



Invitation to Tender

Stakeholder sentiment interviews and analysis

Commissioner: Nuffield Council on Bioethics

Key dates (for detailed schedule see page 2/3)

- Application closing date: 23 January 2026
- Contract award decision: 30 January 2026
- Interviews to be conducted: February/March 2026
- Delivery of final report: 30 April 2026

Background

The Nuffield Council on Bioethics (NCOB) is a leading independent research and policy centre that identifies, analyses and advises on ethical issues in biomedicine and health to benefit people and society. We are a not-for-profit organisation with a mission to embed ethics at the centre of decision making. Our primary audience is policy and decision makers in the areas of health and biomedicine, and we work closely with academic researchers and scientists.

In January 2024 we launched our 'Making ethics matter' strategy, [communicating how](#) we are changing our ways of working to tailor our work more explicitly to the needs of policy makers. In November 2024 we [launched our new website and brand](#), aligned with our strategic aim of delivering our work in ways that cater to the needs of policy makers.

Now, 2 years into our strategy delivery, we want to better understand the level of awareness our key stakeholders have of our corporate strategy, and how our new brand and approach to strategic communications are being interpreted.

The task

We are seeking to commission someone to set-up, conduct and report on interviews with a range of NCOB stakeholders. The breakdown of tasks is as follows:

- Develop a semi-structured interview plan, based on questions developed by / in discussion with NCOB.
- Conduct 12 online interviews with stakeholders (4 interviews from each broad group of: policy makers / life sciences / bioethics-related academia – names and contact information will be provided). It is expected that each interview will take around 30-45 minutes.
- Provide NCOB with anonymised notes from the interviews.
- Collate the insights and findings into a report which identifies key themes (including anonymised quotes) amongst the respondent groups.

- Share at least one draft version of the report for review and comment by NCOB, incorporating feedback in a final report.
- Produce a final written report of no more than 20 pages of A4, including an executive summary / synopsis of key findings.
- Meet with the NCOB project lead approximately 1-2 times per month for the duration of the contract to ensure regular communication.
- Present the findings of the research to NCOB leadership at an online or in-person meeting, around the time the report is delivered.

Interview questions

The questions will align with an online survey that NCOB will be running in conjunction with the stakeholder interviews, covering the following topics:

- Familiarity with the NCOB, its strategy and its work
- Perceptions of our new brand including recent communications and publications
- Thoughts on our strategic direction, mission and how we are perceived to be doing in achieving policy impact
- Views on our new ways of working, including our priority areas and our pivot to being more overtly policy-focussed
- Thoughts on how we collect, consider and analyse the evidence we use to make policy recommendations
- Thoughts on how we are prioritising our types of activity and whether there any areas or aspects of our work we should look to expand, or de-prioritise.

Interviewees

We will provide a list of individuals to approach for interview and contact details.

Budget and timeline

Our maximum budget for this work is £10,000. An agreed schedule of payments will be specified in a contract, informed by a pre-contract kick-off meeting.

An indicative timeline is provided below. Please note there may be some flexibility within this, but the final report must be delivered no later than 30 April 2026.

- Applications to be submitted by: 23 January
- Decision / contract provisionally awarded by: 30 January
- Kick off meeting to finalise deliverables and contract: Between 6-10 February
- Stakeholder interviews to be conducted during February-March
- Delivery of interim findings report: 10 April
- Delivery of final report: 30 April

How to apply

Applications, and any questions in advance of application should be sent to Sarah Walker-Robson, Senior Communications Manager, Nuffield Council on Bioethics by email:

swalker-robson@nuffieldbioethics.org

Applications should include the following as a minimum:

- Your CV (and the CVs of any co-authors/collaborators)
- A proposal - **no more than 4 A4 pages long** - setting out your interest and suitability for the commission, relevant credentials and experience, and an outline plan of how you would deliver the work.
- Please include at least one referee who we can contact to discuss similar work undertaken in the past (we won't contact anyone without asking you first).

The deadline for applications is **5pm on Friday 23 January 2026**.

We will not be holding formal interviews as part of the selection process, but we may contact you for an informal conversation to discuss your application and proposed approach.