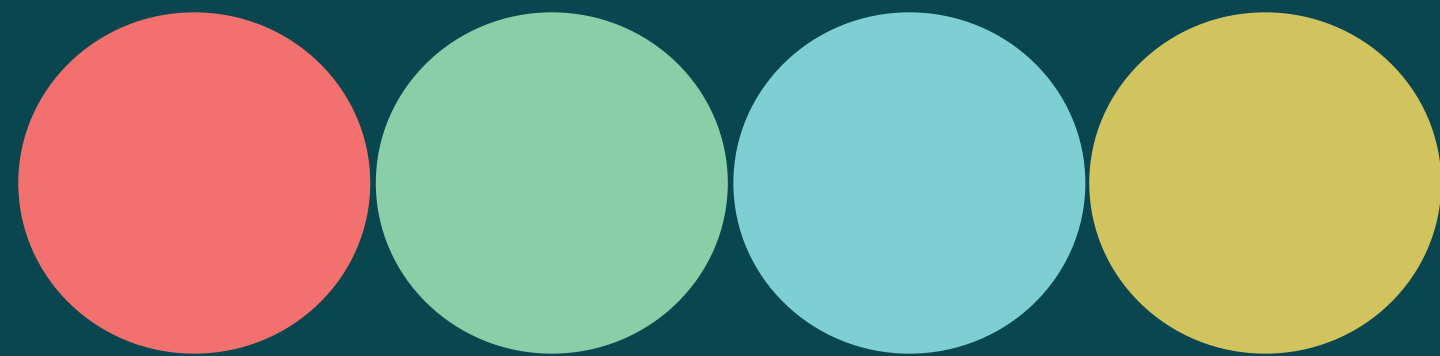




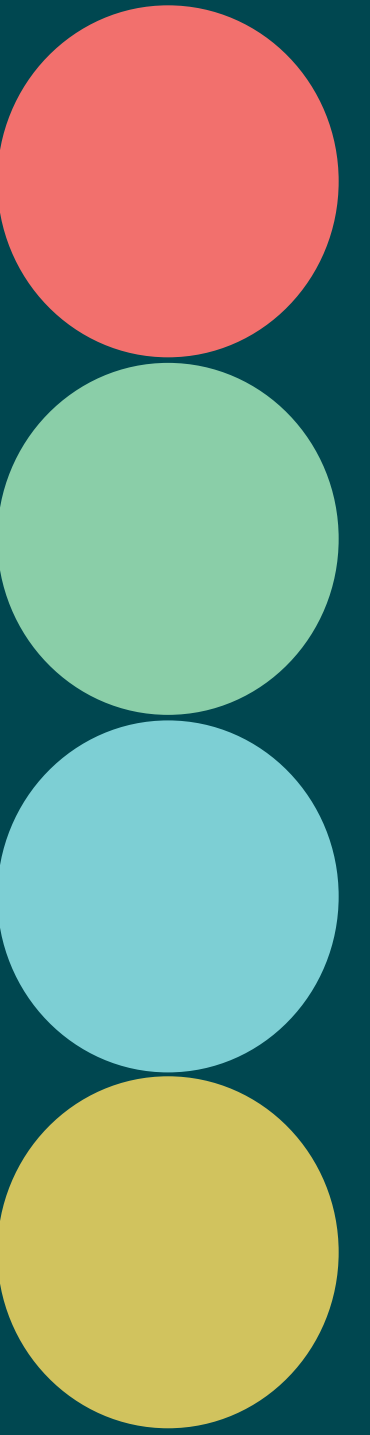
Stakeholder survey and interviews

Invitation to tender



Introduction

Carnegie UK are inviting competitive tenders for market research into the views of key stakeholders of the organisation and its policy work.



About us

Carnegie UK's purpose is better wellbeing for people in the UK and Ireland. We are a charitable foundation set up over 100 years ago, based in Dunfermline and established with an endowment from the philanthropist Andrew Carnegie.

We aim to improve collective wellbeing by influencing public policy and practice. We do this by conducting research and writing reports. But we're also working to amplify the voices of a wide range of individuals and communities, drawing on their experience to make the case for change to politicians, civil servants and other decision-makers.

We launched [our new strategy](#) in 2021. We will refresh on this strategy in 2025 and this work will inform this activity.

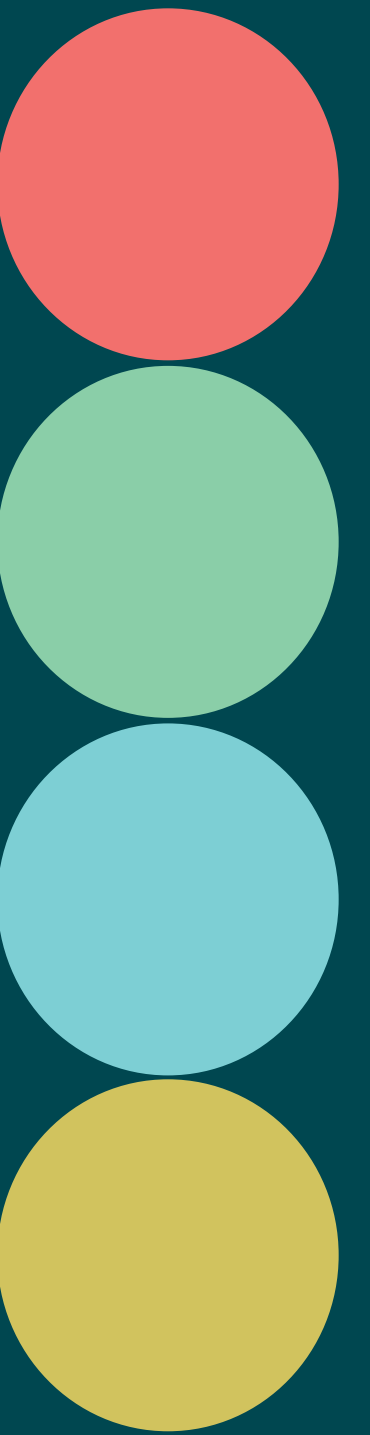
Our values shape our approach to all our work. It is important for us to be:

Motivated by change: we want to change people's lives for the better.

Challenging: social progress requires using research and evidence to speak truth to power.

Collaborative: we will build coalitions to tackle injustice and change systems.

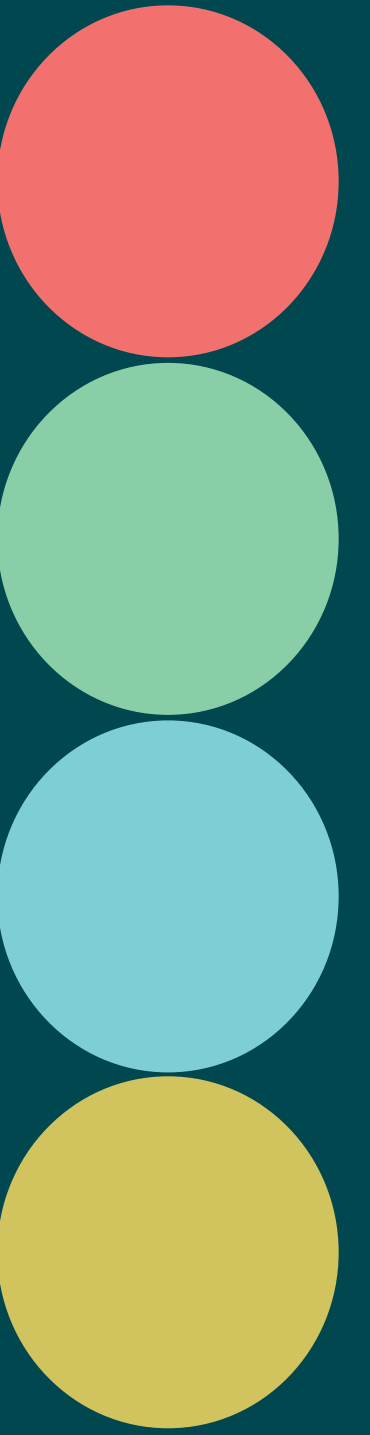
Kind: we will put strong relationships and kindness at the heart of everything we do.



The outcome we seek

Useful stakeholder intelligence and analysis for Carnegie UK to gauge whether we're making progress against our strategic objectives, to both assess the success of our recent work and to guide future work.

We want this research to inform an upcoming strategic refresh; our future programmatic work; and other Carnegie UK activity. It will be important for us to get rich detail so envisage this being a combination of quantitative and qualitative research.



Where we seek insights

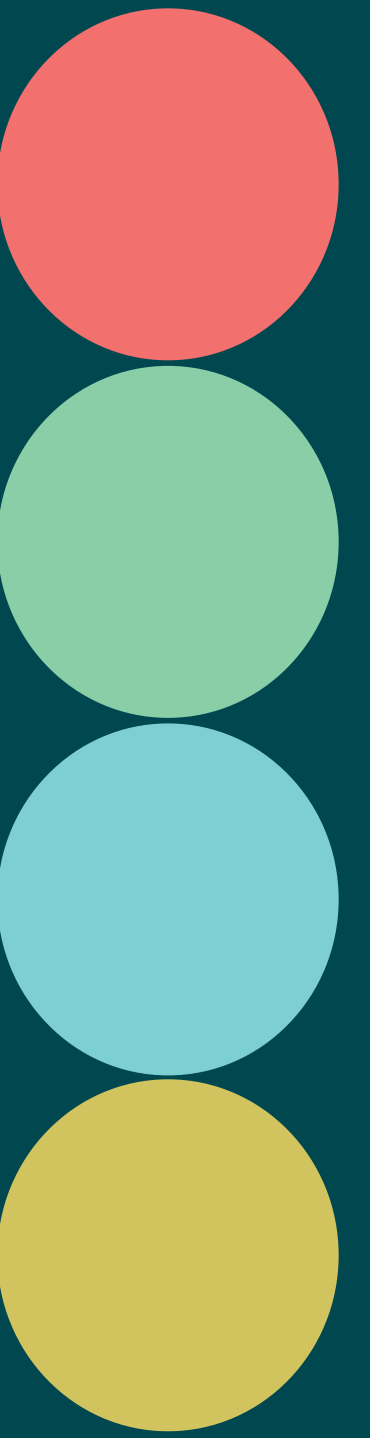
Brand perception of Carnegie UK; key concepts like collective wellbeing; awareness of some of our recent research like our Life in the UK Index.

Tactical insight about how our key decision-makers absorb information, research and arguments (e.g. through reports, social media, webinars, direct mailing, staff, media etc.)

Insight into the sort of activity that decision-makers believe that Carnegie UK should undertake in future (e.g. policy research that looks at current issues, convening people to solve problems, looking into the future.)

It would be useful for us to be able to track this periodically over time so the approach should be one that would be future proofed if needed.

At Carnegie UK we seek to improve the collective wellbeing of all in society. As such, we would like to better understand the profile of our key stakeholders.



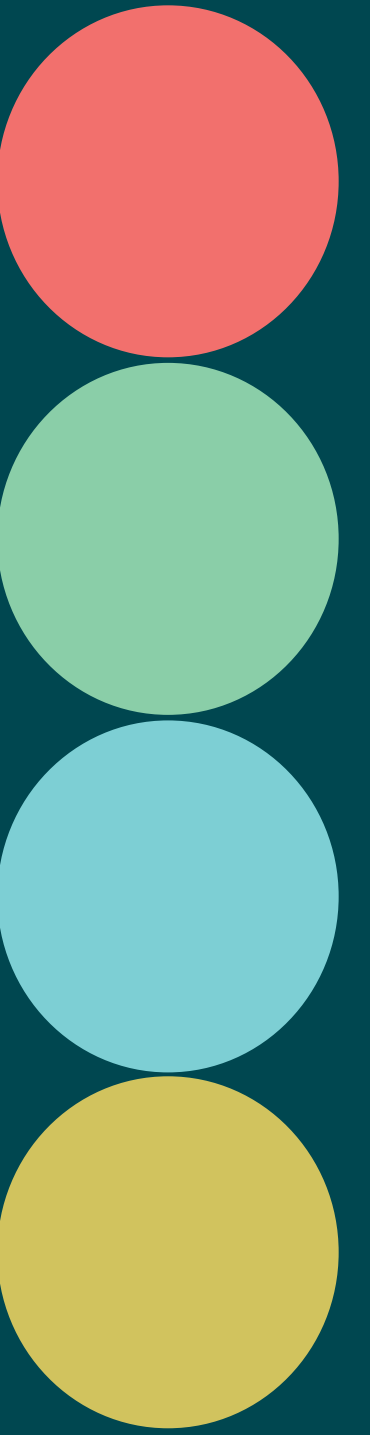
Key audience and stakeholders

We work across the whole of the UK and Ireland.

Our key audience is policy makers, decision makers, researchers, practitioners, community organisations and anyone interested in public policy. Overall, many are what would be deemed as a senior audience.

We have developed a list of around 250 key organisational stakeholders, and within that list around 50 people of more significant importance to our work.

As well as those who are familiar with us and our work, it will also be important to include the voice of those who are not to understand their views of aspects such as collective wellbeing and things that an organisation such as ours could be doing.



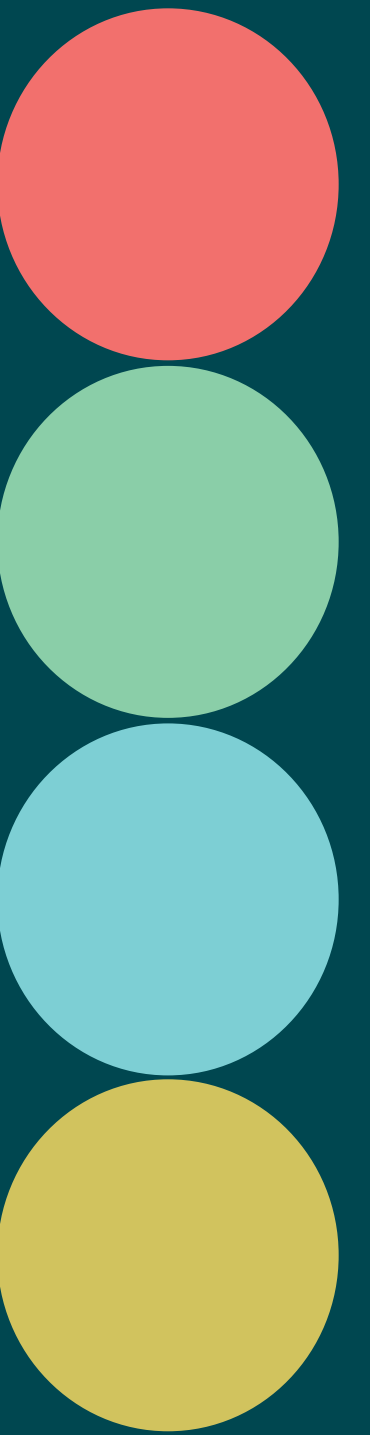
Methods

We would like the contractor to work with our Head of Research to design and deliver both quantitative and qualitative research with our key stakeholders.

We envisage that the quantitative survey would be sent to all our stakeholders and that c.10 - 20 in depth interviews would be conducted with a selection of these stakeholders within EACH jurisdiction we operate in – however, we would like your views on feasibility of this and what you would deem necessary. It will however be important for us to look at results at a holistic level but also within separate jurisdictions. Our Head of Research would work with the contractor on the design of these interviews. The contractor will be responsible for recruitment from the key stakeholder list we provide. Please also advise on any incentives required for either/both elements of the research programme.

We would be pleased to hear from contractors regarding how they would both maximise information returns and quality of insights.

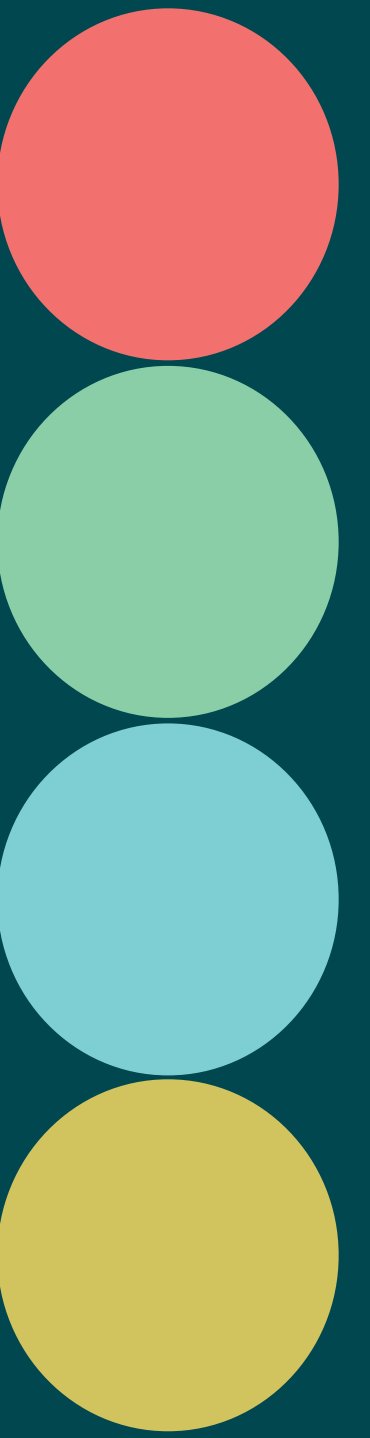
We would be pleased to hear from contractors about their experience delivering similar projects.



Adding value

We recognise that the process of getting in touch with Carnegie UK stakeholders to seek their views is also an opportunity to strengthen our relationships with them and to give them a better understanding of our work.

We would be pleased to hear contractors' ideas about achieving this outcome without harming the integrity of the work and how this would fit in with any code of practice/ethics.



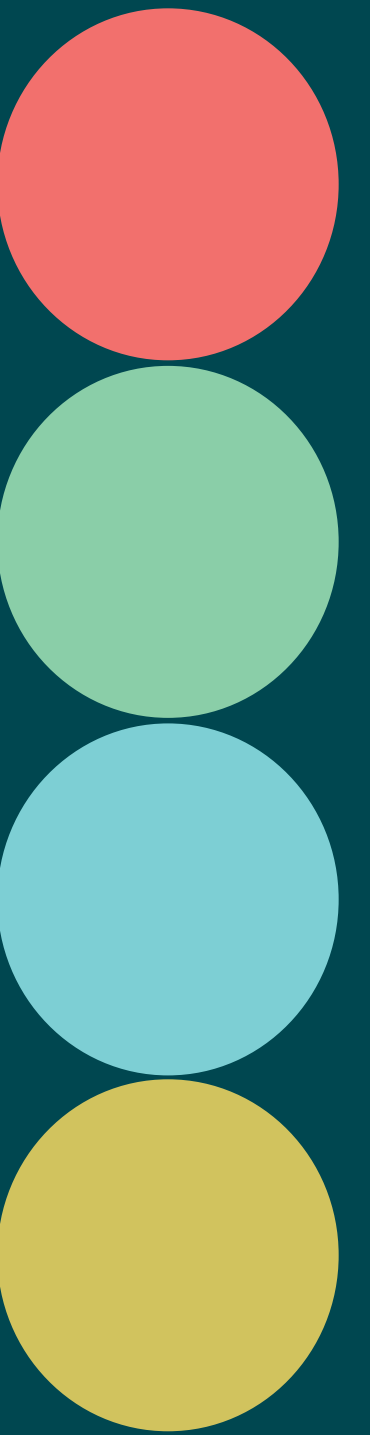
Approach, timescales and budget

Carnegie UK are looking for an organisation that has the expertise and capacity to deliver this work for the end of June 2025. We would be pleased to appoint a contractor before the end of February 2025.

We would welcome an in person set up workshop with Carnegie UK internal stakeholders and the appointed agency at commencement of the project.

Output from the research should consist of a verbal presentation, a summary report and a concise executive summary – we would welcome the opportunity to workshop the findings with the agency.

Our budget is £25,000 - £35,000 + VAT



Responding to the tender

The deadline for tender responses is **Friday 31st January 2025**.

- Proposals of no longer than 5 pages should include:
- An outline on how you view the brief.
- A top line proposal of how you would take the brief forward, including methodologies.
- A proposed timeline for the project.
- A breakdown of how the budget may be allocated, including a demonstration of value for money.
- Evidence of alignment with our mission and values.
- A summary of your organisation and your relevant experience, including a select number of case studies.

Submissions should be sent to our Head of Research: susan.pinkney@carnegieuk.org

If you have any questions on any aspects of this brief, please contact Susan on the email above in the first instance.

