and biodata, CVs/resumes, personality and ability tests, interviews, simulation tests and assessment centres, social media screening etc.), final decision making and appointment.

**19. Please could you outline in more detail what skills and experience you are looking for?**

We are looking for evidence of skills and experience in direct relation to the topic area (i.e. employment, recruitment, age bias etc.) and the proposed approach (including specific methods).

**20. Will data used in connection to this project need to be stored on servers in the UK?**

If data is intended to be stored outside the UK then additional consent will be required from each participant to do so.

**21. Please advise if Centre for Ageing Better would like to attend any focus groups and/or interviews.**

In the past staff have attended focus groups and if the opportunity were to arise again then it would be welcomed. However, we understand that it is not always appropriate and therefore would not mandate this and are happy to be led by the successful bidder.

**22. Do you anticipate that the supplier would be acting as Centre for Ageing Better's data processor and we would therefore need to enter a separate data processing agreement? If this is the case, can we request to see the proposed data processing agreement now in order to assess these, alongside the T&Cs?**

We do anticipate the supplier to act as Ageing Better's data processor and therefore a separate agreement is required. You can find the draft agreement [here](#).

**23. Will Centre for Ageing Better accept proposed amendments to the terms and conditions and if so, what is the best way to communicate these proposed changes?**

We are happy to discuss changes to our terms and conditions, but this would normally be done following the interview stage of the procurement process.

**24. Can we include diagrams in our responses? And if so, do they count towards word count?**

Diagrams can be included and do count towards the word limit.

**25. Do references/ bibliography count towards the word count?**

No.

**26. Is there a particular deadline the project is working towards, and if so, what is it? Are the proposed timelines flexible, and if so, to what extent?**

We would prefer this project to be completed in 6 months stated but would be willing to extend this slightly if the reason for doing so is clearly justified within your bid. It is important that this project is finished in time to feed into the early stages of the second phase of GROW as described in the ITT.

**27. Please provide more detail on the expectations for the ‘light touch’ literature review and examples of equivalent literature reviews that CfAB has previously commissioned. In addition, is the literature review intended for publication?**

We have conducted three pieces of evidence work on this topic to date. The first was referenced in the ITT and can be found [here](#). The second two were internally facing pieces of work and therefore have not been published but they will be available to the successful bidder. For the “light touch” literature review we are looking for a quick check to see what similar research studies exist and are not expecting anything comprehensive nor something for standalone publication. However, if it is agreed with the project team that it is publishable over the course of the project then we are open to that.

**28. Our costings are commercially sensitive. Can it be clarified that any costings information included in our ITT response will remain confidential?**

Costings will remain completely confidential and will only be seen by those reviewing the ITTs as part of the shortlisting process.

**29. Aside from considerations about specific activities, is CfAB agnostic to what type of approach is taken and what field of research the work is grounded in?**

We are open to a wide range of suggested approaches as long as bidders explain and justify how the approaches will answer the research questions set out in the ITT.

**30. Is there any additional guidance or limit on what level of rates are deemed acceptable?**

We have no guidance on what level of rates are acceptable, but as per the criteria set out in the ITT will be looking at the cost of bids alongside the skills and experience of the team and appropriateness of methods.

**31. Is this recruitment channels in a business or through other channels or both?**

Both.

**32. A GDPR compliant list of potential participants for video study is required. What is the minimum number of participants required?**

We will be looking for a minimum of 3 video case studies, but have in the past made up to ten over the course of a project.