

Invitation to Quote:

Quantitative research into public engagement with literary content and activity in Wales

Brief

Literature Wales is seeking to undertake quantitative research into how Wales' population engage with literature to inform and shape our **strategy, programming, and commissioning**. This includes engagement with literature through **reading, creative participation, and event attendance**. We hope the results of this survey will help us to broaden and extend the reach and representation of the sector.

Context

From our monitoring activities (including annual Stakeholder Surveys) and frequent conversations with writers, audiences, and partners, we have a strong idea of the needs and demands of our clients. However, we are interested in incorporating feedback, ideas, and recommendations from a broader sample, including **new and potential audiences**, to ensure that our strategy is reaching and relevant to **all of Wales**.

This research will create a comprehensive base of evidence on who is and is not accessing literary content and activity in Wales, as well as how and why these audiences are engaging with various forms of literature. This data will help us to understand the behaviours, perceptions, and interests of all audiences, rather than those we already engage with. There is also a lack of comprehensive evidence on how and why this engagement is affected by demographic factors such as **socio-economic status, ethnicity, or disability**.

This research will create data that will be used to inform Literature Wales' strategy and activity programming for 2022-2025. By understanding who is and isn't accessing different forms of engagement with literature and why, we can work towards ensuring literature in Wales is **accessible to all**.

About Literature Wales

Literature Wales is the national company for the development of literature. Our vision is a Wales where literature **empowers, improves, and brightens lives**. We are a registered charity, and work to **inspire communities, develop writers, and celebrate the literary culture of Wales**. Literature Wales works in Welsh, English, and bilingually across Wales. Our patron is Sir Philip Pullman.

The Contract

The successful applicant will be tasked with surveying a proportion of Wales' population in order to accurately reflect the reading and writing habits, and opinions, of the entire

population. In order for the survey to achieve this goal, the survey should use a **Proportionate Stratified Random Sampling** strategy, using the strata of **socio-economic group, ethnicity, and disabilities or illnesses**.

The survey will broadly **aim** to:

- Understand how audiences **currently engage** with literary activity and content.
- Understand what literary activity and content is of **most interest** to audiences.
- Discover any **opportunities** for new literary activity and content that would **appeal** to new and wider audiences.
- Understand how factors such as **socio-economic status, ethnicity, and disabilities or illnesses** affect existing and potential engagement with literary activity and content.

We define engaging with literary activity and content as:

- **Readership** - individual reading of fiction, poetry, or creative non-fiction, from books, magazines, audiobooks, or other online written content.
- **Participation** - any artistic engagement with literature online or in-person, including creative writing (individually or in workshops), performance, or cross-artform activity.
- **Event Attendance** - at any live or pre-recorded literary events (both online or in-person) including literary festivals, spoken word slams, book launches, book clubs, or discursive literary podcasts.

Timescale & Fee

We envisage the research will start by the end of **June 2021** and must be completed by mid **August 2021**.

We would like to invite quotes for undertaking this market research. The agreed fee will be paid in two instalments – 60% at the project's outset and 40% upon completion. We expect the cost to be in the region of **£5,000-£7,000** for the project.

How to tender

Please submit a **short description** of you/your agency and information about at least **one relevant example** of a market research project you have undertaken in the past two years. Please also include a **quote** for undertaking this project, including a **timescale** for the project, **how many respondents** you will access and what **evaluation** of the results we can expect for this cost. We will also consider a range of pricing options within your quote.

Please submit this information as a single document, although you are also welcome to include any relevant supporting documents or hyperlinks. Submissions, marked with the subject header '**Quantitative Research Quote**', should be sent to the following email address: post@literaturewales.org

Closing Date: 5.00 pm (BST), Monday 7 June 2021