

# GambleAware

## **THE EFFECT OF GAMBLING MARKETING AND ADVERTISING ON CHILDREN, YOUNG PEOPLE AND VULNERABLE PEOPLE**

### **Research: invitation to tender**

July 2017

#### **1. Summary**

The Responsible Gambling Strategy Board (RGSB) and GambleAware have prioritised research to understand the effect of gambling marketing and advertising on children, young people and vulnerable people, to inform measures to minimise gambling-related harm.

The RGSB has issued a **research brief**. This sets out the policy context, need for the research, how the research will be used and the research questions to be addressed.

GambleAware is responsible for commissioning the research against this brief. This **invitation to tender** contains the information needed for applicants to understand what research services are required and to produce an appropriate proposal and tender documentation. It includes:

- Research delivery: the skills and experiences sought from suppliers, the budget and project timelines.
- Research standards: the research practices and quality expected, including stakeholder engagement, ethics, data reuse, publication and impact, confidentiality and intellectual property.
- The tender process: what information proposals need to contain, evaluation criteria and the tendering schedule.

**Bidders need both documents to prepare proposals.**

#### **2. About the funder – GambleAware**

GambleAware is the leading charity in the UK committed to minimising gambling-related harm. As an independent national charity funded by donations from the gambling industry, GambleAware commissions education, prevention and treatment services and funds research to inform policy and practice. GambleAware's aim is to stop people getting into problems with their gambling, and ensure that those that do develop problems receive fast and effective treatment and support.

GambleAware works closely with the [RGSB](#), the Gambling Commission's independent advisor on research, education and treatment. The RGSB is responsible for generating an independent, unbiased evidence-based strategy for research, education and treatment for Great Britain. It published the latest [National Responsible Gambling Strategy, 2016-2019](#).

GambleAware is responsible for fundraising and commissioning to deliver priorities identified in this strategy, subject to these being compatible with GambleAware's charitable objectives.

Robust research governance arrangements ensure the independence of GambleAware's research programme. Research is conducted under the terms of a [Research Commissioning and Governance Procedure](#) formed in 2016 between the RGSB, the Gambling Commission and GambleAware. Under this agreement, the RGSB sets the priorities and objectives for research, and GambleAware is responsible for commissioning research to achieve these. The RGSB has published its [Research Programme 2017-2019](#) and GambleAware has set out how it intends to commission research to deliver this programme in its [Commissioning Plan 2017-19](#).

Within GambleAware, decisions on research are governed by its Research and Evaluation Committee, consisting only of trustees independent of the gambling industry and observed by the RGSB, the Gambling Commission and the Department of Digital, Culture, Media and Sport (DCMS). The charity's [research governance processes](#) ensure there is no opportunity for the industry to inappropriately exert influence on the awarding of grants, conduct, outcome or publication of research. However, within this governance framework, there is a role for industry in: access for researchers to industry premises, staff, data and customers (with appropriate protections); opportunities for trials, tests and pilots within the industry; and better understanding and willingness to engage in harm-minimisation measures by the industry.

## **A. Research delivery**

### **3. Supplier skills and experience**

The use of multi-disciplinary teams and newcomers to the gambling research field are encouraged. Skills and experience in disciplines relevant to the projects, outside of gambling studies, are highly valued. Where research teams do not have gambling specific expertise, this can be provided by an expert steering group and GambleAware.

The following skills and experience are sort:

- Attitudinal and behavioural research
- Media, communications, social media and market research
- Applied research to inform policy and practice
- Research with vulnerable groups
- Engagement with stakeholders.

Proposals must demonstrate these skills through examples of previous projects. Proposals must provide the CVs of team members and specify the roles and number of days each team member will contribute. The contracted supplier will be expected to inform GambleAware should a team member or roles change and account for how this will be replaced with comparable skills and expertise.

### **4. Eligibility**

Applications will be accepted from all locations; however, preference will be given to teams based in Great Britain to facilitate meetings with GambleAware, industry collaborators and other stakeholders. Those teams located outside Great Britain must ensure they specify, in their proposal, how they will manage communication during the project. Results must be applicable to Great Britain.

## **5. Budget**

The research project will have a total overall budget of £150,000. Value for money and justification for project costs are key assessment criteria.

The preference is to appoint one supplier to deliver the entire research project and all research questions. However, different research teams may be appointed to undertake components of the project and GambleAware may choose to fund only selected components of a proposal. Where multiple research teams are appointed to deliver components of the research project, they will be expected to collaborate with each other where appropriate.

The research will be for the public benefit, will be conducted for the public good and its results will be broadly disseminated and accordingly will be funded by way of a restricted grant. This means VAT will not be chargeable on the work to be carried out.

## **6. Project schedule**

The overall timescale for this work will be approximately six to eight months. The following are indicative key deliverables and milestones:

- Projection inception
- Literature review, methodology and instrument development
- Interim report
- Draft report
- Final report
- Dissemination

Proposals must include a project plan and regular (e.g., twice monthly) progress reports on the project plan will be expected.

## **B. Research standards**

### **7. Engagement with stakeholders, industry and affected people**

In general, engagement through the research process with stakeholders is important to making sure the research is relevant to policy questions and impactful. Proposals should indicate key stakeholders and how they will be engaged.

Gamblers, including those who have experienced harm, and their families and friends, are likely to be able to offer important insights to research and policy. Consideration should be given to ways of capturing these insights in the research and explained in proposals. Proposals should also indicate how the views of people affected by gambling have informed the development of the proposal.

For those projects that will rely on industry collaboration, GambleAware, the RGSB and the Gambling Commission can facilitate access to multiple operators who will provide data, practical assistance and general support for the duration of the project. Applicants do need to clearly identify and justify project requirements from industry collaborators (if applicable) in their proposals.

Suppliers will need to demonstrate the ability to work effectively with commercial operators/suppliers through the course of the research (within governance procedures that prevent any undue industry influence).

## 8. Oversight and review

The research will be overseen by an expert steering group, which may include academics, practitioners, experts by experience and representatives of the RGSB and/or the Gambling Commission. This steering group will provide support to the researchers, quality assurance and ensure the research delivers on its purpose for policy and practice.

All final reports will be subject to peer review by GambleAware's [Independent Research Review Panel](#) of international experts, using best practice in peer review; and to comment from the RGSB. Researchers will be expected to respond to all comments and revise reports appropriately.

## 9. Ethics and data protection

GambleAware requires research to comply at all times with good practice in research ethics and with data protection legislation. This is especially the case as much of the research commissioned involves vulnerable people.

Researchers must:

- Follow the code of practice for their discipline. Where there is not a discipline specific code of practice, the [Economic and Social Research Council framework for research ethics](#) must be followed
- Set out in bids how they will address issues of ethics and data protection, and this will be taken into consideration in the evaluation of proposals
- Obtain ethical approval prior to commencement, which must include scrutiny by an ethics review panel independent of the research team. Proposals must state how ethical approval will be obtained
- Report in final reports on how ethical approval, ethical concerns and data protection were addressed in the research.

## 10. Data reuse

GambleAware follows [Research Council policy regarding data reuse](#). Research data is a public good which should be available for full exploitation. GambleAware commissioned research generates a range of datasets of potential value. While such datasets can contain commercial or sensitive data, data reuse practice enables data sharing even in this context.

Researchers are required to make available for reuse, primary data collected or generated during research or derived from existing sources, in a timely way, with as few restrictions as possible, compliant with ethics, privacy and intellectual property. Non-deposit of research data is an exception which must be justified. Specifically, research is required to adhere to the following requirements:

- Demonstrate no suitable data is available for reuse before creating new data
- Make openly available research data, free of charge, as open data, safeguarded data or controlled data, with these different levels of security depending on the sensitivity and confidentiality of the data
- Take account of legal, ethical and commercial constraints on release of research data, and plan at the initiation and through the research cycle how these will be managed, with the aim of maximising data reuse. This includes, where appropriate, obtaining

informed consent for data sharing, anonymising data, and seeking data-sharing approval as part of ethical review

- Provide sufficient metadata to ensure research data are discoverable and independently understood without recourse to the creator, and for the creators of the data to be cited
- Make data which supports published research outputs findable and accessible at the same time as published outputs as far as possible. Publications should state how underlying research materials, including data, samples or models, can be accessed
- Deposit data for reuse with a responsible digital repository, which meets Research Council requirements, and which provides data assets in a way which are findable, accessible, interoperable and reusable. GambleAware may, in certain circumstances, specify the data repository with which the data should be deposited
- Intellectual property contributions of researchers in the creation of data are recognised through citation, and abiding by the terms and conditions under which data is accessed. Researchers may apply to have a limited period of privileged use of the data to enable them to publish their results (usually no more than 12 months from the end of the project).

Proposals should include a data management and sharing plan, with costs for this included in proposals.

## **11. Intellectual property**

The successful contractor will own all rights in and to any intellectual property created or arising from the work carried out by the contractor (or by the contractor's employees or agents).

The supplier will be required to grant to GambleAware a non-exclusive, perpetual, irrevocable, royalty free license (without the right to sub-license) to use the deliverables.

GambleAware acknowledges that the contractor may own proprietary software, analytic tools and techniques which may not be assigned to GambleAware. Where such software, tools or techniques exist and will be used by the contractor in the proposed research, the contractor should provide details in its tender of the methodology, to be used in the proposed research highlighting clearly where such software, tools or techniques will not be assigned to GambleAware and/or may not be shared with the public.

## **12. Reporting**

Research projects should produce a comprehensive report using best practice for qualitative or quantitative research. While GambleAware appreciates that different research designs will require different components and reporting, it is expected that the projects and final report will include the following:

- A literature review: GambleAware expects that whatever the size of the proposed project, the relevant background literature and empirical evidence will be considered and will shape project aims, data collection and analytical work. Therefore, some form of literature review should be included in the interim and final report
- Methodological approach: methods for data collection and analysis must be transparent and clearly communicated
- Clear and full presentation of data and key findings
- Discussion of key findings and recommendations: This section should clearly outline how the findings from the research contribute to the overall aim of the research

programme. It should answer the question 'so what?' – setting out the implications and recommendations from the research for policy, practice and further research. Limitations and caveats should also be clearly explained.

GambleAware requires researchers to provide a plain language summary of research findings and implications, to be published alongside the final research report on our website. Creative and innovative means of presenting findings for various stakeholders are encouraged.

### **13. Dissemination and impact**

The purpose of GambleAware research is to inform policy and practice and so we publish reports and plain language summaries as soon as they are finalised on our website. This is so the findings are immediately available, not just to other researchers but also to business, charitable and public-sector bodies and the public in general.

We encourage the widespread dissemination of the results of research by research teams, including in academic journals. Bids should set out how they will communicate and obtain impact from their research.

GambleAware follows Research Council policy on open access publication. This requires that where researchers publish in academic journals, they must do so with open access, either via the Gold (immediate access) or Green route (embargoed for limited period of 6 to 12 months, depending on the discipline). The Gold route is strongly preferred.

GambleAware will fund open access publication costs where a fee is charged. This cost should not be included in proposals but submitted to GambleAware at the point an article is accepted for publication. Email the following details to [natalie@gambleaware.org](mailto:natalie@gambleaware.org)

- Your current employing institution
- Title of the paper
- GambleAware grant
- Journal title
- Proposed date of publication
- Cost of the open access fee.

### **14. Confidentiality**

The successful contractor will be required to agree to the following confidentiality provisions:

- Keep confidential all intellectual property and know-how, including confidential commercial and financial information, disclosed by GambleAware to the contractor during the course of the research project
- Not disclose to third parties without the express prior written consent of GambleAware any information arising from the work performed as part of the research project
- The contracted supplier will discuss with the GambleAware its strategy for communication before it publicises any aspect of the research; and will provide messages and materials for media, social media or public communication for approval of GambleAware
- Ensure that all proposed publications are submitted to GambleAware for approval prior to publication with the expectation that approval will be given unless there are reasonable grounds not to do so.

GambleAware may from time to time require that the successful contractor's employees and/or other person working on the research project enter into a confidentiality agreement with GambleAware.

## **C. TENDER PROCESS**

### **15. Requirements for proposals**

All documents and all correspondence relating to the tender must be written in English. You should consider only the information contained within the RGSB Research Brief, this ITT and supporting documents, or otherwise formally communicated to you in writing when making your proposal. Ensure you refer to the relevant sections in both the RGSB Research Brief and ITT for the requirements for the components of the tender documents.

The tender documentation submitted should include the following, clearly set out and labelled:

- Understanding of the research purpose and objectives
- Understanding of the literature and existing evidence base
- An outline of and justification for proposed research design and methods. The scope of the research is wide, including all forms of gambling marketing and advertising and its influence on children and young people, young adults and vulnerable groups (at a minimum, those living within economic constraints; those living with a limited capacity to understand information contained within gambling marketing and advertising; those already experiencing problems with their gambling). Proposals must set out and justify clearly their strategy for answering the research questions across this wide scope. This should include the marketing and advertising sampling and analysis strategy and the approach to research with each of the audiences the proposal covers
- Stakeholder engagement, dissemination and impact plan
- Plan for ethical approval and ethics considerations
- Plan for data management and sharing
- A summary of any propriety intellectual property which will be used to carry out the research
- Set out key activities and specific outputs, with a timetable (e.g., GANTT chart)
- Details of three previous projects that demonstrate the supplier has the required skills and experience
- Team members, their roles on the project and a CV or brief biography for each member of the team
- Details of participating contractors
- Full disclosure of costs, including number of days required for each task, day rates for different members of the research team and days per team member, and anticipated expenses
- A brief risk assessment with proposed remedies relating to identified risks
- Contact details for two referees.

## 16. Evaluation criteria

GambleAware will assess applications in accordance with the marking system set out below:

Score Key Assessment	Score	Interpretation
Excellent	5	Excellent standard with no reservations about acceptability
Good	4	Good standard with no reservations about acceptability
Acceptable +	3	Acceptable standard with minor reservations about acceptability
Acceptable -	2	Acceptable standard with reservations that require review
Serious Reservations	1	Meets minimum requirements - but serious reservations
Unacceptable	0	Fails to meet the minimum requirements

The following table will be used to guide the evaluation:

Theme	Criteria	Score (0-5)	Comments
The tenderer	The tenderer demonstrates sufficient depth and breadth of relevant experience		
	The tenderer has a relevant network to support their work		
	The tenderer will command credibility with key stakeholders		
The research	The approach outlined in the tender will achieve the research and policy purpose		
	Overall, the research design and methodology is appropriate to the research questions, of high scientific quality and feasible		
	<ul style="list-style-type: none"> <li>Quality and feasibility of the marketing and advertising sampling and analysis strategy</li> </ul>		
	<ul style="list-style-type: none"> <li>Quality and feasibility of the approach for children and young people</li> </ul>		
	<ul style="list-style-type: none"> <li>Quality and feasibility of the approach for young adults</li> </ul>		
	<ul style="list-style-type: none"> <li>Quality and feasibility of the approach for those living within economic constraints</li> </ul>		
	<ul style="list-style-type: none"> <li>Quality and feasibility of the approach for those living with a limited capacity to understand information contained within gambling marketing and advertising</li> </ul>		
	<ul style="list-style-type: none"> <li>Quality and feasibility of the approach for those already experiencing problems with their gambling</li> </ul>		



	The approach to research ethics is sound and in line with best practice and specifies how ethical approval will be obtained		
	The approach to data reuse is sound and in line with best practice		
	There is a clear plan for engagement of stakeholders throughout the research, dissemination and impact		
	The proposal considers how the views of those affected by gambling-related harm will be included in the research		
	The tenderer adopts effective quality assurance procedures		
The cost	The timescale is within that outlined in the ITT		
	The tender outlines sufficient internal project governance and management		
	There are sufficient resources of suitable quality allocated to deliver the project		
	The costs are clearly explained and certain		
	The overall tender cost represents value for money		

## 17. Tendering schedule

On receipt of the proposals, a GambleAware selected panel will perform an evaluation of proposals, with a view to selecting one or more organisations to perform the research.

Decisions on the awarding of funds are made by GambleAware's Research and Evaluation Committee. The decisions and minutes of the Research and Evaluation Committee, including the results of tenders, are published on GambleAware's website and therefore made public.

Applicants may be required to attend a meeting to discuss any aspect of proposals.

You may submit, by no later than 5pm BST on Friday 1 September 2017 any queries that you have relating to this ITT. Please submit such queries by email to [commissioning@gambleaware.org](mailto:commissioning@gambleaware.org).

Any queries should clearly reference any appropriate paragraph in the documentation. As far as is reasonably possible, GambleAware will respond to all reasonable requests for clarification of any aspect of the RGSB Research Brief, this ITT and supporting documents, if made before the above deadline.

Proposals must be submitted by 5pm BST on Friday 15 September 2017 to the following e-mail address: [commissioning@gambleaware.org](mailto:commissioning@gambleaware.org). GambleAware reserves the right to extend any deadline. Any extension granted will apply to all applicants.

GambleAware reserves the right to reject any proposals:

- received after the deadline; and/or
- which do not comply with the conditions and requirements set out in this ITT

The successful contractor will be required to enter into a legally binding agreement with GambleAware.

## **18. Conditions of tender**

GambleAware reserves the right to issue the response to any clarification request made by you to all applicants unless you expressly require it to be kept confidential at the time the request is made.

The information contained in the RGSB Research Brief, this ITT and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue but GambleAware does not accept any liability for its accuracy, adequacy or completeness and no warranty is given as such. This exclusion does not extend to any fraudulent misrepresentation made by or on behalf of GambleAware or to any other liability which cannot be excluded at law.

By issuing this ITT, GambleAware is not bound in any way to enter into any contractual or other arrangement with you or any other party.

It is intended that the remainder of this procurement will take place in accordance with the provisions of the RGSB Research Brief and of this ITT but GambleAware reserves the right to terminate, amend or vary the tendering process by notice to all tendering organisations in writing. GambleAware does not accept any liability for any losses caused to you as a result of such termination, amendment or variation.

You will not be entitled to claim from GambleAware any cost or expenses that you may incur in preparing your proposal irrespective of whether or not your tender is successful.

All information supplied to you by GambleAware, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers) unless the information is already in the public domain.

There must be no publicity by you regarding the award of any contract unless GambleAware has given express written consent to the relevant communication.