Age-friendly employer engagement: understanding awareness, motivations, and drivers for change clarification questions

1. **Could you confirm the likely future use of this insight? Will the findings be used to inform policy or help develop comms/campaign work?**

   The insight gained from this project will be used to inform our future employer engagement strategy with regards to age friendly employment. As such it will be used to help us work out who to target and how to target them (e.g. what messaging might work etc.). We are also hoping that it will provide valuable intelligence on the state of age inclusive to across the labour market.

2. **Are you able to provide more detail on your expectations of "segmentation"? How are you anticipating this will be done, and to what level of sophistication?**

   We don't have fixed expectations or a preferred methodology. We are interested in the views of different types of employers, hence the suggestion of segmentation. We are looking for bidders to explain what approach they think is the most feasible in the context of the budget and the project brief.

3. **Could you also what the segmentation will be used for?**

   We envision that the segmentation will enable us to understand variation across the labour market with regards to age inclusivity/age friendly employment. It should also provide intelligence as to who we should/shouldn't be targeting for future employer engagement work and the messaging and approach that will be most effective with each.

4. **The brief mentions that the research questions are ideas for consideration rather than mandatory questions, could you confirm which questions are the most important/of highest priority?**

   The reason we suggested rather than mandated research questions was to give an indication of the scope of issues that we are interested in and the potential nuances of these issues. All research questions should be geared towards achieving the objectives as set out on page 7 of the ITT:
   - Understand current employer awareness and understanding of AFE/age inclusivity in the workplace
   - Understand employer's priorities and motivations for change in this context
   - Understand how to effectively change employer's behaviour to encourage AFE/age inclusivity in the workplace

5. **Is there any existing research or evidence that you are able to share with the successful supplier?**

We haven't conducted any research looking at employer awareness, understanding of and/or motivations for change with regards to age inclusivity/age friendly employment. However, we do have a body of work available on our website looking at the age friendly employment which can be found here. We will also be able to share interim research findings from other ongoing projects (e.g. our three research projects on Good Recruitment for Older Workers). Finally, pre-existing work on this area has been done by the Department for Work and Pensions.

6. **Are there any existing typologies or segments the analysis can build on or do the they need to be fully developed?**

We do not have any existing typologies or segments currently, but data does exist on older workers and employment that may be of use – for example analysis of the Workplace Employment Relations Survey.

7. **Do you have a sample size in mind for how many employers you want to engage with, and if so what is it?**

We are looking for bidders to provide value for money whilst also achieving the objectives as set out in the ITT. As such we are looking for bidders to tell us how much fieldwork is feasible and how large a sample will be achieved for different methodologies.

8. **Could you confirm the length of interviews for the survey as well as any qualitative interviews?**

Bidders should indicate how long interviews/any other individual pieces of fieldwork engagement will be and justify their reasons for making this decision. As stated in the previous question we are looking for bidders to provide value for money whilst achieving objectives as set out the ITT.

9. **Could you confirm the target sectors, sizes of business or regions?**

As our funding is England-based we are primarily interested in regions within England. We are interested in understanding the differences/similarities between employers in a broad range of sectors, industries and sizes. Our current approach is to target larger employers in the first instance, but we are open to approaches that bidders deem the most effective. Ultimately, we are looking for this research to help us understand both breadth and depth.

10. **Do you have a preferred methodology for the survey – e.g. online or telephone survey?**

We have no preferred methodology for any parts of the fieldwork and looking for bidders to justify their reasons for selecting certain approaches and not others.

11. **Could you provide the successful supplier with the sample or are suppliers expected to source the sample themselves?**

We are expecting the successful bidder to be up to source the sample themselves. Bidders should clearly outline in their bids how they will approach this. We do have some existing employer contacts and networks, but these should not be relied on.

12. **In the written response document, the question on approach mentions recruitment strategy. Can you confirm what is meant by this?**

"Recruitment strategy" refers to the approach that the bidder will take to recruit research participants.

13. **Would you consider bids suggesting elements of the research beyond the indicated budget?**

All bids are to be submitted against the specification - no additional elements outside of the scope should be included within your response. Bidders must ensure that their commercial offering is within the published budget.

14. **Will the final report be for internal use only or will it be made available to the wider public?**

We anticipate that the final report will be an inward facing output, but it is likely that we will publish on it on our website with no additional plans to actively promote it.

15. **Is there a word limit for any of the questions?**

The overall word limit for the criteria section of the written return (pages 26-29 of the PDF ITT document) is 3000 words. CVs should also be attached the written return, but do not count towards this limit.