

London Learner Survey Cost Options for the 2021-22 academic year

The services contract, which was issued to and signed by IFF Research, identifies three funding options for the Mainstage London Learner Survey.

An overview of the cost options presented by the researcher are presented below. Each of the three funding options include:

- fixed costs: costs that will remain constant whatever the scale of the survey
- variable costs: fieldwork costs that will vary based on the learner response rate; for example, if the response rate is low, a higher number of expensive telephone surveys may be required.

Note: The requested maximum budget accounts for the total cost of option 3 and a contingency budget of £11,007.85 to allow the GLA to cover any unexpected costs. The requested maximum budget will be subject to a contractual mid-year review.

Cost options	Average response rate	Fixed cost	Variable cost	Total (Fixed cost + variable cost options)
Option 1: Variable cost – high response	21%	£209,581.25	£61,773.84	£271,355.09
Option 2: Variable cost – medium response	14%	£209,581.25	£69,905.34	£279,486.59
Option 3 (preferred option): Variable cost – low response	11%	£209,581.25	£79,410.90	£288,992.15