

Exploring young people's awareness and experiences of Samaritans' services – Online survey

Invitation to Tender for data collection and analysis

Commissioners	Katie Hardcastle, Senior Research Manager, Samaritans
Budget	Up to £20,000
Proposals submitted	By 5pm on Friday 9th December 2022
Applicant interviews	Week commencing 12 th December 2022
Contract duration	January - March 2023

We are seeking an experienced research agency or market research company to deliver an online survey of young people (aged 16-24 years) across the UK and Republic of Ireland.

The research questions and survey script have been designed by Samaritans research team.

The commissioned contractor will be responsible for data collection and analysis.

This document provides brief background to the project and information about Samaritans.

It also includes requirements of the survey data collection and analysis, key milestones, budget, and how to apply.

Background and context

Samaritans is the UK and Ireland's largest suicide prevention charity. Our listening service is always open – 24 hours a day, 365 days a year, and we answer a call for help every 10 seconds. We also provide support in communities, prisons, schools and workplaces, work with governments to change policy, strive to increase safety in high-risk locations, work with the media to ensure that suicide is reported responsibly, host coalitions, conduct research, and publish ground-breaking industry guidance.

We are continually looking at how we can improve the quality and safety of our listening service, and our wider work.

In December 2021, Samaritans Board approved a paper outlining a programme of research, service mapping, gap analysis and related tasks to inform a revised position on the organisation's services for children.

This included a review of evidence on providing safe and effective support to children in distress, and several research activities to capture insights from staff and volunteers. Hearing directly from young people/young adults during this research was agreed to be particularly important.

Aims and research questions

We would like to understand more about how Samaritans is viewed by young people, what experiences they have of accessing our services and/or other similar services, and how our current services may be meeting the needs of younger callers.

We have designed a short 15-20 minute survey that we would like to be delivered online with young people aged 16-24 years of age across the whole of the UK and Republic of Ireland.

The survey content and methodology will be approved by Samaritans Research Ethics Board.

Survey delivery: guidelines and requirements

Samaritans wants to commission an external research agency or market research company who must be experienced in quantitative analysis, preferably with specialist knowledge of surveys on sensitive subjects such as suicide or mental health, and engaging with young people.

We would like potential providers to explore how they may target or reach young people who might be more likely to have sought support from Samaritans.

We would like the survey to cover the UK and Republic of Ireland, with sampling incorporating quotas for age, gender, ethnicity and socioeconomic status.

Potential providers will need to outline a suitable sample size as part of their application, based on these requirements and the budget available.

Roles and responsibilities

Responsibility for the project will lie with the Senior Research Manager, who will manage the contract for Samaritans, and with whom the successful provider will agree a programme of work and deadlines for deliverables.

The contractors will be expected to keep the Senior Research Manager informed on progress through regular project management meetings.

Samaritans will provide the survey script and copy of information for participants and will work with the contractors to ensure the survey is safe, accessible and appropriate.

The contractor will be responsible for: devising an overall delivery plan for the project and an analysis plan for the survey; formatting the survey and hosting it within an online platform;

data collection; data cleaning and analysis, including descriptive and where possible inferential statistics; presentation of data in tables and a written summary of key findings.

The contractors will also provide Samaritans with an anonymised, cleaned and weighted data set on completion of the project.

The contractor will be expected to present initial findings to the Senior Research Manager and any other identified colleagues from Samaritans, giving Samaritans the opportunity to comment on any draft outputs before they are finalised.

Deliverables

Title	Exploring young people's awareness and experiences of Samaritans' services – Online survey
Purpose	To collect and analyse survey data from young people (16-24 years)
Composition	<ul style="list-style-type: none">• Data tables of descriptive and (if appropriate) inferential statistics• A PowerPoint presentation summarising the key findings• A cleaned and weighted data set
Sign off and dissemination	The above data tables and summary slides will be used by Samaritans research team to produce a short internal research report. This report will be synthesised, along with other activities, to be included in a paper to Samaritans Board of Trustees. Samaritans research team may also use the data for future publications.

Budget

The budget for this work will be set at a maximum fee of up to **£20,000**, including VAT.

Please include your best quote for this piece of work with your submission.

Criteria for payments will be agreed via contracts.

Timelines and milestones

The proposed project timelines are given below. Applicants will need to provide a more detailed plan considering these key milestones.

Date	Activity
09/12/2022	Deadline for submission of proposals
wc 12/12/2022	Interviews with shortlisted applicants (TBC)
19/12/2022	Terms agreed and contract signed
03/01/2023	Contract start date
wc 09/01/2023	Inception meeting
Jan/Feb 2023	Data collection
wc 27/02/2023	Initial findings presented to Samaritans
10/03/2023	Final summary report

Contract

The successful applicant(s) will be required to enter into a contract with Samaritans, within Samaritans' standard terms and conditions.

This will include conditions such as: 1. Completion of the services within the timeframe specified. 2. Reduction of payment or non-payment for work not completed. 3. The work cannot be sub-contract to a third party without the prior written consent of Samaritans. 4. Agreed input from Samaritans during reviewing and editing stages. 5. Terms related to intellectual property.

Once the contract is agreed and signed, the successful applicant(s) and Samaritans will be required to adhere to all terms and conditions.

How to apply

We encourage all interested parties to contact us prior to submitting their proposal. Please contact Katie Hardcastle, Senior Research Manager by emailing k.hardcastle@samaritans.org.

To be considered for this work, please submit a document briefly outlining:

- Background of you/your organisation
- Previous experience and examples of similar data collection and analysis. Include anything specifically relevant to this project, such as examples of engaging young people in online surveys
- Proposed sampling framework and approach to analysis
- Proposed timelines, including key milestones to take account of the dates included above
- Breakdown of costs

Although references are not required as part of the proposal, Samaritans may request them before deciding on the successful applicants.

All applications must be submitted in writing by **5pm on Friday 9th December 2022**. Samaritans may contact the applicant to clarify aspects of the submission. Samaritans reserves the right to invite shortlisted applicants to an interview to discuss their proposal in detail, however the decision may be taken based on the written submission alone. The successful candidate/organisation will be notified no later than 19th December.

We will make every effort to ensure the application process and working relationship is as accessible as possible. If you require this invitation and any other documents and communications in a different format or have any other accessibility requirements for the tender process and work, please let us know

For more information, or to apply: k.hardcastle@samaritans.org.