

DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

**Crown Commercial Services: Research Marketplace RM6018
'In Journey' Roadworks Customer Insight Research**

Dear Sirs

Letter of Appointment

This letter of Appointment dated 11 June 2019, 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:	HE0001
From:	Highways England ("Customer")
To:	Ipsos Mori ("Supplier")

Effective Date:	11 June 2019
Expiry Date:	End date of Initial Period 31 March 2020 End date of Maximum Extension Period 31 March 2021 Minimum written notice to Supplier in respect of extension: 1 month

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: · the Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B;
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Key Individuals:	██████████ – HE Project Manager ██████████ – Ipsos Mori Project Manager
[Guarantor(s)]	-

Contract Charges (including any applicable discount(s), but excluding VAT):	£145,365.39
Insurance Requirements	<p>Additional public liability insurance to cover all risks in the performance of the Contract, with a minimum limit of £1,000,000 for each individual claim</p> <p>Additional employers' liability insurance with a minimum limit of £5,000,000</p> <p>Additional professional indemnity insurance adequate to cover all risks in the performance of the Contract with a minimum limit of indemnity of £1,000,000 for each individual claim.</p> <p>Product liability insurance cover all risks in the provision of Deliverables under the Contract, with a minimum limit of £1 million for each individual claim</p>
Liability Requirements	<p>Suppliers limitation of Liability</p> <p>Refer to Clause 18.2 of the Contract Terms</p>
Customer billing address for invoicing:	FS Payments, Highways England, The Cube, 199 Wharfside Street, Birmingham, B1 1RN

GDPR	The Supplier will ensure throughout the engagement of the Service that all Data Protection Legislation is met. The Buyer at any point can request the supplier's data protection policy.
Alternative and/or additional provisions (including Schedule 8(Additional clauses)):	n/a

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:

Name and Title:

, Deputy Managing Director

Signature:



Date: 24th June 2019

For and on behalf of the Customer:

Name and Title:


SMP Procurement Delivery Partner

Signature:



Date: 25 June 2019

ANNEX A

Customer Project Specification

1. Summary

The aim of the research is to design, undertake and report on 'in journey' customer insight to gain a customer perspective of major scheme roadworks on the strategic road network on an ongoing, monthly basis.

We need to understand what customers think about the information provided, safety and the management of the roadworks in order to drive improvements that will increase customer satisfaction with our major road schemes.

2. Background

The Highways England 2015-20 [Delivery Plan](#) states a key performance indicator (KPI) target that we achieve 90% user satisfaction. At the end of February 2019 customer satisfaction scored 88.4% overall, with satisfaction with roadworks management scoring a low 66.1%.

In the Major Projects Customer Service Division we are actively addressing this by supporting project teams in improving customer's experience of their scheme through the implementation of 'roadworks a customer view' and a supporting assurance framework. We are also trialling a number of roadworks innovations such as increasing the speed limit in roadworks, improving diversion routes and information provision at the roadside to address known customer frustrations.

In order to measure our customers' experience of roadworks and to understand the impact our interventions are having, we need to gain customer feedback at an individual scheme level. Our corporate insight channels (e.g. the National Road User Satisfaction Survey and the Customer Insight Survey) don't provide us with the level of detail required to assess satisfaction with our individual road schemes.

We require in journey feedback that will allow us to assess customers' experience of individual schemes, so that poor performing areas can be addressed and improved for the benefit of customers.

Since January 2017 we have been gaining this insight via 'customer audits' of roadworks, which is essentially mystery shopping and requires an individual to travel through the roadworks and provide us feedback via a set of questions that assess the information provision, perception of the works and safety. This approach has worked well and we have gained an understanding around how we can improve upon this, these needs have been incorporated into the requirements outlined below.

3. Research objectives

The aim of the research is to design, undertake and report on 'in journey' customer insight to gain a customer perspective of major scheme roadworks on the strategic road network on an ongoing, monthly basis.

We need to understand what customers think about the information provided, safety and the management of the roadworks.

The purpose of the research is to provide project teams with feedback that will drive improvements on individual schemes in order to increase customer satisfaction.

We have the following requirements:

- To develop and undertake a method of research that provides feedback on all major schemes to help us to identify which schemes are performing well, which require attention and to track the impact of our interventions.
- A method that allows us to measure performance against our known customer priorities but one that also allows room for customer ideas (not too prescriptive). This will allow us to understand customer's priorities better as they can change dependent upon the type of scheme.
- Monthly feedback at a scheme level which can be used to score and incentivise suppliers to adapt a more customer focussed approach to roadworks management.
- The research should be conducted at multiple times of day (peak/non peak) to include weekends. Different respondents should be used to provide feedback and a limit on the amount of times we use the same respondent should be agreed in advance.
- We want those who undertake the research to be road users; these can be drivers or passengers of cars, motorcycles, LGVs or HGVs. There is no target for the types of driver, but a representation of all driver types is desired.
- We want a mix of regular and infrequent users, local and non-local, those who travel for business and leisure, a balance of age ranges and gender. Overall the customers providing the feedback should have a mix of the following characteristics:
 - Gender
 - Age
 - Working status
 - Socio-economic group
 - Mobility
 - Ethnicity
 - Type of user (leisure, business etc)
 - Type of vehicle
 - Freight
 - Frequency of use
 - Geographical location
 - Vulnerable users
- Our current approach is to receive feedback from 10 customers, per scheme, per month. A larger quantity of people providing feedback would be advantageous in order to reduce monthly fluctuations which will allow us to more accurately track increases and declines in scores.

Indicative number of major schemes in construction across England each month that require feedback during 2019-20:

Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20
16	17	17	16	17	17	18	19	21

- There is a need for a flexible approach to start and finish dates for schemes and an ability to adapt to a changing timeline.
- The insights need to be presented in a way that engage project teams and are actionable so that they are used to drive improvements in customer experience to influence their score.

3. Approach and analysis

We are looking to the supplier to propose a solution to meet our above needs.

Our current approach to undertake customer audits of roadworks works well but we are open to suggestions of any innovative ways to seek in journey feedback on roadworks.

The insight needs to provide us with an overall performance score for each scheme, as well as highlighting high and low performing areas within the three categories of safety, information provision and roadworks management.

We require qualitative insights to support the data and use of images to support the customer statements.

We want to ask the customers to define what was good and what requires improvement for each scheme, before asking specific questions relating to:

Information provision at the roadside:

- Advanced notification of roadworks
- Signage explaining the reasons and timescales for the works
- Electronic signage to provide distance and travel time
- Ease, accuracy, visibility and level of signage
- Notification of exiting the roadworks
- Understanding of the work taking place
- If no activity visible, signage explaining why

Roadworks management:

- Length of the roadworks
- If visible progress is being made
- Perception of the workforce (professional)
- Perception of the work area (clean and tidy)
- If inconvenience had been minimised
- Experience of delays

Safety:

- Visibility and clarity of lane markings
- Width of lanes
- Road surface quality
- Speed limit
- Level of lighting
- Speed cameras
- How safe they felt

The feedback should be specific to the road scheme and should be identifiable by the junctions joined and exited. The feedback will need to be provided for both directions of the scheme.

Each question is to be assigned a positive and negative score, so that a total score for each scheme can be achieved. The scoring should be converted to a percentage and rating such as 'requires improvement', 'good' and 'outstanding'. The ranges for these are to be agreed once the supplier is appointed.

4. Outputs

Findings should be reported monthly, comparing scheme scores and highlighting areas of satisfaction and dissatisfaction at a scheme level, including recommendations for improvement.

The monthly report should highlight:

- Overall score for all schemes in month and year to date score
- Comparison of overall score for each scheme in month, and year to date.
- Dashboard for each scheme to highlight monthly overall score, monthly trend analysis, high and low performing areas that month. The dashboard should include images and quotes to further explain the scores.

The reports are due by working day five of the subsequent month. Before sending to Highways England they should go through a thorough quality control process to ensure data accuracy. If any amendments are required they should be actioned within 2 working days.

All reporting should be visually appealing and presented in a format that can be easily shared and digested by project teams across the company. Format to be signed off by Major Projects Customer Service Division.

At the end of the year we require a high level analytical report that focuses on trends to identify variables across schemes. The annual report should interrogate data by weather conditions, time of day, driver type, lighting conditions and other variables to identify and highlight trends.

We require access to raw data on an ad hoc basis.

5. Liaison arrangements

This project is managed by the Major Projects Customer Service Division and day to day contact will be with the Engagement Manager and the Assistant Engagement Manager.

There is a requirement for two meetings in Birmingham, one at the start and one at the end of the contract. In addition, monthly progress meetings will take place as teleconferences. There is no requirement to be based in Highways England offices.

6. Timings

Research design to be submitted and approved by Highways England prior to the research beginning on 1st July 2019, with the first report due by the 5th working day of August 2019.

The contract duration will be until 31 March 2020 from the date of award of this contract with an option to extend for an additional 12 months. The option to extend this Contract with the successful Supplier for one additional year may only occur if Highways England confirms that the following criteria have been met:

1. Highways England confirms approval of funding for the additional year
2. Satisfactory Supplier performance not below the failure level for all Contract CPF measures in the last two quarterly intervals.
3. The project still offers value for money

ANNEX B
Supplier Proposal

As provided at tender return on 18 April 2019 and amendment revision on 23 April 2019

Part 1: Contract Terms

See separate attachment