4.1. What is the end-to-end process, exclusive of ethics. (2000 words)

A. Aims, objectives and considerations

Our approach deviates from that suggested in the ITT so before detailing the recommended methodology we have detailed here the rationale for this.

ONS is commissioning research with three groups at risk of low well-being: Lesbian, Gay, Bisexual, Transgender, Queer or Questioning (LGBTQ+); and ethnic minority groups (specifically, those identifying as Arab, or Black, Black African, Black Caribbean, Black British) in the UK. The research is to take a 'lived experience approach' to understand how people conceptualise and experience wellbeing, and to identify barriers and enablers to high(er) levels of well-being. This will help to form part of evidence base for ONS' review of the Measures of National Wellbeing.

Key considerations which have informed our approach include:

As such our recommended approach involves

B. Research methodology

Project Inception

We would hold a 1.5-hour online inception meeting for us to discuss objectives, the involvement of stakeholders, sampling, to review draft project materials (including safeguarding) and project management. Following this, we will circulate an updated project plan, including a risk register, security plan, detailed timeline, and any actions required.

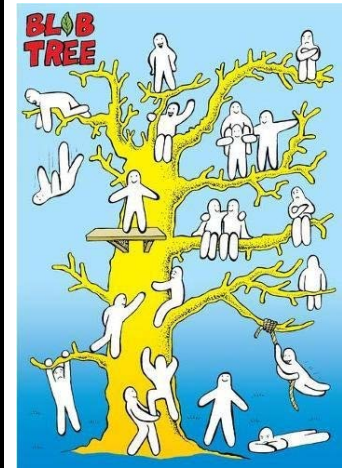**Qualitative group discussions**

We will conduct eight 90-minute group discussions with individuals who identify as LGBTQ+ and/or as Arab, or Black, Black African, Black Caribbean, Black British. ████████████
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Groups at risk of low well-being	Quotas
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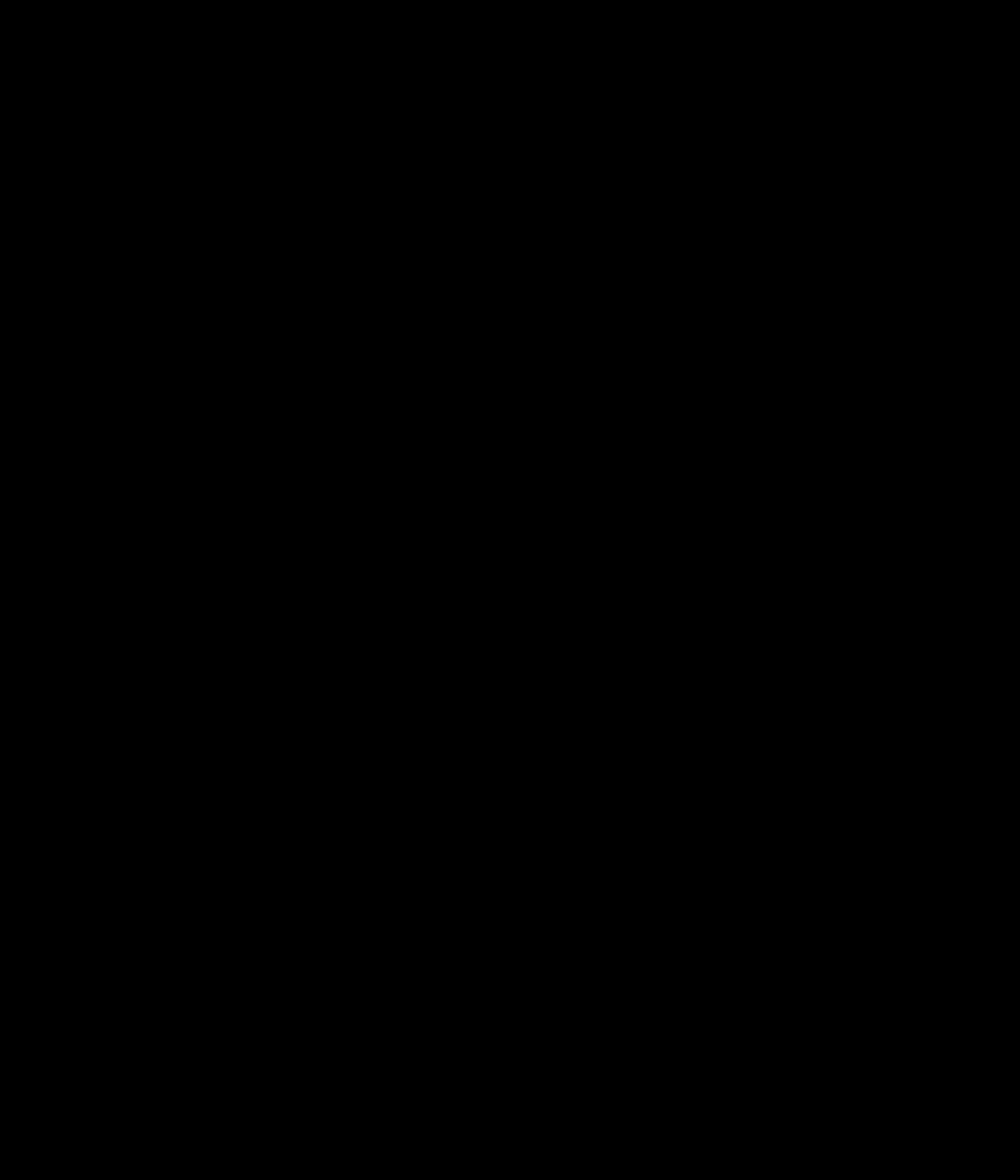The topic guide for discussions will be developed in consultation with ONS

This suggested approach will directly address the core research objectives, providing ONS with a nuanced understanding of how wellbeing is understood, which factors are felt to impact on wellbeing, and where exist barriers and opportunities to improve wellbeing. We will specifically ensure that we identify factors seen to be of greatest relevance for the communities of interest to this research.

We agree depth interviews would likely be of value to explore issues which are more sensitive or complex, or with non-English speakers. We recommend sample composition and focus is decided following the group discussions.
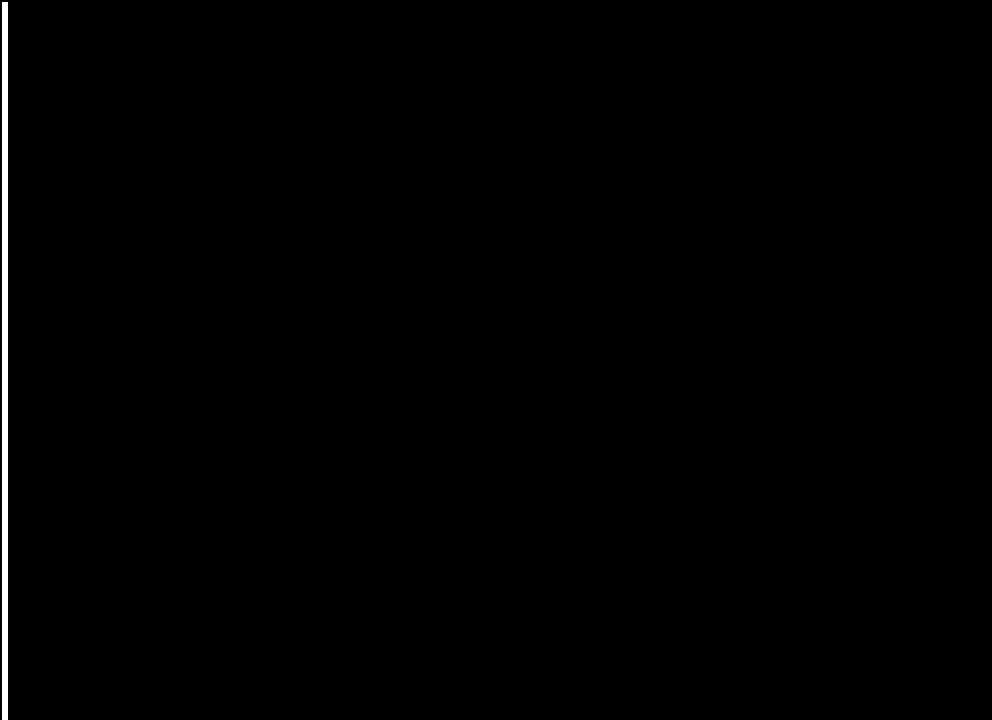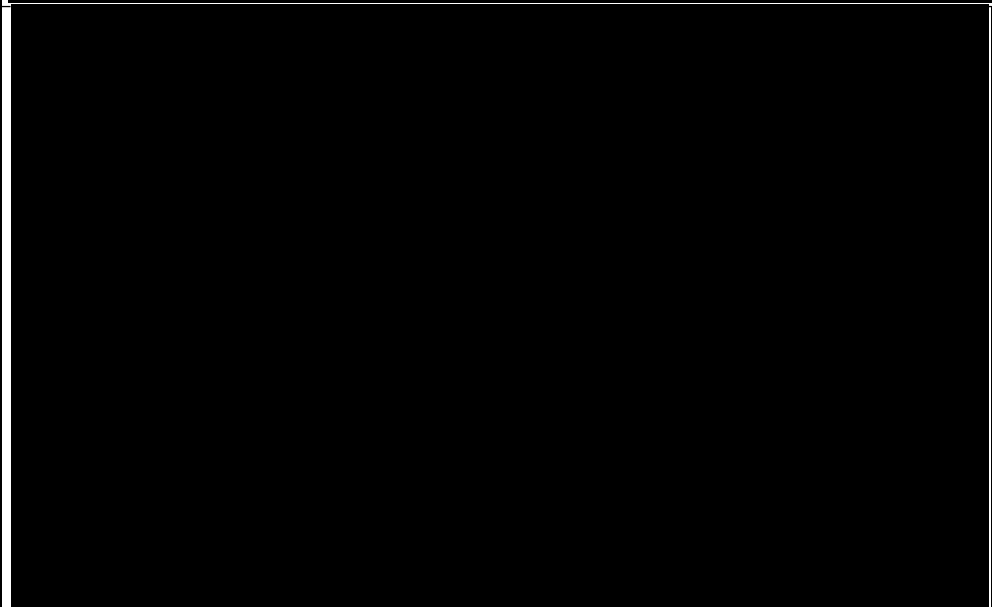
C. Experience and structure

4.3. What are the ethical considerations for the research project and how will ethics be managed? (750 words)

Basis Social abides by the Code of Conduct of the Market Research Society (MRS) and the Quality Commitment of the MRS Company Partner Service. Our procedures accord with safeguarding and ethical guidance/frameworks published by the Social Research Association, ONS and the principles detailed in the Ethical Assurance for Social Research in Government.

Principle	Application to this research
Public good	
Data security	

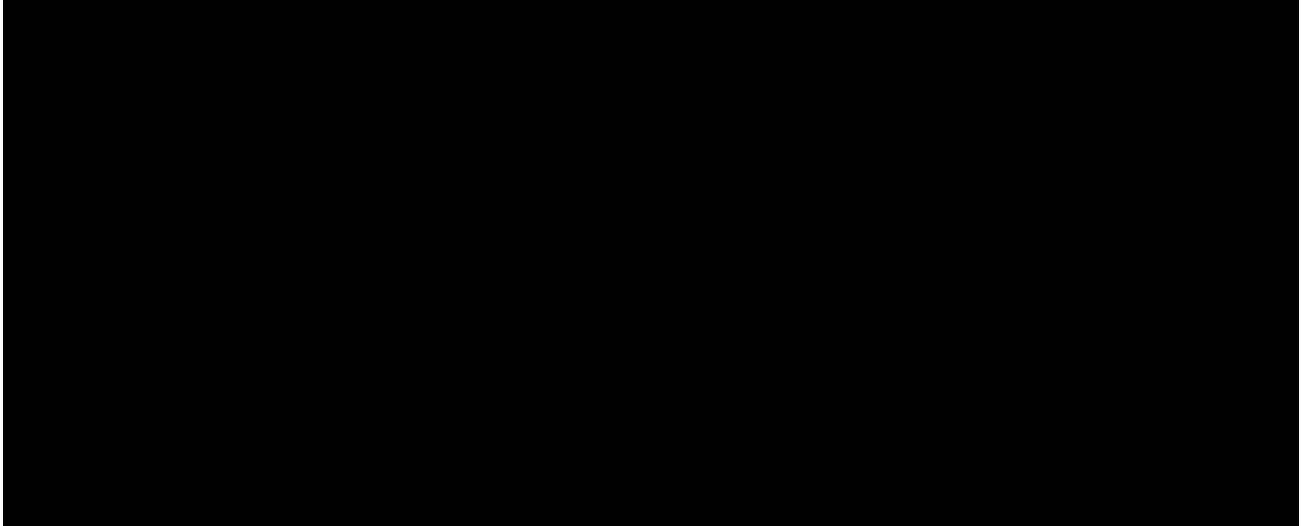| Methods and quality	
Legal compliance	
Public views and engagement	
Transparency	

4.4. What is the supplier's approach to outcome delivery? (500 words)
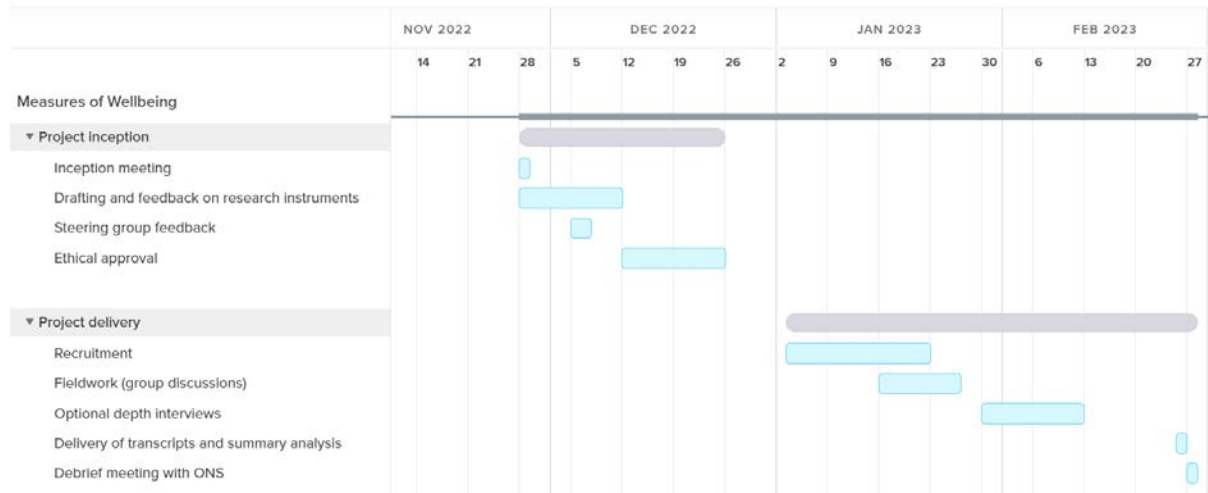
Project management

We understand ONS have opened a consultation into the wellbeing measures. We look forward to working collaboratively to draw on ONS expertise in inputting into research instruments.
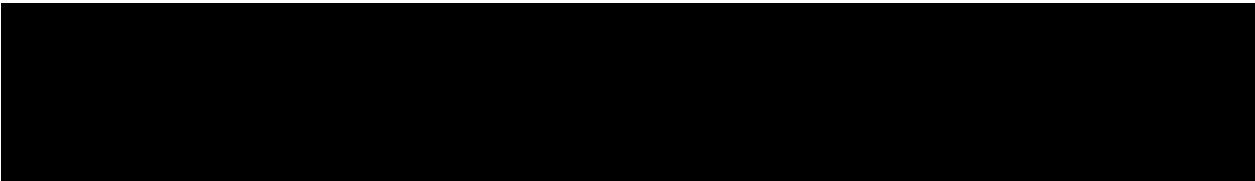

Outputs will be delivered by secure FTP as requested.

Provisional timetable

We have set out a provisional timetable (below) which illustrates how all fieldwork (including any additional depth interviews) can be easily accommodated by the end of February.

Risks

Risk	Likelihood	Impact	Action
Difficulty engaging individuals to			

participate in the research within the timescales	
Participants experience distress in discussing their experiences	
Lack of clarity/understanding of project objectives	
Ethical approval denied	
External scrutiny of methods/findings	