

## **Call for Tenders: Child Poverty Public Attitudes Research**

February 2019

## Brief Description of the Project and Background

Founded in 1995, the Children's Rights Alliance unites over 100 members working together to make Ireland one of the best places in the world to be a child. Tackling child poverty is a strategic goal for the Children's Rights Alliance in its current Strategic Plan 2017-2021. As part of this work, the Alliance is commissioning research on public attitudes to child poverty. The Children's Rights Alliance therefore invites submissions to tender to conduct the qualitative research. This initiative will target Budget 2020 and the next General Election.

## The research should consider the following:

The Children's Rights Alliance is seeking research and communications support in the following areas:

- To probe general awareness, understanding and interest of the public in child poverty as an issue - what is the public's engagement with child poverty?
- The research should include informed discussion / testing of the values of the campaign
- The research should include informed discussion / testing of the key asks
- The research should include testing of key 'champions/messengers'
- The research should include testing of 'stories'

The research findings will inform the key asks, campaign design and the associated messaging.

There is approximately €30,000 available for this support function.

## Tender Requirements

- Letter of interest outlining why your company would be able to meet the needs of the Children's Rights Alliance
- Outline of the research design
- CV of the main consultant
- Quote in euro inclusive of VAT if applicable
- Referees

Tenders will be assessed against the consultant or consultants track record in delivering similar projects/initiatives, methodology and plans to deliver on the research question and value for money.

### Additional Expenses

Any additional expenses or costs outside the agreed fee will not be covered without prior agreement.

### How to apply

Tenders should be submitted to Tanya Ward, Chief Executive of the Children's Rights Alliance [jobs@childrensrights.ie](mailto:jobs@childrensrights.ie) by **Tuesday 12 February 2019**. For further information, please contact Tanya directly on 087 6531069.