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Tender

## **SU09(26) Tender for Data Collection for Survey-based Study of the 2026 Senedd Election**

Swansea University

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

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Procurement identifier (OCID): ocids-h6vhtk-059763

Published 10 September 2025, 11:36am

### **Scope**

### **Reference**

SU09(26)

### **Description**

The Senedd election is scheduled to take place by May 7th, 2026. In order to study this election, the project academic leadership team of Prof Matthew Wall (Swansea University), Dr Bettina Petersohn (Swansea University), and Dr Anwen Elias (Aberystwyth University) are leading a survey-based research project seeking to capture and disseminate representative data on Welsh voters' attitudes, behaviours, and socio-demographic attributes (including an enhanced focus on the themes of 'place, power, and political engagement').

The wider project toward which this work will contribute is entitled 'The 2026 Welsh Election Study: Place, Power, and Political Engagement'

In this procurement process, Swansea University is seeking tender submissions from survey providers to undertake a series of representative sample survey waves of the

Welsh electorate, encompassing one pre-campaign wave, one in-campaign wave, and one post-campaign wave.

The overarching aim of the WES 2026 Survey is to implement a high-quality data collection strategy to capture voters' attitudes and behaviours pre-election, during the campaign, and after the Senedd election in May 2026, resulting in a cutting-edge public opinion data resource that is, as far as possible, robust, representative, and generalisable for inference about the Welsh electorate.

The research team has identified push-to-web as the representative sampling methodology that they will deploy. A clear, granular account is required of how this approach will be rolled out to deliver 3 x representative samples across the project timetable (see section 9). A minimum n of 2,000 is stipulated for each survey wave, but the approach is one that prioritises data quality over quantity. As such, an emphasis is sought on the survey frame coverage, on the randomisation of selection, and on the protocols to secure a 20% plus response rate, as well as the generation of survey data weights. In addition and as stipulated above, an approach is also sought to the provision of anonymized respondent location data using the ONS Output Areas system.

The project is funded by UK Research and Innovation's (UKRI) Economic and Social Research Council (ESRC). WES 2026 is part of a UK-wide set of national election studies, and its work supports the delivery of ESRC's data infrastructure strategy.

The total maximum budget for this work is £368,000.00 (inclusive of VAT, all Welsh language translation & all expenses)

This tender is being conducted electronically via etenderwales BravoSolution, where the tender documents can be found in project 31576 and itt 119846. A completed Tender Questions and Response Document (tender document 2) and a Price Schedule (tender document 5) are required to be uploaded onto the etenderwales BravoSolution website by the tender submission deadline of 12 noon on Friday 10th October 2025 in order to be considered, since the contract will run from November 2025 to November 2026.

### **Total value (estimated)**

- £306,667 excluding VAT
- £368,000 including VAT

Above the relevant threshold

## **Contract dates (estimated)**

- 14 November 2025 to 30 November 2026
- Possible extension to 9 May 2027
- 1 year, 5 months, 26 days

Description of possible extension:

We are not expecting to extend this contract as the current election timing stands, but this is a 6 month contingency just in case the election date is moved for whatever reason, since we have no control over the election timing or decisions made by the UK or Welsh Governments

## **Main procurement category**

Services

## **CPV classifications**

- 72300000 - Data services
- 79300000 - Market and economic research; polling and statistics

## **Contract locations**

- UKL18 - Swansea

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## **Participation**

## **Technical ability conditions of participation**

Details provided within the Tender Specification available on etenderwales BravoSolution

## **Particular suitability**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## **Submission**

### **Enquiry deadline**

29 September 2025, 12:00pm

### **Tender submission deadline**

10 October 2025, 12:00pm

## **Submission address and any special instructions**

This tender is being conducted electronically via etenderwales BravoSolution

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

under Project 31576 and ITT 119846

Please note that only tenders submitted via etenderwales BravoSolution can be accepted by the tender deadline - posted or emailed bids cannot be accepted. You will be required to register on the etenderwales portal

## Tenders may be submitted electronically

Yes

## Languages that may be used for submission

- Welsh
- English

## Award decision date (estimated)

11 November 2025

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## Award criteria

Name	Description	Type	Weighting
Proposed Sampling, Fieldwork, Processing and Data Finalisation Approach	proposed approach to implementing the survey as per the specified requirements and timeline outlined above in this Tender Specification. detailed, plausible, and clearly costed plan to work with the research team in order to provide the project deliverables of section 7 above, across the stipulated timeline in section 9 above . This should include a set of practices and protocols for developing a frame	Quality	40.00%

Name	Description	Type	Weighting
	and drawing a random sample, contacting participants, incentivising participation, and assuring a 20% response rate using push-to-web random sampling for a study that targets a national electorate. how data will be processed, encoded, and disseminated in .csv, SPSS, R, and STATA formats with associated codebooks and an accompanying technical support for research users. This includes a discussion of the encoding of anonymised respondent location data for integration with ONS and WISERD Data Hub datasets.		
Track Record & its Application to this Project	track record of delivering high quality survey-based social research datasets with a particular emphasis on social research data used to study electoral behaviour to understand Electoral Politics.	Quality	30.00%

Name	Description	Type	Weighting
Price Schedule Costs	full breakdown of costs in line with the milestone payment percentages shown in the Tender Specification. Costs should reflect rates which are competitive within the public opinion data provision sector and align with industry standard costs for public opinion research. The total overall (VAT inclusive) cost for the project should include all travel and subsistence as part of project costs and fall within the overall project resources and fixed budget.	Cost	20.00%
Project Management Plan	proposed staff titles and roles who will work with the research team and their relevant expertise; along with their proposed approach to project governance between themselves and the research teams, including the identification of project risks and mitigation strategies they would undertake.	Quality	10.00%

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## Other information

## **Payment terms**

The Tender Specification details a list of payment milestones, so the accompanying percentage will be paid upon satisfactory completion of each milestone. Payment will be made in line with Swansea University's 30 days payment terms

## **Description of risks to contract performance**

Since the election dates and decisions by both the UK and Welsh Governments are outside our control, there is an outside potential risk that the date of the Welsh election could change, which could impact the timescales and delivery dates of this contract

## **Applicable trade agreements**

- Government Procurement Agreement (GPA)

## **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Open procedure

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## **Contracting authority**



## Swansea University

- Public Procurement Organisation Number: PTNV-7472-GRTW

Procurement, Finance Dept.

Swansea

SA2 8PP

United Kingdom

Contact name: Sue Davies

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Website: <https://www.swansea.ac.uk>

Region: UKL18 - Swansea

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)

Devolved regulations that apply: Wales