



Understanding experiences of ageism

Deadline for Tender Submissions:

5pm 5th August 2022



The Centre for Ageing Better is pioneering ways to make ageing better a reality for everyone, including challenging ageism and building an Age-friendly movement, creating Age-friendly employment and Age-friendly homes.

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1. About us

The Centre for Ageing Better is pioneering ways to make ageing better a reality for everyone, including challenging ageism and building an Age-friendly movement, creating Age-friendly employment and Age-friendly homes.

Everyone has the right to a good life as they get older and our whole society benefits when they do. But far too many people face huge barriers that prevent them from doing so. As a result, many older people are living in bad housing, dealing with poverty and poor health and made to feel invisible in their communities and society.

Ageism, including discrimination in employment, stark inequalities in people's health and financial circumstances, chronic underinvestment in helping people to age well and a lack of political focus – are all contributing to this growing and critical problem.

At the Centre for Ageing Better, we are pioneering ways to make ageing better a reality for everyone. We aim to inspire and inform those in power to tackle the inequalities faced by older people, call out and challenge ageism in all its forms and encourage the widespread take-up of brilliant ideas and approaches that help people to age better.

Get it right and more of us can experience good health, financial security and be treated fairly and with respect as we grow older.

Help us make sure everyone can age better.

2. Background to this Invitation to Tender (ITT)

NOTE:

- This Invitation to Tender (“ITT”) is available to download on the Ageing Better website and is open to any **bidder** submitting a proposal for the Contract (hereinafter referred to as the “**Contract**”) before the stated deadline.
- Although this ITT is not subject to the [Public Contracts Regulations 2015](#), Bidders are reminded that Ageing Better will conduct the process in accordance with key principles of transparency, non-discrimination and equal treatment.
- Any clarification questions should be sent to responses@ageing-better.org.uk by 5pm Monday 18th July 2022.
- Bidders should also notify us of their intention to bid by 5pm Friday 22nd July 2022.

Ageism

At Ageing Better we’re confronting the pernicious ageism that exists across society.

Ageism affects people of all ages, but its damaging impact is often felt most strongly at older ages, whether through discrimination in the workplace or being denied access to potentially life-saving healthcare.

Ageism means we don’t value older people or invest in ways to help people age well. Everyone, everywhere has a stake in changing this, which is why we are building an Age-friendly Movement across the country. As part of this movement, we will launch a new public-facing campaign to shift attitudes towards ageing and stamp out ageism in everyday life.

Read about our work to date exploring [ageism across public life](#).

We’ve also produced practical guides to help organisations change the way they [talk about ageing](#), make their [imagery more diverse](#), and reduce [age-bias in the recruitment process](#).

Age-friendly Movement

Ageing Better is planning to commit significant resource to fight against the widespread use of derogatory and harmful stereotypes in the pursuit of a more positive and realistic understanding about later life across the country. Our new public-facing campaign will be a key part of the wider Age-friendly Movement aiming to make challenging ageism a much higher priority for everyone in society.

We will work with the public, age-friendly communities, and employers as well as other sector and industry partners to change the way people think, feel and act about ageing. It will help people at a local and national level to address the barriers that exist for older people by giving people the tools and guidance needed to take action.

This Invitation to Tender

For this Invitation to Tender we are looking to commission research to provide us with a foundational understanding of how ageism manifests and impacts older people.

This project will inform a future large scale, multi-year, national campaign to shift public attitudes and behaviours towards ageing and older people.

3. Contract Overview

3.1 Scope of the contract

We are looking to commission research to support **audience identification, insight, segmentation and potential messaging** to inform a future national, public-facing campaign to stamp out ageism.

In order to launch a public-facing campaign to challenge ageism, we first need to understand the experiences of everyday ageism among people aged 50 and over. We'd like to understand how negative attitudes and behaviours towards ageing manifest and impact people over 50 in England. As part of this, we want to understand the origins and impact of self-directed or internalised ageism.

In order to understand who to target with our campaign to change attitudes and behaviours, we need to understand who, across the entire population, is most likely to hold ageist attitudes, what sub-groups could be influenced through a campaign, and what messages are most likely to be effective.

3.2 Aims and objectives

This project aims to understand the following to inform a future campaign to challenge ageist attitudes and behaviours:

- **How are people aged 50 and over experiencing everyday ageism:** We want to hear from older adults who have experienced ageism or feel they have been treated negatively because of their age, to hear their stories and understand what that experience has looked and felt like.
- **What is the impact of internalised ageism on older people's behaviour:** We want to understand whether older adults internalise stereotypes about ageing and if they do, how this impacts what they believe they can or should do or how they can or should behave. We also want to explore how people over 50 think and feel about others in their own age group.
- **Who – across the whole population – holds ageist attitudes and engages in ageist behaviours:** How widely held and perpetuated are ageist attitudes and behaviours among the general population and by whom? Which population subgroups would a public facing campaign need to target in order to shift their attitudes and behaviours? What messages would a campaign need to use to reach them?

3.3 Methodology

To achieve our aims and objectives we need to:

- Hear from people aged 50 and over about their experiences to understand how they experience ageism and how that impacts their own behaviour.

- Understand, through a representative cross-section of the English population (with the ability to cut the data by age and other demographic information, including but not limited to 10-year age bands, gender, ethnicity (broken down by multiple ethnic groups), education, social class, income, and if appropriate, geography), who holds negative attitudes and engages in negative behaviours towards age, ageing and people over 50. We will want to work with the contractor to develop a set of proxy measures to assess ageism and/or adapt an existing scale or set of measures.
- Explore the findings of older people's experiences in more depth with our supporters within [Age-friendly Communities](#) across England. This should help us to understand whether the findings resonate with their experience at a grassroots level and whether they can apply findings to their local context.
 - *To note: Age-friendly Communities are professionals working in the ageing space. General public participants for other focus groups will need to be recruited by the successful bidder.*

We are open to bidders suggesting their own methodologies, but activities might include:

1. *To assess how people aged 50 and over experiencing everyday ageism and whether internalised ageism is having an impact on their own behaviour:*
 - A series of **qualitative workshops or focus groups** with people over 50 to understand how ageism has impacted them or made them feel.
2. *To assess who across the whole adult population holds ageist attitudes and engages in ageist behaviours, and therefore who our campaign should target:*
 - A **quantitative survey** amongst a representative cross-section of the English population and subsequent **segmentation analysis**. We would like data to be segmented to understand different groups' attitudes and behaviours. We would like the bidding team to work with Ageing Better, e.g. through workshops, to refine and finalise the segments. From these segments we would like bidders to recommend 1-2 priority groups a public facing campaign could target.
 - **Qualitative research** with initial segmented audiences to understand:
 - Root causes: What lies beneath their attitudes and behaviours
 - Viability: by targeting the groups identified, will we have an impact on the problem?
 - Accessibility: can we reach the target audience and at what cost compared to other segments?
 - Responsiveness: How open to change is the target audience, what is their influence on other groups and how might they respond to a marketing campaign? We would like the bidding team to help us think through where segmented audiences might fall within various behaviour change models (e.g. COM-B or transtheoretical). We are open to recommendations from the bidding team as to what other behaviour change models might be suitable to apply.
 - **Virtual workshop(s)** with professionals within the Age-friendly Communities to understand whether the findings would be applicable in their local settings.

Lived experience

It is essential for the research to include the participation of older people throughout. We will be looking for methodologies and approaches that can highlight the lived experience of those aged 50 and over.

We would be open to the bidder setting up (and separately costing as part of their bid) a lived experience network or advisory group of older people to help shape the research.

Recruitment of supporters for a future campaign

We will be looking to identify individuals who would be happy to share their stories directly with us and/or join our future campaign. We will therefore require the research team to:

- Ask participants aged 50 and over who participated in our qualitative research if they would like to share their story with Ageing Better and whether they would be interested in being involved in our future campaigning work.
- Obtain appropriate consent from any participants to share their details with Ageing Better and for us to re-contact them about becoming case studies or joining our campaign.

3.4 Working with us

We are an active commissioner and would expect the bidder to keep us regularly updated on project progress, share findings early, and work with us to collaboratively explore the results coming out of the data and shape the project going forward to ensure it meets the requirements of informing future campaign work.

3.5 Clarification questions

In May 2022 Ageing Better released an expression of interest regarding this project. Here we address some of the recurring comments and questions we received:

- ***Do you have any stipulations on minimum sample size or numbers of focus groups?***

We require a survey that is large enough to be able to break down the data by demographic groups stipulated above (with a boost for over 50s and other under-represented groups), and a number of multi-age focus groups to take place across different regions of England.

- ***Is there a need to utilise a mixed method survey approach (for example with telephone or paper interviews) for surveying over 50s?***

We are keen to ensure that a broad and representative range of views are collected, including from those who are digitally excluded (which tends to increase with age), and would expect bidders to suggest their own methodologies to achieve this.

- ***Are you open to using a hybrid (online and face to face approach) as this can help to keep costs down and can be delivered in less time?***

As long as any approach ensures diverse representation that includes people who are digitally excluded, living with disabilities that might restrict their ability to take part

in the research, and people on low incomes, we are open to bidders suggesting their own methodologies.

- ***Do you have a preferred measure/scale for measuring ageism within the general population, and similarly for those experiencing ageism?***

We do not yet have a preferred measure or scale. This is something we are looking into and may want to work with the bidder to adapt an existing scale.

- ***Will Ageing Better expect the frames from the Reframing Ageing project to be applied to this project?***

No.

- ***Will Ageing Better want to address any specific areas/aspects of ageism, aligned with their policy focus areas, for example in the workplace?***

The focus of this research is on how negative attitudes and behaviour towards age and ageing both manifests and impacts on people aged 50 and over in England. The insights do not need to be specifically aligned to our other policy areas.

- ***It would be useful to understand more about the Age-friendly Communities – how would these audiences be recruited for the focus groups/workshops?***

Age-friendly Communities are professionals working in the ageing space. Participants from the Age-friendly Communities can be recruited with the help of an internal team at Ageing Better, but general public participants for focus groups would need to be recruited by the successful bidder.

- ***Will the final research report be published on your website?***

The findings of this research will be primarily used to inform and develop a national campaign to tackle ageism. Ageing Better may publish results at its own discretion.

- ***Does the Centre for Ageing Better have an existing set of broad audience segments or would this research need to develop entirely new segments for research? How many broad segments is it anticipated producing at the conclusion of the research?***

We do not have any existing set of audience segments. We anticipate around 6 segments, with recommendations for which 1-2 segments our national campaign could target.

- ***Is a fully statistical segmentation required or is a more pragmatic approach acceptable?***

We want to be confident the segments have a strong basis in the data and good representation of the general population. We are open to recommendations from the bidding team as to what approach is most appropriate given the brief and the budget.

We would encourage bidders to include, as an appendix to their bid, examples of segmentations they have previously done using their proposed approach, including what the segments were, how they were made and what they were used for.

3.6 Outputs/Deliverables

Outputs and Deliverables will be finalised in the terms of contract, based on bidders proposed methodologies.

Ageing Better expects a detailed understanding of our target audience(s), insight into their behaviour and how/where to drive behaviour change with those audiences.

Suggested deliverables:

- **Interim presentation** and short summary of early findings at an appropriate point
- **A mid-point review workshop** with the team at Ageing Better to ensure work is meeting our requirements and adjustments made where necessary.
- **A final research report and executive summary** in plain English.
- **A GDPR compliant list of potential participants** who we can contact about the campaign and/or who want to share their stories with us.

3.7 Contract term

We would expect this work to be completed within six months. Where this isn't possible, we would expect bidders to detail this and propose suggestions for how the timeline could be kept to six months.

3.8 Budget

The contract value is between £78,000 (excl. VAT) and £83,000 (excl. VAT). Please include a detailed breakdown of each element or activity cost, day rates and activities by team member in your written return.

It is particularly important that bidders cost each element individually as this will help us prioritise and make decisions about what elements to include based on budget.

Costs in the Pricing Document should be presented exclusive of VAT. Bidders should state whether or not they will apply VAT to the total Contract value. Ageing Better intends to award a Contract for services, on the basis of this Specification and Invitation to Tender. As such, it is our understanding that VAT is applicable, regardless of the successful Bidder's VAT status. Ageing Better recommends that Bidders should seek independent advice if they do not intend to apply VAT. Ageing Better will not make any additional provision to the agreed Contract value in order to cover VAT liabilities, if these costs are not included in the original Pricing Document.

4. Invitation to Tender evaluation criteria

Bids for the Contract shall be evaluated on whether it's the most economically advantageous tender (MEAT).

Criteria	Sub Criteria	Weighting
Price (20%)	Cost	10%
	Value for money	10%
Quality (80%)	The approach or methodology	40%
	The project team's experience and skills	30%
	Stakeholder engagement proposals	10%
	Total	100%

4.1 Scoring

Scoring

Criteria shall be scored on a scale of 0 to 5 by reference to the following scoring guide:

Score	Description
5	Exceptional. Demonstrates strengths, no errors, weaknesses or omissions and exceeds expectations in some or all respects.
4	Good. The standard of response fully meets expectations.
3	Satisfactory. The response is acceptable but with some minor reservations.
2	Poor. The response is deficient in certain areas where the details of relevant response require the reviewer to make certain assumptions.
1	Very Poor. The response is deficient in the majority of areas where the details of relevant response require the reviewer to make frequent assumptions.
0	Rejected. Response is unacceptable or non-existent, or there is a failure to properly address any issue.

Centre for Ageing Better

If a Bidder is successful in its bid for the Contract, then the Pricing Document is submitted as part of its bid will be referenced in the Contract it enters into with Ageing Better and will be used in calculating the amount payable to the successful Bidder under the Contract.

5. Bid return and Tender evaluation process

5.1 Enquiries and communication

During the Invitation to Tender stage Bidders may submit questions and requests for Clarification or further information. Bidders should note the following procedure for obtaining further information or Clarification on matters arising during the Invitation to Tender stage:

- Bidders shall address their questions and requests for Clarification or further information via e-mail to: **responses@ageing-better.org.uk**
- On receipt of a request for Clarification or further information, Ageing Better may, at its sole discretion, endeavour to respond to the Bidder and provide such Bidder with any additional information to which Ageing Better has access, but Ageing Better shall not be obliged to comply with any such request and does not accept any liability or responsibility for failure to provide any such information (and absence of a response from Ageing Better shall not entitle a Bidder to make any particular assumptions about the matters sought to be clarified);
- Except as stated below, all questions and requests for Clarification or further information and the corresponding responses, will be circulated by Ageing Better to all Bidders;
- When submitting a question or request for Clarification or further information, Bidders should indicate whether or not they believe the question or request for Clarification or further information is commercially confidential to them and should not therefore be shared with other Bidders. Any such question or request for Clarification or further information should be marked 'Confidential – not to be circulated to other Bidders';
- If Ageing Better considers that, in the interests of open and fair competition, it is unable to respond to the question or request for Clarification or further information on a confidential basis, it will inform the Bidder who has submitted it. The Bidder must as soon as practicable thereafter request that either the query be withdrawn or treated as not confidential;
- All questions or requests for Clarification or further information must be submitted by **5pm Monday 18th July 2022** at the latest. Requests/questions received after this time will not be responded to by Ageing Better.

5.2 Amendments to the Invitation to Tender

Ageing Better reserves the right to issue amendments or modifications to this Invitation to Tender during the Invitation to Tender stage. These will be issued to all Bidders simultaneously and bids will be assumed to take account of any such modifications and amendments.

5.3 Procedure for the submission of bids

Bidders shall submit one electronic copy Invitation to Tender by no later than 5pm Friday 5 August 2022 via e-mail to: **responses@ageing-better.org.uk**

The Invitation to Tender return shall state the following title:

Understanding experiences of ageism

We will acknowledge receipt of all bids.

Please provide your response to this Invitation to Tender by completing the required documents. Please do not provide separate or different types or formats of documents unless specifically requested to do so.

Please note that any stated limits on length of responses set out in the Invitation to Tender must be strictly adhered to. Any question response exceeding the stated limit will be disregarded beyond that limit. Unless specifically requested to do so, please do not include or upload any standard marketing or promotional material within your answer as this will be disregarded.

Supporting information (appendices, attachments etc.) should be presented in the same order as, and should be referenced to, the relevant question.

Late submissions will not be accepted.

Bidders are strongly recommended not to leave their Invitation to Tender submission to the last minute. Ageing Better will not be held liable for failures to submit an Invitation to Tender on time due to technical issues reported less than 24 hours before the submission deadline.

5.4 Content of bids

All bids must consist of the following items/documents:

- Confirmation of acceptance of the Conditions of Purchase as set out at Appendix 1;
- A completed Pricing Document as set out at Appendix 2;
- A completed Written Return, specifying how the Bidder will carry out the Services to be provided under the Contract, as set out at Appendix 3
- A copy of the Form of Tender as set out as Appendix 4 signed by the authorised signatory submitting the bid on behalf of the Bidder;
- A completed Anti-Collusion Certificate as set out at Appendix 5, signed by the authorised signatory submitting the bid on behalf of the Bidder;
- A completed Non-Canvassing Certificate as set out as Appendix 6, signed by the authorised signatory submitting the bid on behalf of the Bidder.
- A signed Supply Chain of Conduct as set out at Appendix 7, signed by the authorised signatory submitting the bid on behalf of the Bidder.

5.5 Evaluation of bids

- Bids will be checked initially for compliance with this Invitation to Tender and for completeness. Bids that are not substantially complete and/or compliant with this Invitation to Tender may be rejected;
- During the evaluation period, Ageing Better reserve the right to call for further information/clarifications from Bidders to assist it in its consideration of their bids. Note that Ageing Better reserve the right to adjust the scoring of a Bidder's bid if information is established during clarifications that fundamentally changes any tendered proposal.
- Ageing Better reserve the option to invite Bidders to attend an interview at Ageing Better's offices to further explain their bid proposals. The provisional dates for these interviews are shown in Section 7 (Timetable) of this Invitation to Tender. The dates, times and venues of the interviews (if held) will be confirmed with Bidders under separate cover;
- The purpose of the Bidder interview is to allow Ageing Better to achieve a more rounded appreciation of Bidders' proposals. Note that Ageing Better reserve the right to adjust the scoring of a Bidder's bid if information is established during the interview that fundamentally changes any tendered proposal.

6. Important notices for bidders

6.1 Confidentiality

Subject to the exceptions referred to below, the information in this Invitation to Tender is made available by Ageing Better on condition that Bidders shall:

- at all times treat such information as confidential;
- not disclose, copy, reproduce, distribute or pass the information to any other third person or allow any of these things to happen; and
- not use the information for any purpose other than for the purpose of making (or deciding whether to make) a bid for the Contract.

Notwithstanding the conditions referred to above, Bidders may disclose, distribute or pass information to another person if:

- it is done for the sole purpose of enabling a bid to be made and the person receiving the information undertakes in writing to keep the information confidential on the same terms as set out in this Invitation to Tender; or
- Ageing Better gives its prior written consent in relation to such disclosure, distribution or passing of information.

Ageing Better may disclose any information relating to the bids to its directors, officers, employees, agents or advisers. Ageing Better also reserve the right to disseminate information that is materially relevant to the Contract to all Bidders, even if the information has only been requested by one Bidder. Ageing Better will act reasonably as regards the protection of commercially sensitive information relating to the Bidder.

6.2 Accuracy of information and liability of Ageing Better and its advisers

The information contained in this Invitation to Tender has been prepared by Ageing Better in good faith but does not purport to be comprehensive or to have been independently verified. Ageing Better does not accept any liability or responsibility for the adequacy, accuracy or completeness of, or makes any representation or warranty (express or implied) with respect to the information contained in the Invitation to Tender or with respect to any written or oral information made or to be made available to any Bidder or its professional advisors and any liability therefore is hereby expressly disclaimed.

Bidders considering entering into a contractual relationship with Ageing Better should make their own enquiries and investigations of Ageing Better's requirements. The subject matter of

this Invitation to Tender shall only have contractual effect when it is contained in the express terms of an executed agreement.

Nothing in this Invitation to Tender is, or should be, relied upon as a promise or representation as to the future and Ageing Better does not undertake to provide Bidders with access to any additional information or to update the information in this Invitation to Tender or to correct any inaccuracies that may become apparent. Ageing Better reserve the right, without prior notice, to change the procedures outlined in this Invitation to Tender or to terminate discussions and the delivery of information at any time before entering into the Contract.

6.3 Anti-collusion

Any Bidder who, in connection with the competition for the selection of Bidders for the Contract:

- Fixes or adjusts its bid by or in accordance with any agreement or arrangement with any other Bidder;
- Enters into any agreement or arrangement with any other Bidder to refrain from making a bid or to alter, in any way, the content of any bid to be submitted;
- Causes or induces any person to enter into any such agreement as referred to above or to inform any other Bidder of the content of any other bid for the Contract;
- Offers or agrees to pay or give or does pay or give any sum of money, inducement or valuable consideration directly or indirectly to any persons for doing or having done or causing or having caused to be done any act or omission in relation to any other bid or proposed bid for the Contract; or
- Communicates to any person (outside its consortium, its professional and financial advisers other than Ageing Better or any person duly appointed by Ageing Better) the content of its proposed bid, will be disqualified (without prejudice to any other civil remedies available to Ageing Better and without prejudice to any criminal liability that such conduct by a Bidder may attract) from further participation in the competition for the Contract. Bidders are required to return with their bid the Anti-Collusion Certificate set out at Appendix 5.

6.4 Non-canvassing

Any Bidder who, in connection with its bid for the Contract:

- offers an inducement, fee or award to any representative of Ageing Better or any person acting as an adviser to Ageing Better in connection with the selection of Bidders for the Contract; or
- does anything which would constitute a breach of the Bribery Act 2010, will be disqualified (without prejudice to any other civil remedies available to Ageing Better and without prejudice to any criminal liability that such conduct by a Bidder may

attract) from further participation in the competition for the Contract. Bidders are required to return with their bid the Non-Canvassing Certificate set out at Appendix 7.

6.5 Copyright

The copyright in this Invitation to Tender is vested in Ageing Better and may not be reproduced, copied or stored in any medium without the prior written consent of Ageing Better. This Invitation to Tender and any document issued to Bidders supplemental to it shall remain the property of Ageing Better and shall be returned upon demand.

6.6 Tax Liability

Ageing Better and its subsidiaries, conducts their activities with integrity, transparency and fairness. Ageing Better are committed to the prevention of the facilitation of tax evasion as they recognise the importance of fostering a positive culture of tax compliance and maintaining the confidence of students, staff, partner organisations, other customers and the tax authorities.

Ageing Better and its subsidiaries do not and will not work with others who do not share their commitment to preventing the facilitation of tax evasion.

6.7 Modern Slavery Act 2015

The Bidder recognises that Ageing Better has a legal and moral commitment to ensuring that Ageing Better, through its staff, associates, agents, service providers and suppliers, conducts its business in accordance with the highest standards of ethical behaviours, transparency and probity. The Bidder shall, upon the request of Ageing Better, provide evidence of the steps the Bidder is taking to ensure that slavery and human trafficking is not taking place in any part of the Bidder's own business or supply chain in accordance with the provisions of the Modern Slavery Act 2015.

6.8 Confidentiality

Bidders shall not undertake (or permit to be undertaken) at any time, whether at this stage or after conclusion of the Contract, any publicity activity with any section of the media in relation to the Contract other than with the prior written consent of Ageing Better (in relation to the form and content of the proposed publicity).

6.9 Ageing Better's right to reject bids

Notwithstanding anything else stated in this Invitation to Tender, the issue of this Invitation to Tender in no way commits Ageing Better to enter into the Contract or any other agreement whatsoever. Ageing Better is not bound to accept any bid and reserve the right to accept any bid either in whole or in part.

Ageing Better reserve the right to reject any or all of the responses received and discontinue the bidding process and/or reject any incomplete or incorrectly completed responses.

Bids will be checked initially for compliance with the requirements of this Invitation to Tender and for completeness. Clarification may be sought from Bidders in order to determine if a bid is complete and compliant. Bids that are not substantially complete and/or compliant with the requirements of this Invitation to Tender may be rejected.

6.10 Time

Ageing Better reserves the right, in its absolute discretion to amend the timetable or extend any time period in this Invitation to Tender.

6.11 Tender withdrawal

Ageing Better reserves the right to withdraw the tender for any reason, at any time.

6.12 Bid costs and loss of profits

Bidders shall bear their own costs and in no circumstances whatsoever shall Ageing Better become liable for any bidding costs, nor shall Ageing Better be liable for any loss of profits, loss of Contracts or other costs or losses suffered or incurred by a Bidder as a result of that Bidder not being awarded one or more Contracts pursuant to this procurement process. Ageing Better shall similarly not be liable in the event that the procurement process is cancelled, whatever the reason.

7. Timetable

The indicative timetable for the procurement process is as set out below:

Stage	Date
Invitation to Tender issued to Bidders	8 July 2022
Deadline for clarification questions	5pm 18 July 2022
Deadline for notifying intention to bid	5pm 22 July 2022
Deadline for bid submission	5pm 5 August 2022
Bidder Interview	18-19 August 2022
Notification of result	End of August 2022
Appointment of successful Bidder	End of August 2022
Contract commencement	1 September 2022

Ageing Better reserves the right to amend the above timetable.

Appendix 1: Conditions of Contract

Whilst Ageing Better cannot guarantee agreeing to amendments in its Terms and Conditions, all queries and suggested changes must be noted in the Bidder's submission document

Appendix 2 – Pricing Document

Pricing Preambles

1. The Pricing Document contains the Bidder's rates (excluding VAT).
2. The descriptions in the Pricing Document shall not be regarded as an exhaustive statement of everything included in the Contract; refer to the Specification for the full Contract requirements. The rates in the Pricing Document shall include for all work shown or described in the Contract as a whole and for all work not described but apparent as being necessary for the provision of the Supplies/Services.
3. The rates in the Pricing Document shall include for the whole of the Bidder's obligations under the Contract whether expressly stated or reasonably implied. No additional request for payment will be permitted unless authorised in writing by Ageing Better.
4. All rates quoted are to be fixed until April 2023. Rates from April 2023 onwards shall be subject to review between the parties, and any proposed increase shall be agreed in writing by Ageing Better. Any rate of increase shall be limited to a maximum of the prevailing CPI rate at the time of the review, published by the Office for National Statistics.
5. Where quantities are stated in the Pricing Document the Bidder should note that they may vary and there is no guarantee of quantity. The rates quoted in the Pricing Document shall apply regardless of the actual quantity of Supplies/Services subsequently ordered.
6. The rates shall be sufficient to provide the Supplies/Services in the Specification in isolation from any other requirement and in any quantity.
7. No quantity or continuity of work is guaranteed to the Bidder and this should be taken into account when completing the Pricing Document. Unless expressly stated to the contrary, any quantities given in the Pricing Document are indicative only.
8. Payment shall be made in accordance with the Pricing Document and the procedures described in the Conditions of Contract attached at Appendix 1.
9. The Bidder shall include all mileage, subsistence and expenses costs within the submitted rates.
10. The Bidder shall include all costs for the production of any documentation and the attendance of any meetings required by Ageing Better under the Contract within the submitted rates.

Schedule of Rates

Activity	Cost per activity	Proposed number of activities	Total
Total (excl. VAT)			£

Team member	Role	No. of days	Price per day (excl. VAT)	Total
Total (excl. VAT)				£

The above rates shall include for all work shown or described in the Contract as a whole and for all work not described but apparent as being necessary for the provision of the Supplies/Services.

Appendix 3 – Written Return

The Written Return is separated into a number of Sections and questions to provide Bidders with clarity on the overall requirements of Ageing Better in relation to the quality measures used to evaluate all bids.

Each Section is linked to the Evaluation Criteria detailed in Section 4 of this ITT document. The Section weightings are shown in each Section heading

Each element of each question shall be scored on a scale of 0 to 5 by reference to the scoring guide detailed in Section 4 of this ITT document:

Bidders shall note that there is a **3,000 word limit** for the entire written return. Words that are used in diagrams are included in the word limit but it doesn't apply to bibliographies, reference lists or CVs.

Section 0 – General Information

1	Bidder name	Insert details
2	Registered address	Insert details
3	Name of person completing the Invitation to Tender	Insert details
4	Telephone number	Insert details
5	E-mail address	Insert details
6	Company status (e.g. Ltd, Plc, sole trader, Charity, Community Benefit Society, etc.)	Insert details
7	VAT registration number	Insert details
8	Company registration number and/or charity number	Insert details
9	Date of incorporation	Insert details
10	<p>Please provide the organisation name, contact details and a brief description of 2 contracts of a similar nature which demonstrate the Bidder's experience in relation to Ageing Better's requirements. Any Contract award will be subject to a satisfactory reference being provided by one or both of the named companies.</p>	
	Insert details	

NOTE TO BIDDERS

Upon identifying the successful Bidder, Ageing Better may seek further evidence to determine the Bidder's ability to perform the Contract prior to awarding the Contract. If the Bidder is unable to provide the further evidence required, Ageing Better reserves the right to withdraw the Bidder's successful Bidder status.

Section 1: The Approach or methodology	Weighting
	40%
<p>The following elements are seen as essential for the delivery of a successful Contract:</p> <ol style="list-style-type: none"> 1. How bidder proposes to understand both breadth and depth of the issues we are interested in, in order to achieve the project aims and objectives 2. How bidder will ensure that insights from the research can be used for/integrated with any plans for the future campaign <p>The Bidder shall demonstrate how their proposed solution addresses the requirement above. The Bidder's response shall take each requirement and explain the understanding of the requirement and the Bidder's proposed solution to addressing that requirement. Bidders shall provide evidence to support the response.</p>	
Bidder's Response	

Section 2 – The project team’s experience and skills	Weighting
	30%
<p>The following element is seen as essential for the delivery of a successful Contract:</p> <ol style="list-style-type: none"> 1. The requisite research skills needed to deliver on different methodology elements of the proposed approach and previous experience using these methods 2. Previous experience in gathering insights research and audience segmentation in order to deliver behaviour change campaigning <p>The Bidder shall demonstrate how their proposed solution addresses the requirement above. The Bidder’s response shall take each requirement and explain the understanding of the requirement and the Bidder’s proposed solution to addressing that requirement. Bidders shall provide evidence to support the response.</p>	
Bidder’s Response	

Section 3: Stakeholder Engagement	Weighting
	10%
<p>The following element is seen as essential for the delivery of a successful Contract:</p> <ol style="list-style-type: none"> 1. How bidder will ensure that a diverse range of voices are heard through the project 2. The Bidder's approach to involving stakeholders to ensure that the review benefits from relevant expert advice, including people with lived experiences of some the issues involved <p>The Bidder shall demonstrate how their proposed solution addresses the requirement above. The Bidder's response shall take each requirement and explain the understanding of the requirement and the Bidder's proposed solution to addressing that requirement. Bidders shall provide evidence to support the response.</p>	
Bidder's Response	

Appendix 4 – Form of Tender

To: Centre for Ageing Better

Re: Understanding experiences of ageism (the “Contract”)

Dear Sirs

1. Having examined the Invitation to Tender and having satisfied ourselves as to all other matters relevant thereto, we confirm our tender for the Contract.
2. We enclose our tender, and confirm that these comprise all of the documents required to be submitted in accordance with the matters set out in the Invitation to Tender. We acknowledge that we are bound by our proposals submitted pursuant to the Invitation to Tender.
3. We hereby unconditionally and irrevocably offer to provide the Services requested to be provided and performed under the Invitation to Tender in accordance with the Contract and at no greater rates or prices than the rates or prices stated in the Pricing Document.
4. We confirm that we are fully conversant with all the Invitation to Tender documentation and that this tender is submitted strictly in accordance with the Invitation to Tender.
5. We agree that this tender shall remain open to be accepted or not by Ageing Better and shall not be withdrawn for a period of twelve (12) months from the deadline for receipt of tenders as set out in the Invitation to Tender, or such longer period as may be agreed with Ageing Better.
6. We undertake to execute the Contract for the proper and complete fulfilment of the Services required or any part or parts thereof, as you may in your absolute discretion award to us.
7. We agree that we shall commence and undertake the Services required when instructed to do so pursuant to the terms of the Contract.
8. We certify that the details of this tender and the Invitation to Tender documentation have not been communicated to any other person or adjusted in accordance with any agreement or arrangement with any other person or organisation.

9. We acknowledge that Ageing Better is not bound to accept the lowest or any tender it may receive, and reserve the right at its absolute discretion to accept or not to accept any tender submitted.
10. We certify that we have full power and authority to enter into the Contract and to carry out the Services, and that this is a bona fide tender.
11. We confirm that in submitting our tender, we have satisfied ourselves as to the accuracy and completeness of the information we require in order to do so (including that contained in the Invitation to Tender).

Total Price for this Tender

£

in words

Signed for on behalf of the Bidder by a duly authorised signatory of the Bidder:

Signed: _____

Name: _____

Position/Status: _____

On behalf of:
(name of Bidder) _____

Date: _____

Appendix 5 – Anti-Collusion Certificate

To: **Centre for Ageing Better**

Re: **Understanding experiences of ageism (the “Contract”)**

The essence of the public procurement process is that Ageing Better shall receive *bona fide* competitive tenders from all Bidders. In recognition of this principle we hereby certify that this is a *bona fide* bid, intended to be competitive, and that we have not fixed or adjusted the bid by or under or in accordance with any agreement or arrangement with any other Bidder (other than a member of our own consortium). We have not and insofar as we are aware neither have any of our employees, contractors, advisers, agents, officers or subcontractors:

1. Entered into any agreement with any other person with the aim of preventing bids being made or as to the fixing or adjusting of any bid or the conditions on which any bid is made; or
2. Informed any other person, other than the person calling for this bid, of the content of the bid, except where the disclosure was necessary for the preparation of the bid for insurance, for performance bonds and/or Contract guarantee bonds or for professional advice required for the preparation of the bid; or
3. Caused or induced any person to enter into such an agreement as is mentioned in paragraph (1) and (2) above; or
4. Committed any offence under the Bribery Act 2010; or
5. Offered or agreed to pay or give any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other bid or proposed bid any act or omission; or
6. Canvassed any other persons referred to in paragraph (1) above in connection with the Contract; or
7. Contacted any officer of Ageing Better about any aspect of the Contract except in a manner permitted by the Invitation to Tender.

We also undertake that we shall not procure the doing of any of the acts mentioned in paragraphs (1) to (7) above before the hour and date specified for the return of the bid nor (in the event of the bid being accepted) shall we do so while the resulting Contract continues in force between us (or our successors in title) and Ageing Better.

In this certificate

The word “person” includes any person, body or association, corporate or incorporate and “agreement” includes any arrangement whether formal or informal and whether legally binding or not.

Signed for on behalf of the Bidder by a duly authorised signatory of the Bidder:

Signed: _____

Name: _____

Position/Status: _____

On behalf of:
(name of Bidder) _____

Date: _____

Appendix 6 – Non-Canvassing Certificate

To: **Centre for Ageing Better**

Re: **Understanding experiences of ageism (the “Contract”)**

Non-Canvassing Certificate

I/we hereby certify that I/we have not canvassed or solicited any officer or employee of Ageing Better in connection with the award of the Contract and that no person employed by me/us or acting on my/our behalf has done any such act.

I/we hereby further undertake that I/we will not in the future canvass or solicit any officer or employee of Ageing Better in connection with the award of the Contract and that no person employed by me/us or acting on my/our behalf will do any such act.

Signed for on behalf of the Bidder by a duly authorised signatory of the Bidder:

Signed: _____

Name: _____

Position/Status: _____

On behalf of:
(name of Bidder) _____

Date: _____

Appendix 7 – Supply Chain of Conduct

Ageing Better is committed to carrying out procurement activities in an environmentally, socially, ethically and economically responsible manner and to entering into agreements and contacts with suppliers that share and adhere to its vision

To demonstrate this commitment, Bidders are asked to acknowledge their compliance with the principles of the Supply Chain Code of Conduct for this Contract, below, with respect to their organisation and their supply chain:

With respect to Social Compliance Tenderers shall:

(i) Not use forced, involuntary or underage labour

- Employees should be free to choose their employment and leave that employment without hold by financial deposit of personal items
- Forced, bonded or involuntary prison labour shall not be used
- Support the effective abolition of child labour
- Comply with the national minimum age for employment, or minimum age 15, whichever is the higher unless a lower minimum age is permitted under International Labour Organisation (ILO) convention 138
- Where any child is found to be engaged in performing child labour, to provide support for that child to enable them to complete, as a minimum, their compulsory education (even if they shall cease to be involved in child labour) or an equivalent education level, as provided for under the UNI Covenant on Economic, Social and Cultural Rights. Such support by the Tenderer should recognise and not prove detrimental to the conditions of the child or those that their work supports

(ii) Provide suitable working conditions and terms

- At least statutory minimum wages (or if none, a realistic living wage) must be paid without discrimination to all employees and all non-statutory deductions must be with the consent of the employee.
- Working hours must be excessive (not over 48 hours per week, excluding overtime) and must allow for at least 1 day off for each 7 day period on average. Working beyond this should be non-regular and of employees own will
- A safe and hygienic working environment must be provided, including any catering or accommodation areas. Any hazardous working, as defined by ILO, should only be carried by persons age 18 years or over
- All equipment must be safe for use and processes must allow a safe working environment
- Policies and processes must be in place for recording and eliminating occurrence / reoccurrence of health and safety related incidents.

(iii) Treat employees fairly

- Allow employees the freedom of association to join (but not be forced to join), or be represented by, a trade union or similar organisation of their choice, and be free to leave organisations
- Not discriminate or unfairly treat any employee for any reason including education, social class/ caste, nationality, trade union membership or any of the 9 Protected Characteristics of the UK Equality Act 2010

- Provide a workplace free from discrimination, harassment or victimisation
- Treat all employees with respect and dignity, and not accept inequality as justifiable on a basis of culture
- Remunerate all employees equally at the same employment grade, regardless of any characteristics listed above, unless statutory conditions require otherwise.

With respect to Ethical Compliance & Economic Development Tenderers shall:

- As a minimum, comply with all laws and regulations of the countries they are working in, manufacturing in or trading with, as applicable
- Not be involved in any way with acts of corruption or bribery, or support acts of violence or terrorism or abuse of individual people or communities
- Not force unsustainable or unfair contract terms on their suppliers, or throughout their supply chain, nor allow unfair exploitation of a dominant market or customer position
- Support fair trade conditions for producers, where applicable
- As a minimum, comply with all financial regulations and taxations of the countries they are working in, manufacturing or trading with, as applicable
- Include community benefit delivery in the locality of where the contract is performed (including publishing and delivering levels of local training and employment opportunities)
- Appoint sub-contractors through an open and fair process, such as public advertising of such opportunities wherever possible
- Act at all times with respect and integrity, including open and transparent accounting
- Allow staff protection if reporting misconduct or raising concerns with respect to their own, or another organisation, and ensure all affected staff are treated in a fair and transparent manner

With respect to Environmental Compliance Bidders shall:

- As a minimum, comply with all local and national environmental laws, regulations and directives of the countries they are working in, manufacturing in or trading with , as applicable
- Actively avoid causing environmental damage and / or negative environmental impact through manufacture and supply of the goods or services and disposal of supply chain waste
- Have a business plan in place, and be acting on it, to minimise their environmental impact year on year and adopting or working towards internationally recognised environmental standard and/ or behaviours
- Encourage the development and use of environmentally friendly technologies
- Promote positive environmental impacts (such as reduced carbon emissions, better carbon management, waste management and water management, reduced pollution levels and technological improvements) through their activities wherever possible.

I confirm that I am authorised and have all requisite corporate authority to make this declaration on behalf of the entity referred to below

I hereby confirm that the entity referred to below adheres to this Supply Chain Code of Conduct and , if successful in this procurement exercise , shall ensure its supply chain adheres to the Code of Conduct also in order to enforce and promote sound social, ethical , environmental and economic practices

Entity	(Enter text here)
Name	(Enter text here)
Title	(Enter text here)
Position in Entity	(Enter text here)
Date	(Enter text here)