



## Call for proposals

### Children, Violence and Vulnerability 2024

#### A national survey on young people's experience of violence

**December 2023**

The Youth Endowment Fund (YEF) is commissioning our third survey into young people's experience of violence. This is an annual survey providing original insights from a sample of children aged 13-17 in England and Wales. Our second annual report was published in November and looked at children's experiences as victims, witnesses and perpetrators of violence, in person and online. It can be viewed [here](#). It reflects the responses from over 7,500 children. We're now seeking proposals from surveying and polling organisations to conduct our third annual survey.

#### About the Youth Endowment Fund

The Youth Endowment Fund (YEF) aims to prevent children and young people becoming involved in violence. We do this by finding out what works and building a movement to put this knowledge into practice. You can read more about our approach [here](#). Key to our work is developing a deep understanding of the causes of violence, including young people's experiences.

#### About this project

The Children, Violence and Vulnerability report sets out to be the country's leading and most authoritative report on children's experience of violence and how it shapes their lives.

This year we surveyed over 7,500 children aged 13–17 across England and Wales. This was an online survey that took 15 minutes to complete. Parents provided consent to their children taking part and were also asked a limited number of questions about themselves and their children’s home lives.

To understand the scope, we strongly encourage bidders to review the annexes to this year’s report ([here](#) – Annex 1 and 2, pp. 112–121), which covers the methodology and framing of the questions.

### **What we’re looking for this year**

We’re looking to recruit a surveying or polling organisation to conduct our third annual survey. We plan to replicate many aspects of the survey from last year, including:

- A sample of no less than 5,000 children aged 13–17 across England and Wales and ideally the same or greater than the 7,500 achieved in this year’s survey. We’re particularly keen to hear from the experiences of children from minority ethnic backgrounds and would welcome proposals that are able to target or over recruit children from these groups.
- The survey questions will largely replicate those used in previous years, with adaptation to a few of the questions, led by the YEF. It has been developed to be delivered online and collect responses from both parents/guardians and their children. Successful bidders will be responsible for hosting the survey, developing the question routing and collating responses.
- The survey should be live from May to June 2024, with results available in July.

We will have a preference for surveys with clearly defined sampling frame(s) with random sampling where appropriate (including within households, if required).

### **One area we’d like input from the successful bidder is on the strategy for ensuring national representativeness/representativity.**

The findings from the survey should, as far as possible, be generalisable to the experiences of children across England and Wales. We have a strong preference for sampling strategies that guarantee generalisable results to Wales and each of the nine

regions of England. Furthermore, we are keen to oversample children from minority ethnic backgrounds.

Bidders will need to provide:

- An explanation of how families/children are recruited into the survey.
- A detailed outline of the target and survey population they plan to base their recruitment on.
- An outline of the strategy used to ensure national and regional representativeness, including accounting for selection bias.
- A proposal regarding how minority ethnic children will be reached and potentially oversampled.
- An outline of the main factors to be incorporated into the (poststratification) weighting strategy, such as socio-economic, demographic, and other characteristics.
- An explanation of how the data will be processed and cleaned.

## Outputs

We will work with the appointed team to agree the full set of outputs. We anticipate this will be:

1. Files with all the underlying raw data submitted to the YEF as soon as the survey closes, following any cleaning/processing of the data.
2. A set of initial summary tables based on an agreed output specification.
3. A full technical report outlining the approach to sampling and weighting.

We are flexible at this stage on the extent of the role that the appointed team plays in drafting of the report itself. It is our expectation that that YEF will be responsible for production and write-up of the report, including analysis of the survey data. However, if bidders wish to be involved in the analysis and write-up, they should separately present a costing and proposal for this.

## Timeline

Key deadlines are for the survey going live by May 2024, and delivery of the survey output and technical report by July 2024. The timeline is outlined below. We welcome

teams' views on the risks created by the proposed timeline (and any potential mitigations). We are willing to discuss the final timeline with the appointed team.

<b>Activity</b>	<b>Expected time frame</b>
Call for proposals published	18 <sup>th</sup> December
Proposals due	2 <sup>nd</sup> February
Preferred bidder communicated	W/C 12 <sup>th</sup> February
Contract signed	W/C 19 <sup>th</sup> February
Work commences	W/C 26 <sup>th</sup> February
Survey in field	20 <sup>th</sup> May – 5 <sup>th</sup> July
Survey data/output tables provided	W/C 8 <sup>th</sup> July
YEF drafting of the final report	July–September 2024
Publication of final YEF report	November 2024

## **Budget**

We do not have a specific budget in mind for this work. We believe budgets are likely to vary depending on the proposed sample and analysis undertaken. We are open to team's proposals on what budget is required to deliver a highly robust survey with original insights in the timescales set out. Value for money will be an important criterion in assessing bids.

## **How to apply**

We invite teams to submit proposals of no more than 3,000 words, excluding references. In the proposal, bidders will be expected to include the following:

- An understanding of the current survey design and recruitment from previous years and suggestions how this could be improved.

- A proposal for the design of and recruitment to the survey, including sampling and weighting strategy to ensure national and regional representativeness and oversampling of key subgroups of minority ethnic children.
- A detailed description of each stage of the project, including timescale.
- A risk mitigation strategy for how the survey will meet the recruitment targets and timeline proposed.
- The relevant experience of the team. Specifically, your track record of undertaking surveys with similar populations (examples of relevant prior research are encouraged).
- A detailed budget with justification for time spent, staff and wider costs incurred. All figures should be inclusive of VAT.

All proposals will be reviewed, using the criteria provided in [Appendix 1](#).

**Please send your application to [cassandra.popham@youthendowmentfund.org.uk](mailto:cassandra.popham@youthendowmentfund.org.uk) by 5pm Friday 2<sup>nd</sup> February 2024.** For any further questions about making an application, please contact [cassandra.popham@youthendowmentfund.org.uk](mailto:cassandra.popham@youthendowmentfund.org.uk).

## Appendix 1: YEF scoring criteria

### **Scoring criteria:**

#### **1. Relevant experience of core project team (30%)**

- a) The extent to which the applicant demonstrates expertise in relevant survey design, methodology, and analysis.
- b) The extent to which the proposed team demonstrates a track record of delivering high quality surveys in relevant populations.
- c) The extent to which the proposed team demonstrate an understanding and track record of good project management and robust quality assurance procedures.

#### **2. Methodology and approach (40%)**

- a) The suitability of the proposed scope and scale of the survey and understanding of the research aims and objectives.
- b) A clear outline of the sampling frame(s) used and information on how random sampling will be conducted.
- c) The proposed approach to sampling, recruitment and weighting to produce nationally representative results and make statistically valid comparisons by priority sub-groups.
- d) Demonstration of the professional bodies and ethical standards your organization and those you work with will adhere to in undertaking this survey.

#### **3. Delivery and value for money (30%)**

- a) A proposed timeline with key risks and mitigations identified.
- b) Detailed cost of your proposal and how this demonstrates value for money.

<b>Scoring criteria</b>	
0	Totally fails to meet the requirement – information not available
1	Meets some of the requirements with limited supporting information
2	Meets some of the requirements with reasonable explanation
3	Fully meets the requirements with detailed explanation and evidence
4	Exceeds the requirements with extensive explanation and evidence