



## Invitation to Tender

Hygiene Poverty: Proposal to conduct research into the effects of hygiene poverty in Ireland.

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## Introduction

### About The Hygiene Bank Ireland

The Hygiene Bank Ireland CLG (THBI) works to support people who are affected by Hygiene Poverty.

**Our Vision** is of a society in which everyone has access to essential hygiene needs and is educated about the impact of hygiene poverty.

**Our Mission** is to educate and inform people about Hygiene Poverty

**Our main objective** is the relief of poverty of people living in the Republic of Ireland, in particular, but not exclusively, by

- Providing or assisting other charities and organisations in the provision of toiletries and other essential hygiene products; and
- Making grants or donations of toiletry gifts, makeup and grooming products that will improve the living conditions of people affected by hygiene poverty.

### We also work to

- Assist in the establishment of projects that will prevent or relieve financial need, hardship or distress by the provision of toiletries and other essential hygiene products; and
- Improve the lives and prospects of such people by challenging injustice through research, policy, collaboration and advocacy.

### We work with local communities to tackle hygiene poverty by

- Raising awareness about hygiene poverty and its correlated effects and causes;
- Collecting and distributing hygiene, personal grooming and household cleaning products.

### How it works:

- Groups, individuals, local businesses and educational organisations volunteer to set up a hygiene bank project in their area;
- They are matched with local community partners (such as charities, community groups, projects and services, local authority services, schools and family resource centres) who serve those in that same community;
- Community Partners distribute the donated products free of charge to their clients and service users.

### **Why is research being conducted?**

We have been granted funding by **The Irish Human Rights and Equality Commission** to research hygiene poverty in Ireland. Hygiene poverty or hygiene insecurity is a seldom known form of poverty, affecting greater proportions of the population than the current CSO definition of poverty and current deprivation indicators capture.

Our project aims **to increase awareness and understanding of hygiene poverty**, allowing us to advance greater economic equality. With a better understanding of hygiene poverty contextualised with other forms of poverty, our long-term goal is to influence the definition of poverty to account for hygiene poverty and ensure that 'the inability to afford hygiene items' is included as a deprivation indicator.

A research gap exists in the extent and effects of hygiene poverty. We have conducted preliminary research with Aldi Ireland, highlighting that 41% of people surveyed, went without/cut back on hygiene items, and 48% prioritised other spending ahead of hygiene items. These figures are higher than estimated, and there is a clear need for further investigation into hygiene poverty. The research will influence the conversation around poverty to ensure that all forms of poverty are taken into account.

We aim to partner with a researcher to conduct initial qualitative and quantitative research into the prevalence of hygiene poverty, factors that lead to hygiene poverty, and the impact of hygiene poverty. THBI will use this evidence and data to underpin our awareness-raising work and our campaign to tackle hygiene poverty by influencing the conversation on poverty and the living wage more generally.

### **Research Objectives**

#### **Our Key Objectives:**

- To understand the factors that lead to hygiene poverty
- To explore the impact of hygiene poverty
- To share our findings on hygiene poverty to increase awareness
- To share findings and recommendations with key stakeholders to influence the conversation on poverty and the living wage

Through this research, THBI will have a greater understanding of hygiene poverty and will be in a stronger position to influence the conversation around the definition of poverty, deprivation indicators and the living wage.

In turn this will ensure that the most vulnerable cohorts in society can live with dignity and economic security.

In addition to deploying examples of the effect that hygiene poverty causes people with low or no income, we also require the research to provide a better understanding of the root causes of this disadvantage. The Hygiene Bank Ireland will then be in a better position to influence and persuade stakeholders, including government, regulators, retailers, suppliers and service providers, of the need for action so that the effects of hygiene poverty can be lessened.

### **Target population**

Our goal is to illustrate from a macro perspective the causes and impacts of hygiene poverty while also drawing out lessons from an individual or micro perspective. Therefore, we would expect that the successful tenderer will likely approach this research with a mix of quantitative, survey-based research supplemented with in-depth qualitative analysis.

At this initial stage, we expect the target population to be:

- For the quantitative element of the research, we will advise a sample size of 500 individuals, which will need to be broadly representative of the profile of low/mid-income consumers in Ireland. We are open to a range of research methods being proposed.
- For the qualitative element of the research, we would like, as a minimum, 3 focus groups to be held across Ireland. The purpose of the focus groups are to reveal in detail and compare the full range of issues users face when accessing hygiene products or items.

### **Research Outputs**

Output of this project can include:

- A research report on the factors and impact of hygiene poverty and recommendations
- Where applicable, raw quantitative data in .spss and .csv formats, and original qualitative interview or focus group transcripts and recordings.

## Anticipated Approach

We have outlined an initial outline of how the project may proceed however, we are open to the research partner feedback and proposals of alternative ways of working to ensure we are working in an agile manner best suited to the project aims.

## Project Methodology

### 1. Develop our knowledge of the context:

Determine scope. Host a project workshop with our target audience and charities to understand the current research and policy landscape and confirm the identified objectives of the project.

Stakeholder mapping. Map the stakeholder landscape and develop an engagement strategy for User Research. Our connections with 40+ charities will ensure we can engage with relevant cohorts.

Landscape mapping. Conduct a literature review to understand the current policy and research in this area, including assessing relevant government policies and international best practices.

### 2. Conduct research to understand the factors leading to and effects of hygiene poverty:

User research. Conduct anonymous surveys with target groups to quantitatively understand hygiene poverty

Consultations with target groups. Conduct focus groups to qualitatively understand hygiene poverty.

### 3. Write and publish research that provides evidence and data for awareness-raising campaigns, and that can underpin conversations around poverty and the living wage

Feedback from target groups on research recommendations. Re-engage our target groups in suggesting recommendations to take forward.

Disseminate the research. We will publicly launch the research and use the data in our day-to-day activities. The research will form the basis for future campaigns around hygiene poverty, the definition of poverty and the need for a living wage.

### **Required: respondents must be able to offer the following**

Ensure recruited participants understand the activity and agree to take part in the activity required

1. Safeguarding for vulnerable users/adults
2. Training on communication with vulnerable people
3. Design of output in an accessible manner and easy read manner for those with low literacy rates.
4. Data protection / GDPR compliance

**Desirable: Respondents may offer some or all of these, as requirements will vary on a case-by-case basis.**

### **Undertake the activities as listed below:**

- Workshops
- Focus groups
- 1 to 1 interview
- User testing
- Surveys
- Field studies
- Online qualitative research - web/app testing, service reviews
- Ethnography, including digital ethnography

### **Data provisions, such as**

- Synthesizing of findings
- Supplying of raw data
- Packing of data for analysis

### **Nature of the Report**

The research report will be used by a wide range of people within and outside of The Hygiene Bank Ireland, not just the team involved in commissioning the work. As such, it must be capable of being used as a secondary data source for many years after the research is completed.

For these reasons it is essential that the report:

- Uses language accessible to readers with varying experience of research
- Contains a comprehensive description of the research method, so that the reader understands what was done and the robustness and/or limitations of the data.
- Organises and, where appropriate, reduces the data to lead the reader either to clear conclusions or to a discussion of the implications of the findings.
- Avoids over-summarising or over-simplifying the findings.
- Contains clearly labelled charts, diagrams and tables (if appropriate) summarising and illustrating the results, with a narrative description of what the chart, diagram or table shows – do not leave it to the reader to interpret these.
- Contains a stand-alone Executive Summary, containing a brief description of the background, objectives, method, main findings and conclusions.

We will require 2 rounds of revision of the report before publication.

**Project Value**

The contract's maximum value will be 15,000,( inclusive of VAT if applicable).

**Timeframe**

The winning tender would be required to complete the delivery of the research by **September 2023**.

Deadline for applications	3rd March 2023
Invitation to interview	13th March 2023
Project Award	27th March 2023
Delivery of report	September 2023

**Period of the contract:**

It is expected the research programme will commence in March 2022 and be completed by September 2022.

**The application process:**

Below we have outlined the questions for recipients response. Tender responses and CVs should be submitted to [sorcha.killian@thehygienebank.ie](mailto:sorcha.killian@thehygienebank.ie).

**Tender Response Questions**

Section		Word Count	% Weighting
<b>Application Details</b>	Applicant Name: Applicant Organisation: Applicant Contact Details:	NA	NA
<b>Experience</b>	Please provide an outline of the bidder's relevant experience, skills and knowledge of the sector and study context. This information should include reference to and details of other similar work undertaken previously.	500	25%
<b>Project Methodology</b>	Please provide an overview of the deliverables associated with the work described above and a visual work plan to visualise the project with indicative timelines ( workplan may be attached as an appendix)	1000	30%
<b>Ethical Review</b>	Please describe briefly the proposed mechanism for ensuring ethical review is undertaken and approval granted prior to research activity commencing.	500	25%
<b>Financial</b>	Please provide a breakdown of costs per day and total of the fees being charged for completing work on the study.	500	20%

**Assessment of Bids:**

The contract for the study is being awarded by a competitive tendering process. Tender bids will be assessed on related criteria as follows:

- Demonstrated knowledge, experience, skills and competencies to undertake and complete work related to the study as required and within the time frame;
- Appropriate legal expertise to fulfil the requirements of the research;

- Appropriateness and effectiveness of the approach and methodology proposed for undertaking and completing the research;
- Track record with respect to undertaking and completing similar contracted work;
- Evidence of capacity to complete all elements of the research within the time frame and to cost.

### **Conditions:**

The completed study will be the property of the contracting body. The competitive tendering process for the award of the contract for the study will be in line with the information as set out. All tender bids received will be assessed against the criteria listed. The tender bid deemed most capable of meeting the study aims and objectives will be selected for the award of contract.

### **Data ownership, future use, and acknowledgement:**

THBI recognises that publicly funded research data are a public good and produced in the public interest. THBI retains shared ownership and responsibility, with the appointed academic partner, for any data generated during the course of THBI funded-research. As such the academic partner will furnish THBI with all rawdata and associated metadata ensuring compliance with FAIR principles. The research partner may also make the data available via their own institutional repository in doing so making the data transparent and easily scrutinised, helping to increase public trust. Making the data easy to re-use and build upon, thereby promoting collaborative and efficient approaches to data re-use.

The appointed academic partner can reuse the data in any reasonable manner, but must inform and request permission from THBI in advance of doing so. Your research publications must acknowledge funding received from THBI. This includes;

- Research Articles Published In Journals
- Conference Proceedings And Publication Platforms
- Monographs
- Book Chapters
- Edited Collections
- Outputs Deposited At Institutional Or Subject Repositories.

## **Ethical Review**

Overall responsibility for ensuring that all funded research is subject to appropriate ethics review and monitoring, lies with the contracted research organisation. The awarded research organisations should have clear, transparent and effective procedures for ethics review and governance and appropriate mechanisms for monitoring the operation of research ethical review committees and the decisions they take. Ethics review should be carried out before any work requiring ethics review is undertaken and evidence of such should be made available to the TBHI.