

## TERMS OF REFERENCE

### Endline data collection for end of project logframe reporting on project results

#### **Introduction**

The British Council in Bangladesh is looking for a consultancy/research firm to carry out an end line study (population survey and focus groups) for the Platforms for Dialogue (P4D) project to document its progress and achievements. The study involves a face-to-face survey of citizens in 21 Districts, implemented using a fully-comparable methodology to the project's baseline survey (undertaken in 2018), and 16 focus groups with citizens.

This activity is part of the Platforms for Dialogue (P4D) project, a multi-year EU funded initiative in partnership with the Cabinet Division of Bangladesh, implemented through the British Council since February 2017.

#### **About Us**

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections, and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education, and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by the Royal Charter and a UK public body.

The British Council has been working in Bangladesh since 1952 and has operational centres in three cities (Dhaka, Sylhet, and Chittagong) with 150 staff. We engage with over 2.5 million people a year. We have three key areas of work - Education and Society, English, and the Arts. Through these areas, we engage with leaders and policymakers in Bangladesh, influencers and opinion formers such as teachers and business leaders, and young people in education or just starting their careers.

#### **Background: Programme objective and Scope**

Platforms for Dialogue (P4D), a European Union-funded project in partnership with the Cabinet Division, is working to improve good governance and engage civil society organisations and citizens in government accountability mechanisms. With our partners, Platforms for Dialogue increases awareness of citizen rights, promotes democratic ownership, and supports government officials to improve accountability and responsiveness. Implemented through the British Council, this multi-year project is a unique initiative that is working directly with both citizens and CSOs and the government to advance SDG 16 and contribute to good governance in Bangladesh.

The **overall objective** of the programme is to strengthen democratic ownership and accountability mechanisms in Bangladesh. The programme's **specific objective** is to promote a more enabling environment for the effective engagement and participation of the citizens and civil society in decision-making and oversight. The programme is organised around three Result Areas:

**Result Area 1:** "CSOs' ability to influence government policy and practice raised through better accountability to and more effective representation of citizens' interests";

**Result Area 2:** "accountability and responsiveness of government officials raised through enhanced capacity building of decision-makers and engagement with CSOs";



**Result Area 3:** "New tools and policy platforms for more effective dialogue between citizens and government are developed and utilised",

More information about the project is available in our web site at [www.p4dbd.org](http://www.p4dbd.org)

### **Scope and Objectives of the Assignment**

The project team is seeking to hire the services of a company/consultancy team who can undertake a comprehensive and rigorous endline study to collect data to report on project achievements and results which will be used to complete the final project Logframe and final donor report.

The project logframe includes a number of indicators related to changes in attitudes, awareness and behaviour among the target population who were engaged in project activities. A baseline survey of the local population was conducted in 2018, and P4D is looking for the assessment to be repeated at the end of the project in order to report on changes as a result of the intervention.

### **Scope of Work**

#### **1. End of Project Population Survey**

P4D requires a rigorous, representative survey of citizens in 21 Districts to be conducted. The survey should be conducted face to face, to allow for maximum comparability with the baseline survey, ideally using a Computer Assisted Personal Interviewing (CAPI) surveying approach.

The survey should be conducted with a random selection of adults (aged 18+). The survey will last approximately 30-40 minutes in length and will include up to 6 open ended questions which must be coded by the selected survey company. The questionnaire will be provided in English to the survey company by P4D. This will need to be translated by the selected company.

The total sample size should be at least 1250 respondents. See Annex 1 for the list of the 21 Districts and Upazilas. The sample should be distributed across the Districts proportionate to population size. The sample should be stratified by rural and urban areas within each Upazila. No more than 20 interviews should be conducted within any single locality to avoid over-representation in the final sample.

Households (those who eat from the same oven) should be randomly selected within pre-selected Union areas using a randomised approach - such as a "random walk" or random pre-selection using available official data on the locations. If selected households are not accessible, or refuse to participate, a predefined process should be used to identify replacements. Respondents should be selected at random from all adults (aged 18+) who live in the household (for example using Kish grid or other similar method).

#### **Quality Control:**

The demographic profile of the collected sample should be monitored during fieldwork against national population data in order to monitor whether the sample is achieving sufficient interviews according to gender, age and other key socio-economic data.

The final collected sample should also be verified against the planned sampling plan to ensure sufficient numbers of interviews were collected in each District, Upazila and Union.

Data collectors/Interviewers should be sufficiently trained to ensure a high standard of data collection and should be monitored by team leaders, with random spot checks on a selected number of interviews.



A computer/android device should be used to assist the interviewers with undertaking the interviews to reduce the risk of errors during fieldwork. The survey script should be fully tested and the interviewers trained on it prior to fieldwork.

The selected company is also responsible for undertaking quality checks of the collected data to verify whether the findings look accurate and reliable.

## **2. Focus Groups with citizens living in intervention areas**

A total of 16 focus groups (8 focus groups with males only, 8 focus groups with females only) are to be conducted. The selected company should undertake 2 focus groups in each of the 8 intervention divisions (list found in the annex) - 1 with males only, and 1 with females only.

The focus groups should take approximately 1.5 hours to 2 hours in length. Between 8 - 12 participants (aged 18+) should be included in each group. They should be identified and selected using a randomised approach within the intervention areas.

The selected company should ensure that there is both an experienced moderator and note taker present at each of the focus groups. Detailed transcript notes in Bangla should be kept for each group. A small incentive can be used to support participation in the focus groups, if the selected company thinks this is necessary. This, as well as any costs for transportation and venue hire, should be included in the submitted proposed budget. No additional costs will be accepted.

A discussion guide in English will be provided to the selected company to be used for the focus groups. This will need to be translated by the selected company. However, it is recommended that the discussions are semi-structured to allow for exploration of emerging issues during the groups. The findings from the focus groups should be summarised by the selected company in a report of approximately 15-20 pages in English, which should also contain information on the number of participants, their gender, age and location. The Bangla transcripts should also be provided to P4D.

### Quality Control:

The final sample should also be verified against the planned sample to ensure sufficient numbers of participants were involved.

Moderators should be sufficiently trained to ensure a high standard of data collection. Their work should be monitored by the team leaders, with a check on the sample and transcripts to ensure it is in line with the discussion guide and sampling plan.

### **Deliverables**

The selected company is expected to deliver the following to P4D:

- Inception Report in Microsoft Word (in English), summarising:
  - The survey approach, data collection team, number of interviews per interviewer and number of fieldwork managers
  - The Focus Group approach, interviewing team, number of moderators and note takers, number of groups per moderator and number of fieldwork managers
  - Sampling plan for both the survey and focus groups detailing number of planned interviews/participants per District, Upazila and Rural and Urban Unions
  - Full survey/focus group schedule detailing inception phase, fieldwork preparation and training, fieldwork schedule detailing dates for surveying/focus groups in each location, data entry/quality control and report writing
- CAPI Scripts for testing prior to interviewing (in Bangla)



- Training plan for data collectors/moderators
- Preliminary data files for checking
- Final cleaned data files (in Excel and/or SPSS giving all individual responses) which has been fully checked and verified by the selected survey company
- Final report (15-20 pages) detailing findings from the focus groups (in English)
- Transcripts in Microsoft Word from each of the 16 focus groups (in Bangla)
- Final methodological report in Microsoft Word detailing sampling plan, issues found during fieldwork and fieldwork dates (in English).

### Timeline

Actions	Expected Timeline
Kick off meeting with selected consultant/organisation	6 July
Inception Report Drafted and Submitted	17 - 31 July
Fieldwork preparation (including translation, interviewer training, and logistics)	1 - 18 August
Fieldwork and Data Cleaning	21 August - 21 September
Cleaned data files	5 October
Draft Focus Group Report submitted	5 October
Final Focus Group Report, Methodological Report (brief) and Cleaned Data submitted	20 October

The study along with the analysis and final report shall be submitted by no later than **20th October 2022**.

### Responsibilities of the consultancy firm/research organisation:

- closely liaise with the P4D project and relevant personnel from the planning stage until completion of entire assignment;
- be responsible for their own equipment and other personal expenses required during implementation;
- be responsible for own travel, transport and accommodation arrangements;
- be responsible for all logistics to organising the survey data collection and focus group logistics such as venue hire and incentives/refreshments;
- be responsible for ensuring the surveys and focus groups are conducted in line with the inception report plan;
- be responsible to submit the final report (in English) on the focus group findings, to give a PowerPoint brief presentation on the findings and to produce a methodological summary on the fieldwork;
- to deliver a cleaned data file in excel and SPSS format in line with the data file template

### Responsibilities of the P4D Project Team:

- P4D will provide all relevant information required for this assignment (guidance, questionnaire in English) as needed;
- P4D will review and give feedback on all deliverables
- P4D will ensure on time payment as per agreed payment terms.



### Required Skills and Experiences of the organisation:

- Minimum ten years' experience in conducting national surveys of citizens in Bangladesh using face to face methods.
- Extensive prior experience using CAPI survey approaches
- Minimum five years' experience conducting focus groups
- Prior experience in conducting social science research for governmental and non-government organisations.
- Experience of working with European Union funded projects will be considered an advantage.

### Composition of the Core Team

Position	Quantity	Qualification
Principal Researcher	1	<ul style="list-style-type: none"> <li>• Minimum Postgraduate Degree in social science discipline or any other relevant subject (PHD is considered an advantage).</li> <li>• 10 years' proven experience in carrying out representative quantitative surveys of citizens in Bangladesh</li> <li>• Experience using various quantitative statistical tests</li> <li>• Experience undertaking focus group studies in Bangladesh</li> <li>• Experience in conducting research related to civil society engagement and on regional and local level is preferred</li> <li>• Experience carrying out research on sensitive topics is preferred.</li> <li>• Fluency in Bangla and ability to communicate clearly in English.</li> <li>• Proven experience writing clear reports in English.</li> </ul>
Fieldwork Manager	1	<ul style="list-style-type: none"> <li>• Minimum Postgraduate Degree in social science discipline or any other relevant subject.</li> <li>• 7 years' work experience in quantitative data collection and national population surveys</li> <li>• Extensive prior experience supervising research teams to carry out national surveys in Bangladesh</li> <li>• Expertise in statistical software (such as SPSS)</li> <li>• Experience undertaking focus group studies</li> <li>• Work experience in civil society engagement projects and European Union-funded project is preferred</li> </ul>

### Technical and Financial Proposal Evaluation Criteria

Criteria for Technical proposal	
Criteria, sub-criteria	
1) Social Value - Refer to the Supplier Response template – Part 1 (10)	
2) Specific experience relevant to the assignment. (40)	
a) Experience in undertaking nationally representative quantitative surveys of citizens and focus groups in Bangladesh	20
b) Experience using CAPI surveys	10
b) Experience in carrying out research on civil society engagement and governance	10
3) Adequacy of the technical proposal, proposed methodology, and work plan responding to the ToR. (25)	
(a) Technical proposal, approach, and methodology	15
(b) Work plan	05



(c) Organisation and staffing (combination of core team)	05
4) Professional staff qualifications, experience and competence for the assignment. (25)	
Principal Researcher	15
Co-Principal Researcher	10
Total	(100)
The minimum Technical Score (St) required to pass is: 70 points. However, the PEC may decide considering the practical situation	
<b>Criteria for evaluation of Financial Proposals</b>	
The formula for determining the financial scores is the following: $S_f = 100 \times F_m / F$ , in which $S_f$ is the financial score, $F_m$ is the lowest price and $F$ the price of the proposal under consideration.	
The weights given to the Technical and Financial Proposals are: Technical proposal = weight: 0.7 and Financial Proposal = weight: 0.3	

### How to apply

All documents required as part of your Proposal should be submitted to [Shariful.Haque@bd.britishcouncil.org](mailto:Shariful.Haque@bd.britishcouncil.org) with a copy [Saiful.Islam@bd.britishcouncil.org](mailto:Saiful.Islam@bd.britishcouncil.org) by the Response Deadline, as set out in the Timescales section of this RFP. Please mention “**RFP for P4D Endline Survey**” in the subject line

*“The British Council believes that all children have potential and that every child matters - everywhere in the world. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC, 1989”*

*“The British Council is committed to a policy of equal opportunity. Our policy aims to ensure that no job applicant or employee receives less favourable treatment on the grounds of gender, age, disability, ethnicity, religion or marital status. We guarantee an interview to disabled candidates who meet the essential criteria”*

### Annex 1 - Intervention Areas

Division	Districts	Upazila
<b>Barishal</b>	1. Patuakhali	1. Patuakhali Sadar
	2. Pirojpur	2. Pirojpur Sadar
<b>Chattogram</b>	3. Bandarban	3. Bandarban Sadar
	4. Feni	4. Daganbhuiyan
<b>Dhaka</b>	5. Brahmanbaria	5. Sarail
	6. Gopalganj	6. Gopalganj Sadar
	7. Munshiganj	7. Serajdikhan
<b>Khulna</b>	8. Kishoreganj	8. Karimganj
	9. Jashore	9. Abhaynagar
	10. Bagerhat	10. Kachua
<b>Mymensingh</b>	11. Kushtia	11. Kushtia Sadar 12. Mirpur
	12. Jamalpur	13. Islampur
	13. Netrokona	14. Purbodhola



<b>Rajshahi</b>	14. Rajshahi	15. Paba
	15. Natore	16. Natore Sadar
	16. Pabna	17. Pabna Sadar
<b>Rangpur</b>	17. Panchagarh	18. Panchagarh Sadar
	18. Nilphamari	19. Kishoreganj
	19. Gaibandha	20. Gaibandha Sadar
<b>Sylhet</b>	20. Moulvibazar	21. Sreemangal
	21. Sunamganj	22. Bishwambarpur

