



19/10/2021

Research Specification: Tracker Survey 2022-24

Purpose

To gain an understanding of consumers' understanding and experience of using legal services in England and Wales.

Background

The Legal Services Consumer Panel (Panel) is an independent arm of the Legal Services Board (LSB) created to provide high quality, evidenced-based advice to the LSB and others on the consumer interest in the regulation of legal services. The LSB was set up to reform and modernise the legal services marketplace in the interests of consumers, enhancing quality, ensuring value for money and improving access to justice across England and Wales. To achieve this goal, the LSB provides regulatory oversight for the approved frontline regulators while pursuing its regulatory objectives.¹

We wish to commission the next three waves of the Tracker Survey (run annually since 2012) for the period 2022-24 in a single tender exercise with annual break clauses. The results of the first wave of research will be due in March 2022 and subsequent waves at the same time of year in 2023 and 2024. The break clauses are necessary in the unlikely event that the Panel decides to discontinue the project within the next three years. Further information about last year's work is [here](#).

Sample

We would like to collate data from a robust sample of consumers in England and Wales (Northern Ireland and Scotland should be excluded). The tables should be presented to allow for comparison between experience in England and Wales.

The research should split consumers by age, gender, ethnicity, social grade and whether they have a disability, to assess what type of individuals are using legal services, the reason for their use, their satisfaction with the service and their awareness of the profession. This will enable the Panel to assess whether there are differences in legal needs among social groups, and whether satisfaction varies.

The Tracker Survey focuses on recent legal services users – a sample of 3,500 people who have sought legal advice in the last two years.

¹ The Law Society, General Council of the Bar, Council for Licensed Conveyancers, The Institute of Legal Executives, The Chartered Institute of Patent Attorneys, The Institute of Trade Mark Attorneys, Association of Law Costs Draftsmen, Master of the Faculties.

In addition, we wish to boost the sample to mirror the last sample as follows:

- An additional sample of 50 Welsh respondents shall be surveyed to boost the nationally representative sample;
- An additional sample of Welsh legal services users, whose matter has ended, shall be surveyed to boost the recent users sample;
- An additional sample of nationally representative ethnic minority respondents, 50 for each of the following groups: Indian, Pakistani, Chinese, Mixed Race, Black African and Black Caribbean;
- An additional sample of ethnic minority legal services users, whose matter has ended per following groups: Indian, Pakistani, Chinese, Mixed Race, Black African and Black Caribbean;
- Please cost separately for the nationally representative and recent legal users samples and for each of the booster samples.

Tender Evaluation Criteria

All projects commissioned by the Panel are subject to the LSB's standard terms of contract. Tenders will be evaluated on best value for money and will be assessed on the basis of:

1. Overall cost for the samples – 30%
2. Quality of proposed approach – 30%
3. Ability to deliver the preferred sample option – 15%
4. Ability to deliver the data in the proposed timetable – 15%
5. Social value of the contract (judged on completed Supplier Equality and Diversity Assessment Form found in Annex 1) – 10%

Proposals and quotation

Proposals for carrying out this research should provide a detailed methodology including the following:

- The proposed approach to the work including surveying methods such as details of how the survey will be conducted (e.g. telephone interviews, online interviews, etc.); if it is proposed to include the questions as a module in an omnibus (rather than a bespoke survey), then details of other modules likely to be included in the omnibus survey should be provided (to ensure no clash or conflict of information/topic);
- Sample recruitment including details of how the sample will be selected and indications of the sample size to be achieved within each category to allow valid statistical inferences to be made;
- costs for each different element of the project broken down by principal tasks;
- options clearly broken down with costs;
- project timetable with key milestones;
- overview of the organisation and details of capability and capacity together with details of the relevant experience of staff who will work on the project;
- responsibilities for analysis and report writing.

Price quotations should provide a full breakdown of all costs and must be presented separately from the proposal. There is a budget ceiling for the research services provided over the three-year term of £80,000 excluding VAT. Bids above this amount may still be considered with the score for price adjusted accordingly.

Mandatory Deliverables

- Top line findings from research conducted mid-February to mid-March in each of the three years: 2022, 2023 and 2024
- Detailed tabular report (data tables) presenting the survey questionnaire and detailed results from the quantitative work cross-tabulated by the key demographic variables specified above in particular ethnicity as well as the standard demographics and ensuring findings comparable with previous tracker reports
- A verbal briefing with the Panel's project team
- Oral and/or written progress reports – to be agreed as well as at least one checkpoint meeting early on during the project to review progress
- A presentation of the overall findings from the research to be held at the LSB
- The Legal Services Consumer Panel will retain ownership of the questions and any data
- Two written narrative reports (one addressing consumers 'Choosing Legal Services' and one 'Using Legal Services') of publishable standard on the key findings of the research, including an executive summary

Desirable Deliverables

- Informative and clear infographics associated with the narrative reports
- We may also require that the report looks at the trends over time and compares previous surveys (subject to cost).

Duration

Tenders should set out dates for completing key milestones such as information gathering and fieldwork. Finalised data should be supplied no later than 31 March 2022.

Publication

It is the Panel's policy to publish all substantial research reports on the Panel's [website](#). Therefore the final report must be of a standard suitable for publication, at the discretion of the Panel.

Contact Details

Any questions should be sent to the Policy Team:

- Lola Bello at Lola.Bello@legalservicesconsumerpanel.org.uk
- Heidi Evelyn at Heidi.Evelyn@legalservicesconsumerpanel.org.uk

Deadlines

Clarification questions must be received by 17:00 on 26 October 2021.

Tenders must be submitted by 17:00 on 16 November 2021 to Heidi.Evelyn@legalservicesconsumerpanel.org.uk.

The successful bidder will be notified by 7 December 2021 and work is expected to commence in January 2022.

ANNEX 1

Supplier Equality and Diversity Assessment Form

This form will be used to assess your commitment to equality and diversity. Please answer the following questions, providing any necessary documentation.

1. **Organisation size**

What is the total number of employees/contractors/partners in your organisation?

2. **Equality and diversity policy**

Does your organisation have an equality and diversity policy, statement or strategy?

YES / NO

If YES, please provide a copy.

If NO, are you intending to implement something in the near future, and if so, when?

3. **Bullying and harassment policy**

Does your organisation have a policy/procedure to handle issues relating to bullying and/or harassment?

YES / NO

If YES, please provide a copy.

If NO, are you intending to implement something in the near future, and if so, when?

4. **Equality and diversity training**

Does your organisation provide equality and diversity training?

YES, and it's mandatory / YES, and its optional / NO

If YES, please provide an outline or description of the training, its regularity, and the percentage of your organisation that has completed the training.

If NO, are you intending to implement something in the near future, and if so, when?

ANNEX 2

Previous methodology used

This survey has been conducted using an online interview administered to members of a GB panel of 350,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population"). The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data. The LSCP is open to proposals including alternative methodologies.

Sample of previously used questions

Please contact the policy team should you want to see a full set of questions.

[S1] {multiple} Which, if any, of the following legal services have you personally used in the last TWO YEARS? (Please tick all that apply)

(Allows multiple selections)

- Conveyancing (e.g. legal working involving buying, selling or transferring property)
- Will writing
- Probate (i.e. Legal process of managing the estate of a deceased person by resolving all claims and distributing the deceased person's property under a valid will)
- Family matters
- Accident or injury claims
- Housing, landlord or tenant problems
- Employment disputes
- Any offences or criminal charges
- Immigration matters
- Problems with consumer services or goods
- Advice and appeals about benefits or tax credits
- Debt or hire purchase problems
- Power of attorney (i.e. a legal document allowing one person to act on behalf of another)
- Neighbour disputes
- No win no fee
- Other
- Not applicable – have not used legal services in the last two years

[S2] {single} Thinking of when you have used a legal service in the last two years, has the matter(s) been completed?

(Allows one selection)

- Yes
- No

[Q10] {single} You said you have used legal services in the last TWO YEARS...Which ONE of the following legal services did you use MOST RECENTLY?

shown if $len(S1) > 1$ or (15 in S1)

(Allows one selection)

- Conveyancing (e.g. legal working involving buying, selling or transferring property)

(shown if shown if 1 in S1)

- Will writing **(shown if shown if 2 in S1)**

- Probate (i.e. Legal process of managing the estate of a deceased person by resolving all claims and distributing the deceased person's property under a valid will) **(shown if shown if 3 in S1)**

- Family matters (**shown if shown if 4 in S1**)
- Accident or injury claims (**shown if shown if 5 in S1**)
- Housing, landlord or tenant problems (**shown if shown if 6 in S1**)
- Employment disputes (**shown if shown if 7 in S1**)
- Any offences or criminal charges (**shown if shown if 8 in S1**)
- Immigration matters (**shown if shown if 9 in S1**)
- Problems with consumer services or goods (**shown if shown if 10 in S1**)
- Advice and appeals about benefits or tax credits (**shown if shown if 11 in S1**)
- Debt or hire purchase problems (**shown if shown if 12 in S1**)
- Power of attorney (i.e. a legal document allowing one person to act on behalf of another) (**shown if shown if 13 in S1**)
- Neighbour disputes (**shown if shown if 14 in S1**)
- No win no fee (**shown if shown if 17 in S1**)
- Other
- Don't know/ can't remember

[Q20] {single} What type of organisation was it that provided you with the legal service?
(Allows one selection)

- Solicitor
- Barristers
- Licensed conveyancer
- Notary
- Trade Mark Attorney
- Patent Attorney
- Law Cost Draftsman
- An accountant/financial advisor
- A bank/building society
- An internet-based business (i.e a company that operates SOLELY online)
- Citizen Advice bureau
- Insurance company
- Council Advice Service
- Trade Union/Professional body
- National or local charity
- No win no fee
- Other
- Not sure

[Q20a] {single} Was the organisation that provided the legal service a regulated legal business?

(Allows one selection)

- Yes
- No
- Don't know

[Q21_2018] {single} By "regulated" we mean providers that are authorised and must comply with requirements set out by a specific regulating body, including requirements concerning complaints handling (e.g. solicitors are regulated by the Solicitors Regulation Authority). Was it your understanding that the legal service provider that you used was regulated based upon this definition?

(Allows one selection)

- Yes
- No
- Don't know

[q20b] {single} You said that you used a solicitor. Which one of the following best describes the type of solicitors firm you used?

shown if shown if Q20=1

(Allows one selection)

- Self-employed (i.e. a one man band)
- A small local firm
- An online only organisation
- A national brand with a local office
- A large corporate firm
- Other
- Don't know / not sure

[q20c] {single} Before commissioning the work, did you agree with your legal service provider how the work would be carried out?

(Allows one selection)

- Yes – we agreed the legal service provider would do all the work
- Yes – we agreed the legal service provider would carry out some specific tasks on my case and I would do the other parts
- Yes – but we agreed another working arrangement
- No – we did not agree how the work would be carried out
- Other
- Don't know/ can't remember

[Q25] {single} Which ONE of the following BEST describes how the use of the legal service was funded?

(Allows one selection)

- I paid for all of it myself or with the help of family or friends
- Through legal aid
- Through insurance
- It was a free service but NOT a no win, no fee arrangement
- Through a no win, no fee arrangement
- Through a trade union
- Through my employer
- Some other way
- Don't know/ can't remember

[Q25b] {multiple} You said you paid for the legal service yourself or with the help of family or friends. How was the payment of your legal services funded? Please select all that apply

shown if shown if Q25=1

(Allows multiple selections)

- From my savings
- From my regular income/salary
- I took out a loan
- I borrowed the money from family/friends
- A charge was put on my property
- It was paid for by family or friends
- Other
- Don't know

[Q_30b] {single} Did you know how much the service would cost in total before agreeing to purchase?

(Allows one selection)

- Yes
- No
- Don't know / can't remember

[Q30] {open-intrange} Please write in below what was the total cost (in pounds) of your legal service, inclusive of everything VAT and any add-ons. If you are unsure please give your best estimation to the nearest whole £. *Please do not include disbursements within this total. Disbursements are extra fees that lawyers have to pay to other organisations on your behalf, for example local authority searches when buying a house or obtaining an expert report shown if shown if Q25 !=4*
1 ≤ integer ≤ 100000

[Q30a] {single} You said that you do not know the precise cost of the legal fees charged (including VAT), are you able to provide an ****estimate of the total cost**** using the cost ranges below? *Please do not include disbursements within this total. Disbursements are extra fees that lawyers have to pay to other organisations on your behalf, for example local authority searches when buying a house or obtaining an expert report shown if shown if Q30==999997*

(Allows one selection)

- £0 - £100
- £101 - £200
- £201 - £300
- £301 - £400
- £401 - £500
- £501 - £700
- £701 - £1000
- £1001 - £1500
- £1501 - £2000
- £2001 and more
- Can't remember

[Q170] {single} How did you FIRST find out what the price of the service would be?

(Allows one selection)

- Price was advertised on the provider's website
- The price was available in an advertisement
- I found the price on a comparison website
- I had a discussion with the provider to determine the price
- When I received the bill
- Other
- Can't remember

[Q175] {single} How easy or difficult was it to understand this information about the price of the legal service?

shown if shown if Q170 in [1,2,3,4,7,5]

(Allows one selection)

- Very easy
- Easy
- Neither easy nor difficult
- Difficult
- Very difficult
- Don't know

[Q176] {single} Was the price of the legal service advertised easily noticeable to you?

shown if shown if Q170 in [1,2]

(Allows one selection)

- Yes
- No
- Don't know

[Q35] {single} When you received the final bill, how was the cost calculated?

(Allows one selection)

- Fixed fee
- Hourly rate
- A percentage-based fee
- A combination of the above
- It was free of charge/I did not pay any legal costs
- Other
- Don't know/ can't remember

[Q40] {single} **Do you think the overall service and advice provided was...?**

(Allows one selection)

- Very good value for money
- Good value for money
- Neither good nor poor value for money
- Poor value for money
- Very poor value for money
- Don't know

[Q_85] {single} **How confident or not are you that the legal services provider you used would keep your money safe?**

(Allows one selection)

- Very confident
- Somewhat confident
- Not very confident
- Not at all confident
- Don't know

[Q50] {single} **How much choice did you feel you had?**

(Allows one selection)

- A great deal
- A fair amount
- Not very much
- None at all
- Don't know