

DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

Part 1: Letter of Appointment

Department for Transport
Great Minster House
33 Horseferry Road
London
SW1P 4DR

Dear Sirs

Letter of Appointment

This letter of Appointment dated 9th July 2020, is issued in accordance with the provisions of the DPS Agreement (RM6018) between CCS and the Supplier.

Capitalised terms and expressions used in this letter have the same meanings as in the Contract Terms unless the context otherwise requires.

Order Number:	TBC
From:	Department for Transport ("Customer")
To:	CM Monitor (Britain Thinks) Ltd ("Supplier")

Effective Date:	13 th July 2020
Expiry Date:	End date of Initial Period 12 th July 2021 End date of Maximum Extension Period 12 th July 2023 Minimum written notice to Supplier in respect of extension:30 days

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: <ul style="list-style-type: none">· the Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B; and
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Key Individuals:	<p><u>For the Customer</u> REDACTED</p> <p><u>For the Supplier</u> REDACTED</p>
[Guarantor(s)]	Not Applicable

Contract Charges (including any applicable discount(s), but excluding VAT):	<p>As per Annex C Roles and Rates remain firm for the duration of the Contract and any extension. Rates are based on an eight (8) hour day and are inclusive of expenses and exclusive of VAT. Invoices will be paid in arrears via agreed project milestones (to be determined at the onset of each project). Payment can only be made following satisfactory delivery of agreed products and deliverables. Each invoice must include a detailed elemental breakdown of work completed and the associated costs. The total invoiced value must not exceed the maximum cost as agreed at the start of each project. All invoices MUST contain a relevant purchase order number. As this is a Call Off Contract the Customer does not guarantee volumes of work or spend.</p>
Insurance Requirements	As per Clause 19 of the Contract Terms
Liability Requirements	Suppliers limitation of Liability as per Clause 18 of the Contract Terms and Conditions
Customer billing address for invoicing:	<p>Invoices must state a relevant Purchase Order and be sent to</p> <p>REDACTED</p>

GDPR	As per Contract Terms Schedule 7 Processing, Personal Data and Data Subjects
Alternative and/or additional provisions (including Schedule 8(Additional clauses)):	Not Applicable

FORMATION OF CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Supplier agrees to enter a Contract with the Customer to provide the Services in accordance with the terms of this letter and the Contract Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Contract Terms.

The Parties hereby acknowledge and agree that this Contract shall be formed when the Customer acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Supplier within two (2) Working Days from such receipt

**For and on behalf of the Supplier:
Customer:**

For and on behalf of the

Name and Title:

Name and Title:

Signature:

Signature:

Date:

Date:

ANNEX A

Customer Project Specification

1. DEFINITIONS

Expression or Acronym	Definition
DfT	Department for Transport
GSR	Government Social Research
SBR	Social and Behavioural Research team at DfT
TDP	Transport Decarbonisation Plan
CAV	Connected and Autonomous Vehicle
EV	Electric Vehicle

2. SCOPE OF REQUIREMENT

- 2.1 The Customer requires regular access to the views of the public on a range of transport topics and policies and requires rich, qualitative evidence delivered through deliberative research methods. The focus will be on obtaining considered, informed views from participants, having built their understanding through information, stimuli and interaction with experts.
- 2.2 Ideally, this work would be conducted with the public face-to-face. However, in light of COVID-19, it will not be ethical or practical to conduct face-to-face research with the public in the near future. The work will therefore need to be completed online, and the Customer is keen to understand what innovative methods are available to achieve this.
- 2.3 The Customer acknowledges the sensitivities of undertaking research during the COVID-19 emergency. Ethical scrutiny will be critical to ensure the methods are not intrusive, and they are asked in such a way that is sensitive to people's lives and concerns during this period.
- 2.4 Any quantitative evidence shall also complement (and not duplicate) the Customer's Transport and Technology Public Attitudes Tracker survey, which provides six monthly data on public attitudes from a cross-section of the English population.
- 2.5 The ambition is to have provision to continue with further rounds of (potentially face-to-face) deliberative research in subsequent years, acting as a flexible ongoing resource for the Customer to tap into at key points in the policy development lifecycle. This Call-Off contract will initially be for one (1) year with the option to extend for a further two (2) years reviewed at the end of each year, when a decision can be made on whether to proceed with the work for the next year.

3. THE REQUIREMENT

- 3.1 The Customer requires online deliberative research to help the Customer understand public reactions to policy challenges, priorities and propositions as they are developed. This research must also provide a detailed understanding of the underlying reasons for those reactions, which could include demographic characteristics, lifestyle, life-stage, specific travel needs and general attitudes to, say, the environment and climate change, or technological advancement.
- 3.2 The Customer requires this to be responsive to emerging policy priorities, allowing the Customer to explore new transport policy areas which come to the fore throughout the duration of the Contract.
- 3.3 The policy areas explored as part of this project are likely to be of a complex nature and in the earlier stages of their policy development lifecycle. It will therefore be critical to explain the subject matter, allow people to deliberate and then provide fully informed responses to questions.
- 3.4 The areas that have been earmarked for inclusion in the first year for this project are Decarbonisation and the Future of Transport. These areas are intrinsically linked because, coupled with behaviour change, transport innovation can help to achieve Decarbonisation objectives.

Methodology

- 3.5 The Customer requires research to adopt a range of methods, depending on the specific issue and questions to be explored. Primarily this piece of work will be a qualitative, deliberative project but the Supplier shall also propose an option for providing some quantification and make clear how the two types of evidence would complement each other.
- 3.6 The Supplier shall also be clear on how any quantitative elements complement (and do not duplicate) the evidence from the Customer's Transport and Technology tracker survey, which tracks public attitudes to and awareness of transport technologies in England.
- 3.7 The methods used will need to consider the mismatch between claimed responses and actual behaviour.
- 3.8 The Supplier shall ensure that the qualitative research does not involve collective decision making on policy options; or if it does, this should only be used as a tool for engagement and not be included in research outputs.
- 3.9 In the first year the Customer estimates four waves of qualitative research across two topics (two waves on decarbonisation, two on future of transport).
- 3.10 There is a need to gather evidence from across the nine Government Office Regions (GORs) in England and the three devolved administrations (DAs) in the UK, and the differences between the different levels of urbanity and different life stages will also need to be brought out. It is hoped that the online methodology will make this easier to achieve.
- 3.11 One possible suggestion might be to recruit, for example, ~10-12 people from each GOR and DA and have around ~30-35 participants in each engagement.

This would mean ~120-140 participants in total in each wave. Additionally, the Supplier shall outline ideas on reconvening – initial thoughts are that participants would be re-convened once within each topic area.

- 3.12 If it is decided that the sample structure will only be able to accommodate 10-12 participants in the DAs (as in the above suggestion) then the Supplier shall provide separate costs for boosting the sample size in the DAs up to ~30-35, to provide the Customer with this option, should the Customer require it.
- 3.13 Stimulus materials will need to be developed by working closely with both the Social and Behavioural Research (SBR) team and the relevant policy teams. Wherever possible, tried and tested stimuli that have been developed for past, similar projects shall be used and adapted.
- 3.14 It will be important to get input into stimulus materials from key stakeholders and experts from academia to ensure materials are balanced, effective and accurate. The Customer are therefore suggesting a virtual ‘Specialist Group’ be set up by the Supplier who can feedback on materials as they are developed. SBR can assist with suggesting members for this group, some of whom could be drawn from the membership of the Net Zero Transport Council¹.
- 3.15 It will be important to include experts in discussions with participants so that they can help to explain the issues to people and answer any questions they may have. Whilst the Customer will help source appropriate experts, the organisation of their participation will be the responsibility of the Supplier, as will any payments made to them for their time and expenses.
- 3.16 The Supplier shall also propose suggested sampling approaches for the qualitative and quantitative research, with details of how participants will be selected, recruited and retained (including proposed incentive structures) and whether there will be any overlap between the two samples. The full range and diversity of demographics, likely experiences and attitudes should be captured. Additionally, the Supplier shall highlight their approach to encouraging participation from a wide range of people and set out how barriers might be overcome (e.g. paying childcare costs).
- 3.17 Key sampling criteria that the Customer requires are listed below, and the Supplier shall include their rationale for sampling criteria chosen:
- Age
 - Gender
 - Life-stage
 - Social grade/household income
 - Ethnicity
 - Attitudes to climate change (especially for the decarbonisation rounds)
 - Technology adoption e.g. early adopter vs laggard

¹ This group will be comprised of a wide variety of stakeholders, including each mode of transport, behavioural insights, technology, academia and environmental NGOs. Their role is to a) provide external advice and challenge during the development of the Transport Decarbonisation Plan through 2020 and b) provide more general advice on reducing emissions from transport particularly with regards to the longer-term technology and behavioural changes needed to deliver transport’s contribution to net zero.

- Level of urbanity
- Mobility (i.e. those with disabilities)
- Car ownership

3.18 The Supplier shall also provide an option to include a sample of young people aged 11-18. Young people have played a prominent role in the Climate Change debate, so it would be desirable to include them in this research.

3.19 Consideration shall be given to whether and how participants for the qualitative and quantitative elements should be renewed over time. It will be important to strike the right balance between achieving the value from 'educating' participants, allowing them to provide informed and considered views on issues and, conversely, ensuring participants do not become unrepresentative of the wider population.

3.20 The Customer require the Suppliers recommendations on anticipated attrition rates (which may be even higher for online deliberative research) and how this will be managed and minimised, including specific details of proposed incentives.

3.21 There might be scope to recruit the sample using an existing Customer survey, such as the Transport and Technology Tracker survey or the National Travel Survey. This could be beneficial as it might make selecting the sample easier and could allow data linkage with those surveys. The Supplier shall explore these options or, if necessary, propose alternative methods of recruitment.

3.22 The Supplier shall also explain how the individual groups would be comprised and structured to support open, high quality dialogue. Understanding differences in attitudes between key sub-groups is crucial and the Supplier shall explain how this detail will be captured through the qualitative research and then analysed, and whether findings are generalisable to the wider population.

3.23 The approach should promote rich and exploratory dialogue with participants through the qualitative research. It shall also provide an option for quantification of key aspects to provide some sense of generalisability of specific findings to the wider population. Overall it must ensure, and provide confidence in, the rigour and reliability in the methodologies used. This means employing best practice qualitative (for guidance on what this means, see here) and quantitative approaches to carry out the sampling, recruitment, fieldwork, analysis and reporting.

3.24 As the Supplier will be aware there are several issues with online qualitative research, including but not limited to the below list. The Supplier shall outline how they plan to address each of these, as well as any others they can identify:

- Digital exclusion – of those who either do not have access to the correct technology or are not confident enough with it to participate in the research.
- Technology issues - there is always the possibility for technology to fail, such as when people experience issues with their Wi-Fi connection.

- Lower engagement levels - because participants will be taking part from home, there are more likely to be other distractions to divert their attention.

Policy areas for exploration

- 3.25 In the first year the Customer requires evidence in relation to the Decarbonisation of Transport and the Future of Transport. For a full list of research questions please see Annex A1.
- 3.26 The Customer also expect the content to be informed by and to build on the results from the 'public feedback opportunity'.
- 3.27 More specifically, it is anticipated that the early engagement activities are likely to include the following, all framed through the lens of Covid-19 and the new reality that has brought:
- Stimuli around climate change, what is causing it, how transport contributes to greenhouse gas emissions.
 - The vital importance of behavioural change in meeting the UK's net zero commitments.
 - Participant reactions to the Climate Assembly recommendations (if available).
 - Detailed discussion/deliberation around some of the policy propositions being developed by the TDP team.

Outputs

- 3.28 The Customer shall require outputs on a topic-by-topic basis, with the final report for each topic bringing together findings from all stages of work in that area. To achieve this the Supplier shall thoroughly analyse all the data collected and present it in a highly considered and synthesised way. This will require team members who can analyse the large amounts of data produced and then, through cogent, coherent and incisive writing, report their conclusions in a way that brings to life what has been learned without over-simplifying or distorting it.
- 3.29 Given the iterative nature of this project the Customer requires the Supplier to provide recommendations on how findings should be presented both in the final reports but also throughout the project. These outputs could include:
- Short weekly email project progress reports to the Customer's project manager.
 - A short (c.5 pages) methodologically robust summary of the main themes/results, to be delivered two weeks after each round of engagement and to feed into policy decision making. It is not anticipated that this would be published. All outputs shall build in time for the Customer's feedback.
 - No more than four weeks after the second wave of each topic the Customer require a presentation of the findings to be delivered after feedback from the Customer (please assume one to be delivered online and one face-to-face).
 - A written report (40-50 pages) of the overall process for that topic, including both qualitative and where necessary quantitative findings, written to a publishable standard and delivered no more than seven

weeks after the second wave of each topic. This report shall provide a deeper level of interpretation/analysis than the short summary and draw all the research for that topic together, including analysis of how participants' attitudes changed over the course of the process as they became more informed. Please assume two full written reports per year. This shall include:

- 3.29.1 An executive summary
- 3.29.2 Introduction
- 3.29.3 Fully analysed and synthesised findings with a thematic structure (verbatim quotations should only be used for illustrative purposes to support main commentary)
- 3.29.4 Full details of the approach and methodology, including examples of the materials used and produced for the engagement activities (please include a brief overview of the approach, with fuller detail provided in an annex)
- 3.29.5 Conclusions
- 3.29.6 Where consent is given the details of the different stakeholders involved at all stages of the project.

- Participation in a wash-up meeting to gather the lessons learned.

3.30 It is possible that the Customer may require additional outputs to help bring the results to life for stakeholders, (e.g. videos, infographics). Other considerations include:

- The Customer would aim to publish all final reports alongside policy documents or announcements, so that external organisations and the public can see how the Customer has listened to people in the Customer's policy development process.
- All outputs shall be clearly written and authored in such a way that it makes them easily accessible to a non-technical audience. All technical jargon and terminology shall be fully explained, and plain English used throughout the reports. Organisations contracted to produce reports for the Government must follow the guidelines available [here](#). This will help the Customer meet its online accessibility, usability and transparency obligations. The Supplier shall familiarise themselves with the guidance and include provision for ensuring outputs meet these guidelines.
- Circulated drafts and final versions of all outputs shall be thoroughly proof-read prior to submission. There is a need to build sufficient time (minimum 1 week) in to the timetable for the Customer to comment on any draft and final outputs.

4. KEY MILESTONES AND DELIVERABLES

4.1 The following high-level Contract milestones/deliverables shall apply in the first few months of the Contract. Please note, the timings here are subject to change (they may be delayed), the Supplier shall be able to be flexible.

Milestone/Deliverable	Description	Timeframe or Delivery Date
1	Contract begins	13 th July 2020
2	First two rounds of engagement take place on decarbonisation, two weeks apart	July/August 2020
3	Short summaries of headline results available (to feed into TDP)	August/September 2020
4	Final report outputs required (to feed into TDP)	September/October 2020
5	FoT timings TBC	Work to be completed by end March 2021

4.2 The Supplier shall provide estimated timings for their approach, detailing the time required to set up both qualitative and quantitative elements and to do one round of qualitative engagement and one round of quantitative research, indicating clearly where the Customer will be expected to contribute. Reporting timelines shall also be included for all research elements and, if the above milestones are not able to be met, please advise what is possible to carry out in the time available and what may need to come later.

4.3 The plan shall also be accompanied by a breakdown of the resources in person days allocated to each area of work (a resource profile) and at what levels of seniority.

5. VOLUMES

5.1 The first year of this Contract will encompass 4 waves of deliberative research and will include the option for 4 waves of online quantitative research. The Customer does not guarantee volumes of work or spend under this call off agreement.

6. CONTINUOUS IMPROVEMENT

6.1 The Supplier shall be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.

6.2 The Supplier shall present new ways of working to the Customer during annual Contract Review meetings and attendance at Contract Review meetings shall be at the Supplier's own expense.

6.3 Changes to the way in which the Services are to be delivered must be brought to the Customer's attention and agreed prior to any changes being implemented.

7. QUALITY

- 7.1 Sign-off for the quality assurance must be done by someone of sufficient seniority within the contracting organisation to be able take responsibility for the work done. Acceptance of the work by the Customer will take this into consideration. The Customer reserves the right to refuse to sign off outputs which do not meet the required standard.
- 7.2 The Supplier shall be responsible for any work supplied by sub-contractors and shall therefore provide assurance that all work in the Contract is undertaken in accordance with the MRS Code of Conduct and Government Social Research Code.
- 7.3 The Customer reserves the right to request an audit of the project against the commitments made in the tender documents and subsequent contract.
- 7.4 The Supplier shall facilitate the Customer's research staff to attend fieldwork as part of the quality assurance process.
- 7.5 Furthermore, the Customer expect that the Supplier(s) will have expertise in the following areas;
- Design and delivery of public engagement using deliberative research methods.
 - Designing accessible and engaging processes and materials to support deliberative research on complex topics
 - Rigorous approach to analysing large amounts of qualitative data
 - Design and delivery quantitative research and analysis
 - Project management skills.
 - Multiple stakeholder engagement.
 - Written and oral communication skills – including impactful final reports that clearly and unambiguously highlight main findings and insights.
 - Organising and facilitating workshops/seminars.
 - Data visualisation or producing information in an engaging way.
- 7.6 Another useful source of guidance and advice that will help the Supplier and the resulting work be of the highest quality is:
- The Government Social Research Code, in particular those that relate to GSR Products
<http://www.civilservice.gov.uk/networks/gsr/gsr-code>
- 7.7 The Supplier shall refer to these pieces of guidance and advice, stating how they will be used.

8. STAFF AND CUSTOMER SERVICE

- 8.1 The Customer requires the Supplier to provide a sufficient level of resource throughout the duration of the Contract to consistently deliver a quality service to all Parties.
- 8.2 Staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract.
- 8.3 The following skills are considered particularly important for this Contract: designing and undertaking qualitative social research; robustly carrying out analysis and reporting of qualitative data.
- 8.4 The Supplier shall ensure that staff understand the Customer's vision and objectives and will provide excellent customer service to the Customer throughout the duration of the Contract.

9. SERVICE LEVELS AND PERFORMANCE

- 9.1 The Customer will measure the quality of the Supplier's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Summaries from workshops	These must be delivered no more than two weeks after the end of each round of engagement, with appropriate quality assurance procedures in place	100%
2	Presentation	This must be delivered no more than four weeks after the end of the last round of engagement for each topic, with appropriate quality assurance procedures in place	100%
3	Report	This must be delivered no more than seven weeks after the end of the last round of engagement for each topic, with appropriate quality assurance procedures in place.	100%
3	Project management	Weekly project updates provided to the Customer, with any issues anticipated, and dealt with, early	100%

9.2 The Supplier shall set out their quality assurance plans for the work they undertake, describing both how their processes will ensure the work requires the minimum of comment and re-drafting and how it will be reviewed to avoid errors.

9.3 For each breach of KPIs 1, 2, and 3 the Customer will be due service credits equal to the number of days delay caused. This will be broken down as follows:

Annual value of the contract X Number of days delay caused

365 (days in a year)

9.4 Where the Supplier has breached the Service Level Agreement more than three (3) times in a period of four (4) weeks, the Customer reserves the right to terminate the contract as per the terms and conditions of Commercial Agreement RM6018.

9.5 Where the Customer identifies poor performance against the KPIs 1 - 3, the Supplier shall be required to attend a performance review meeting. The performance review meeting shall be at an agreed time no later than 5 working days from the date of notification at the Customer's premises (or if not possible, via video conference).

9.6 The Supplier shall be required to provide a full incident report which describes the issues and identifies the causes. The Supplier shall also be required to prepare a full and robust 'Service Improvement Action Plan' which sets out its proposals to remedy the service failure. The Service Improvement Plan shall be subject to amendment following the performance review meeting and agreed by both parties prior to implementation.

9.7 The Customer agrees to work with the Supplier to resolve service failure issues. However, it will remain the Supplier's sole responsibility to resolve any service failure issues.

9.8 Where the Supplier fails to provide a Service Improvement Plan or fails to deliver the agreed Service Improvement Plan to the required standard, the Customer reserves the right to seek early termination of the contract in accordance with the procedures set out in - RM6018 Terms and Conditions.

9.9 The Supplier is responsible for the performance of the Contract by any sub-contractors or other agents working on behalf of the Supplier. The Supplier is to deal with any issues relating to any sub-contractors or other agents working on behalf of the Supplier, this however does not exclude sub-contractors or other agents working on behalf of the Supplier from attending any Contract Monitoring meeting or contributing to any report where it is appropriate for such sub-contractors or other agents to do so.

9.10 If any sub-contractors or other agents working on behalf of the Supplier are found unsuitable, for whatever reason, the Supplier is to engage with the relevant sub-contractors or other agents to broker a resolution.

9.11 If the Customer decides to terminate the Contract early due to poor performance, then the Customer shall require the Supplier to conduct a handover for the project to be passed on to the new Supplier. The Supplier shall also

provide the Customer with all survey results to date and the Supplier shall be required to dispense with all survey results held on their internal systems.

9.12 The Contract will be for 1 year with the option to extend for a further 2 years reviewed annually (1+1+1). The Customer shall provide the Supplier with 30 days' notice if they intend to invoke the option to extend for a further 12 months at the annual review. Roles and rates will remain firm for the duration of the Contract and any extension.

10. SECURITY AND CONFIDENTIALITY REQUIREMENTS

10.1 The Supplier must have a data protection policy.

ANNEX A1

RESEARCH TOPICS AND QUESTIONS

These questions are scoped out as far as possible at this stage and are likely to evolve as new questions emerge from the Customer's Covid-19 work and within the TDP and Future of Transport policy development processes. They may also need to be streamlined when we come to do the research.

Decarbonisation (to be covered over two waves)

Overarching research question: To identify how lower carbon emission behaviours related to Covid-19 (e.g. travelling off peak, active travel, working from home) can be maintained following the easing of lockdown restrictions.

- How do people weigh up the possible **trade-offs** that exist in relation to travel in a post Covid-19 world? For example, increased homeworking and all the benefits that brings, versus any negative potential impacts (e.g. around wellbeing). There is a need to understand the **complexities** involved in people's decision making.
- The Supplier shall suggest trade-offs that could be explored. They should be considered in terms of different possible futures which contain differing degrees of social distancing measures in place (the Customer have potential future scenarios that could be developed for use as stimulus). The extent to which climate change concerns affect decision-making also needs to be established.
- What are the interventions that will encourage people to switch out of their cars and do the following, post lockdown:
 - Active travel (cycling and walking)?
 - Use public transport?
 - Use taxis and private hire vehicles?
 - Rideshare and/or car share?
 - Adopt electric vehicles?
- And how do these interventions work with different groups of people in different kinds of employment, in different parts of the country and for different trip types?
- Do people recognise the potential wider benefits of travelling sustainably, such as health/cost benefits? If so, are they powerful enough to change people's habits?
- How, if at all, has Covid-19 affected the public's appetite to drive/purchase cars? And to buy Electric Vehicles (EVs) i.e. has it made them any more or less likely to want to buy them?

- What impact would ending the sale of new internal combustion engine (ICE) vehicles and Plug-in Hybrid EVs (PHEVs) in 2035 have on people's appetite to buy PHEVs/Battery Electric Vehicles/petrol/diesel now? Why? How do people view hybrid vehicles – are they viewed as a stepping stone technology?

Aviation

- How, if at all, have attitudes towards aviation changed in light of Covid-19 and why?
- What do the public think about measures aimed at decarbonising aviation?
- Do they differ when considering the general public and their own behaviour?

Ride sharing

- Attitudes to options to encourage both ride sharing and vehicle sharing, especially in light of the Covid-19 pandemic, which will be important in ensuring the benefits of new transport technologies are realised and lowering road-based carbon emissions.
- More specifically, what would people want from a sharing service to get them to give up their car/reduce private car journeys? As part of this, the Authority would aim to explore the design of vehicles and design of the service.

Future of Transport (to be covered over 2 waves)

The role of MaaS (Mobility as a Service) in modal shift

- How could MaaS platforms incentivise people to choose more sustainable modes of transport e.g. public transport, cycling and walking? What other 'nudges' could be built into MaaS platforms that would encourage people to use more sustainable modes?
- What information, incentives and nudges are most likely to encourage uptake (e.g. info about travel times / wider benefits; price incentives/crowding levels)?
- What potential is there for these approaches (information, incentives, and nudges) to have negative unintended consequences on traveller behaviour?
- Which demographic groups are most likely to be influenced by MaaS into choosing sustainable travel behaviours? What is most likely to work for different groups?
- Does the potential for MaaS to encourage modal shift differ between rural and urban areas?

- For car owners, would MaaS substitute car ownership or be additional to it?
- What are public views on the acceptability of trying to influence behaviours in this way?
- Are there perceived or actual barriers to multi-modal sustainable trips?

Vehicle automation safety: 'How safe is safe?' Public perceptions of safety and security of vehicle automation

- How safe and secure do the public think vehicle automation is? (*Areas to investigate could include: cybersecurity, collision risk, physical risk, environmental impact*)
- What are the perceived safety and security risks and benefits of automation? How do users weigh up the safety and security risks vs the benefits of automation? How does perception of safety vary by road user types (e.g. passenger, driver, vulnerable road user e.g. cyclist)
- How does perception of safety vary by different demographic groups (e.g. socio-economic, those living with disabilities including hidden disabilities)?
- How does perception of safety vary by vehicle type / environment (e.g. car on a 70mph motorway vs. a Pod in an urban environment, rural environments?)
- How can vehicle automation be designed and implemented in a way that maintains public trust?
- What assurances do the public need before they would make use of different automation features / consider them 'safe enough' for widespread use on UK roads?

Data sharing:

- What are public attitudes towards how personal data is used and shared by transport providers?
- How do they weigh up the risks (e.g. to privacy) vs the benefits of the services they get in return? How does this differ depending on the purpose of data collection (e.g. road safety) and who the data is shared with (e.g. Local Authority vs. MaaS app provider)?
- What assurances around data sharing do the public need and how can they be most effectively communicated?

ANNEX B

Supplier Proposal

REDACTED

ANNEX C CONTRACT CHARGES

Roles and rates will remain firm for the duration of the Contract and any extension. Rates are based on an 8hr day and are inclusive of expenses and exclusive of VAT.

REDACTED

Part 2: Contract Terms



Contract Terms v6.0