

Call-Off Schedule 4 (Call-Off Tender)

Call-Off Ref: RM1043.8

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Stage 1 Response:

Essential skills and experience

Question 1

Please provide evidence of having led a data-capability or workforce-development initiative in the schools or Further Education or early-years sector in England. If no education example is available, please evidence an equivalent programme delivered in another regulated UK country or UK public-sector domain (e.g. health, local government) that faced comparable data-maturity and organisational-change challenges.

Supplier Response (Max 750 Characters including spaces)

For the charity Mind we led a **data-capability initiative to improve maturity** across 106 mental health care settings in England/Wales (>500 staff):

- Took a UCD approach via 1-to-1 interviews with 45 staff, identifying needs/attitudes
- Defined roles (data leaders, data creators) to clarify responsibilities e.g. regulatory compliance
- Prototyped data literacy journey incl. interactive quiz to assess staff capabilities
- Designed/iterated data literacy framework, mapping skills/behaviours to data maturity levels
- Delivered training programme with 3 modules using mix of formal/self-directed learning

This enabled **organisational change**:

- Supporting new data centre of excellence
- Helping secure £3m apprenticeship levy funding to train 120 data analysts

Question 2

Please provide evidence of having delivered both impactful Discovery and Alpha phases to GDS standards and successfully passed the corresponding GDS assessments.

Supplier Response (Max 750 Characters including spaces)

At DfE we led the Teacher Identity programme, creating a system to store/manage employment data for >500k teachers. **In Discovery and Alpha we:**

- Undertook research via 90 interviews incl. 31 DfE users, teachers & local authorities
- Mapped data flows to identify cross-service dependencies e.g. Teaching Vacancies (TVS)
- Created archetypes to share user needs/insights e.g. lack of data restricts services
- Tested riskiest assumptions e.g. scalability in Claim/TVS services, to simplify applications
- Iterated Gov.UK prototypes, testing user verification journeys on existing services

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We **passed GDS assessments**, creating unique Teacher Reference Numbers to improve accuracy/efficiency for 12 use cases e.g. workforce data reporting, automating work history

Question 3

Please provide evidence of having recruited and engaged representative, geographically dispersed users (e.g. school leaders, frontline practitioners or equivalent public-sector roles), ran multi-round testing and iterated prototypes in response to findings.

Supplier Response (Max 750 Characters including spaces)

For DfE we built an online tool for schools to create Climate Action Plans (Discovery-Beta). Working with United Learning, a Multi-Academy Trust, we:

- Set up a panel of 500+ teachers/school staff/governors** using our networks & social media to reach 524 participants across all UK regions
- Created advisory group post-launch incl. diary studies to **continuously test/iterate live service** (increasing from 0 to 1,000 weekly users in 9 months)
- Captured all feedback in a tracker, **responding to findings** e.g. added way for leadership roles in non-education settings to create accounts

We facilitated 934 user testing instances, refining the journey based on actions instead of resources to **meet school leader/practitioner needs** (achieved 80% of user needs)

Question 4

Please provide evidence of having successfully delivered service design and/or user insight work linked to complex national policy contexts or contexts of equivalent complexity and scale.

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Supplier Response (Max 750 Characters including spaces)

For **MHCLG Planning Reform (£36.5m)** we built a planning data platform, **linked to national policy** to modernise the planning system & deliver 1.5m new homes. We:

- Overcame complexity** in local plan datasets, developing new data standards
- Created end-to-end service** maps for Local Planning Authorities (LPAs) to submit data
- Captured >170 insights** via 60-min interviews e.g. inconsistent source data/format
- Iterated service design** to increase LPA uptake, introducing Gov.UK Notify alerts
- Convened 73 LPAs via digi-planning forum to **improve data maturity** e.g. via open data

Outcomes

- Improved data quality: 50% LPA response rate to data fixes
- Increased LPA participation, with 64 providing at least 1 dataset
- Increased brownfield land data submitted by 50%

Question 5

Please provide evidence of experience working with officials in government departments or agencies, demonstrating collaboration and agility.

Supplier Response (Max 750 Characters including spaces)

For DfE Early Careers Framework we built a teacher registration system, **working with government officials/agencies** incl. ministers e.g:

- Collaborated with TRA** to ensure regulatory compliance/manage identity data
- Worked with policy/legal/commercial teams** to scope requirements & embed UCD
- Demonstrated agility**, making changes to user journeys via existing design patterns
- Tested/iterated** via show-and-tells, resolving dependencies e.g. API integration
- Worked in the open**, sharing roadmaps & design histories across DfE
- Expedited delivery** via multiple interconnected services in c.12 weeks

“The way you have worked – proactive and focused, working really well across the whole division and with policy teams - has been exemplary” DfE Deputy Director

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Stage 2 Response:

