

Clarification Questions – Good Recruitment For Older Workers: Understanding and improving recruitment language, imagery and messaging

- 1. In the suggested methodology part of ITT (page 8) you suggest analysing ‘live’ and ‘archived’ postings from job websites. Is your preference to focus on online job websites only, or would you be open to adding more channels?**

We are open to other channels as long as collection of postings is systematic and the sampling approach well defined and justified.

- 2. Please provide more detail on the expectations for the ‘light touch’ literature review and examples of equivalent literature reviews that Centre for Ageing Better 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.

- 3. Is there a minimum number of focus groups/interviews that Centre for Ageing Better would like conducted?**

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.

- 4. 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?**

This project will need to be completed within the 9 months specified so that it can feed into the second phase of work as detailed in the ITT.

- 5. 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.

- 6. Does Centre for Ageing Better have an internal / specific ethics review process that would be relevant / used for this project?**

We tend to use the [Social Research Associations ethical guidance](#) when project teams' organisations do not specify their own. We are happy for bidders to use other ethical guidelines as long as it is specified within the bid.

7. We want to confirm that interviewing unemployed individuals (rather than just those who are employed already) in the target age range is also within scope

We are primarily interested in those who are relatively close to the labour market and/or already employed. We are therefore interested in 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 and facing large barriers to returning to work. We have [another programme of work](#) on long-term unemployment.

8. Will Centre for Ageing Better help provide access to / recruit sample populations for primary research?

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.

9. Aside from considerations about specific activities, is Centre for Ageing Better 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.

10. 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.

11. We understand there are legal issues with scraping web pages, such as job listings (e.g. in Indeed's T&Cs they prohibit it) - what protections will you provide to your suppliers in relation to this activity?

We were previously unaware of this issue but have now looked into it and would not want project teams to undertake any activity that might have legal or ethical ramifications. We're not prescriptive on the approach taken beyond this and are interested in hearing any approaches that would answer our research questions as set out in the ITT. We are also exploring working with various jobsites in order to gain agreement for access to their job listings for research purposes.

12. Do you have access, or have you explored gaining access to, archived job listings?

As above, we are looking into working with various jobsites in order to gain agreement for access to current and previous job listings for research purposes.

13. What do you consider a robust sample?

We are looking for bidders to define a robust sample. However, we would expect sampling for this ITT to be as representative as is possible and enable comparison across industries/sectors where appropriate.

14. How important is it for you to have a prevalence number for age-related stereotypes in recruitment messaging?

We are keen to understand this where possible.

15. How important is it for you to have a purposive sample indicating common and less common examples of age-related stereotypes in recruitment messaging?

It would be useful to get a sense of the breadth of examples including both common and less common.

16. Do you want the successful supplier to produce materials to showcase the ideas/guidance on how employers and recruiters can de-bias their messaging, or is the report sufficient?

Despite specifying a written report type output for this in the ITT we are open to bidders suggesting more innovative or different forms of output for this specific more practical output. We would still expect a written research report.

17. 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.

18. Research question 2.b (page 7) mentions the aspect of comparison over time. What time span would you envision covering in the research – is this only in the last 20 years, or will you want to include other reference points? ‘Are there any observable changes over time in the language and imagery used in recruitment materials and messaging (e.g. since the Equality Act was passed in 2010 etc.)’

After reviewing this question, we have decided that question 2b is non-essential as it is likely to be very difficult to evidence observable changes over the past ten years.