**Driver and Vehicle Standards Agency (DVSA)**

**K280021500**

**Behavioural Insights - Driving Test Backlog**

**Specification**

**“Be Prepared” Behavioural Insight**

1. **Context**

DVSA is an executive agency of the Department for Transport (DfT). Our purpose at DVSA is to help people stay safe on Britain’s roads. Our vision is for safer drivers, safer vehicles and safer journeys for all.

In an average year we conduct 2 million theory and 1.9 million practical driving tests to make sure people have the knowledge and skills they need to drive safely.

As a result of the pandemic, the number of practical driving tests carried out by the DVSA between April 2020 and March 2021 decreased by 72.7% compared to the previous year.

This has led to increased waiting times for learner drivers to take a test. The target waiting time is 6 weeks but currently the national average waiting time is 14 weeks and in areas where demand is highest >24 weeks (which is as far ahead as we are making tests available).There are currently over half a million learner drivers with a practical test booked.

DVSA has already developed several policy interventions to increase the number of driving test appointments available including:

* The return to 7 driving tests per driving examiner each day
* Recruiting more than 300 new driving examiners.
* Improvements to the booking service so that DVSA can add driving test appointments to the booking service earlier

A contributing factor to high waiting times is the high failure rate, for example fewer than half of all learner car drivers pass first time. We want to support candidates in making an informed decision about when they should book and attempt their test so that they maximise the likelihood of passing first time. They will therefore not have to ‘re-join the queue’ waiting for a driving test, adding to testing demand and their frustration.

Since returning to testing we’re also seeing evidence (via the number of tests where examiners intervene) that learner drivers, who are not ready, are taking their test too soon because it’s hard to find a test appointment at a later date. This has implications on pass rates and further increases waiting times.

Also, newly qualified drivers are at greatest risk of having an accident in the first six months of driving after passing their test. This suggests that even those who do achieve a full licence are not always totally prepared for driving unsupervised.

DVSA already provides advice and guidance for learners, for parents and for instructors about how to prepare for a lifetime of safe driving and, specifically, about the requirements of the test ([www.safedrivingforlife.info](http://www.safedrivingforlife.info)). These materials are being developed using behaviour change principles. Those who engage with these resources find them useful, however not all learners or instructors use them.

1. **Objectives**

We want to support candidates in making an informed decision about when they should book and attempt their test.

DVSA has already undertaken customer insight research with learner drivers and with Approved Driving Instructors (ADIs) to better understand the factors that influence learner drivers’ decisions about when to attempt their practical test.

There are multiple factors that cause learners to come for test unprepared, including:

* few or no professional lessons with a driving instructor
* financial, time or peer pressure
* not fully understanding the standard expected
* receiving poorer-quality driving lessons (in a small minority of cases)
* spending too little time on driving lessons and practice (on average around 40 hours completed as quickly as possible, when research suggests 100 hours over 12 months covering all light and weather conditions is the safe mark)
* assumed perceptions that delaying tests means greater cost because of more ADI lessons compared to the cost of re-taking a test

DVSA is conducting additional work with parents and others who support a learner driver, to gain insight into how much they understand about the learning to drive process.

This commission is to provide behavioural insight expertise to support DVSA translate these insights into actionable policy and effective communications, which will help learner drivers to be properly prepared to drive safely before they book or attempt their practical test.

The commission is to provide advice and guidance for a period of 12 months, as required. We have identified two specific pieces of work that we would want immediate assistance with:

First, we want a supplier to review and supplement our existing insight to ascertain whether what we understood is still relevant.

Secondly, the supplier will use those findings to design and test messages that explain what “being prepared to drive independently” means and direct learners, their parents and their ADI to the help and advice that is available to them to achieve that standard.

If there are additional work packages beyond the two immediate pieces of work, these will be agreed between DVSA and the supplier, to inform policy and process development.

The indicative budget for the commission over the 12-month period is £100,000.

1. **Target Population**

Our customer base can be described in three main groups:

* Learner drivers - we wish to target messages at drivers at various stages of the learning to drive process, which will include those seeking to gain a lorry or bus licence.
* The parents / carers / families of learner drivers – we wish to help them understand how they can most effectively support the learning process
* Driving instructors – we wish to help them manage their pupils’ expectations about test preparedness

1. **Strategy**

DVSA will the share findings from previous and planned customer insight work. The supplier will review these and make recommendations for any further insight work required to test those findings.

DVSA will provide details of the current range of advice, learning materials and messaging that we provide to each of those groups, so that knowledge / awareness of these can be tested by the supplier as part of the research.

DVSA will work with the supplier to provide contacts for the required samples of learner drivers, parents and ADIs. The supplier will ensure that representative samples drawn, including geographic spread to account for regional / national differences. This work will cover Great Britain (GB).

We expect the first review phase of work to take no more than 1 month. The second phase, design and testing of messages, is expected to take 3-4 months.

1. **Supplier Requirement**

The supplier will ensure appropriate resource with the relevant skills, knowledge and experience is available to undertake the immediate programme of work to successful completion. The supplier will also ensure resource is available when other work packages are required.

The supplier will outline a delivery plan as part of their tender that will set out in broad terms how they would undertake the immediate plan of work and explain the ways in which they could offer further assistance to help DVSA develop policy and process.

A full delivery plan for the initial work would be delivered to, and agreed by, DVSA within a week of the contract being awarded.

The supplier will deliver the immediate programme of work based on the methodology provided in the tender response.

**First phase**

The supplier will review and supplement DVSA’s existing insight to ascertain whether what DVSA currently understand is still relevant.

The supplier will recruit participants for each of the different cohorts based on the recruitment strategy in the tender response.

The supplier will produce a report of their review of the current evidence that identifies key behaviours that could be addressed by future communication campaigns. In particular, the report should seek to highlight:

* What information candidates need to make a better decision about their preparedness for their test and for driving unsupervised?
* What information do family and friends supporting the learning to drive process need to help candidates decide when to take a test?
* Where / what channels would candidates (and family / friends) be most likely to access that information?
* What information / support do ADIs need managing their pupils’ expectations about when to book or take a test?

**Second phase**

The supplier will use the findings from the first phase to design and test messages that explain what “being prepared to drive independently” means and that direct learners, their parents and their ADI to the help and advice that is available to them to achieve that standard.

The supplier will produce a report on the second phase of trialling messages that identifies what did and didn’t work and give guidance for how future communications can maximise their impact.

For both phases, reports will be produced in Word, with drafts provided to DVSA for review and comment before a final version is signed off.

The supplier will also give a presentation of their findings to DVSA.

The supplier will provide regular progress reports to DVSA during the first and second phase.

The supplier will take overall responsibility for the standard, co-ordination and timetabling of the work and be responsible for the final project outputs.

1. **Procurement Timetable**

|  |  |
| --- | --- |
| **ACTIVITY** | **DATE (\*estimated)** |
| Issue of invitation to tender on the Jaggaer eSourcing portal | 11 August 2021 |
| Deadline for submitting clarification questions to DVSA | By 17:00 on 18 August 2021 |
| Deadline for DVSA to respond to clarification questions | By 17:00 on 20 August 2021 |
| Deadline for submission of tenders | By midday on 25 August 2021 |
| Contract award | 2 September 2021\* |
| Commission begins | 6 September 2021\* |

1. **Location**

The supplier may be based anywhere in GB, meetings and presentations can be facilitated on-line.

1. **Contract Period**

The contract length will be 12 months and is anticipated to begin in early September 2021.

1. **Management and Contract Administration**

**Account Management**

On contract award, the supplier shall send to DVSA’s Contract Manager, the name and contact details (including email address and telephone number) of the Account Manager responsible for managing the intended contract and arrange a contract implementation meeting which should be proposed in the delivery plan as part of our tender response.

The supplier will also be required to arrange and attend regular progress meetings. The frequency will be agreed with DVSA at the contract implementation meeting.

**Payment**

Staged payments, based on the sums of day rates of those involved, will occur when agreed milestones for each individual work package have been completed.

Further information on invoicing and payment procedures are contained within the Instructions to Tenderers document.

1. **Data Protection**

The supplier will be required to comply with all applicable requirements of the Data Protection Legislation (including the General Data Protection Regulation ((EU) 2016/679) (“GDPR”), the Law Enforcement Directive (Directive (EU) 2016/680), and all applicable Law about the processing of personal data and privacy).

1. **Tender Evaluation**

Proposals will be evaluated against the Evaluation Criteria detailed below that will determine the most economically advantageous tender.

Tenders will be evaluated using the following weightings to obtain the optimal balance of quality and cost.

**Evaluation Weightings**

Quality 80%

Price 20%

You can find more details on our approach to quality and price evaluation in **Annex A**.

**Annex A**

**QUALITY AND PRICE EVALUATION**

We will check tenders for compliance – that all documents stated as required have been provided (your tender addressing all the quality evaluation criteria, a completed pricing matrix and a signed Form of Tender).

Failure to provide a compliant submission will mean your tender is not evaluated.

**QUALITY EVALUATION**

We will evaluate the technical quality of compliant bids against the six criteria below in the quality evaluation matrix. You should structure your tender response to reflect the headings in the quality evaluation matrix.

For each question, you must limit your answer to a maximum of 1,200 words, single space, 12-point, Arial or Times New Roman.

We will disregard words in excess of the limit. This may mean your response does not make full sense, so check the number counts of your answers before submission. **All documents, be they in Microsoft Word or PDF format, must include the word count figure in the heading.**

Do not submit any irrelevant, additional marketing or other company material. If you do, it will be disregarded.

**Quality Evaluation Matrix**

|  |  |  |  |
| --- | --- | --- | --- |
| **Primary Criteria** | **Primary Criteria Weighting (%)** | **Sub-criteria evaluation question** | **Sub-criteria weighting** |
| Understanding the requirement | 50% | 1. Understanding the deliverables   Demonstrate your understanding of the required deliverables and key success factors and describe how you would assist us in achieving those. Also outline any issues that DVSA may face in using customer insight to deliver a better experience for our customers. | 15 |
| 1. Customer insight   Demonstrate with specific examples that your team has a proven track record of undertaking this range of work for public sector organisations | 15 |
| 1. Your team   Provide the details of the team that will deliver this piece of work. Tell us why you have put this team together and why you believe they are best placed to deliver. CV’s may be provided. The contents of these will not be included in the overall word count but must be limited to 2 pages per CV. | 20 |
| Methodology | 50% | 1. Participant recruitment   Provide a detailed outline of the sampling framework, setting out the numbers of participants you are expected to recruit for each of the different cohorts, with a recruitment strategy including details of how participation will be encouraged. | 15 |
| 1. Approach   Demonstrate the methodology for the initial programme of work and the rationale for that approach | 20 |
| 1. Draft delivery plan   Provide a draft but detailed delivery plan for the initial programme of work including at a minimum how the project and risks will be managed against the expected timeframe | 15 |
| **TOTAL** | 100% (This will be converted into the maximum 80% quality score weighting) |  |  |

The following scoring scheme will be used to evaluate each quality criteria question:

|  |  |  |
| --- | --- | --- |
| **Mark** | **Description** | **Scoring Guide** |
| 5 | Excellent | Comprehensive evidence supporting the view that the bidder meets all of the requirement; total confidence that the bidder can meet the requirement |
| 4 | Good | Good evidence supporting the view that the bidder meets most of the requirement; a high level of confidence that the bidder can meet the requirement |
| 3 | Reasonable | Reasonable evidence supporting the view that the bidder meets some of the requirement; a reasonable level of confidence that the bidder can meet the requirement |
| 2 | Minimal | Minimal evidence supporting the view that the bidder meets the requirement; a minimal level of confidence that the bidder can meet the requirement. |
| 1 | No confidence | Very limited or no evidence that the bidder meets the requirement; no confidence that the bidder can meet the requirement |

**Please note:** **Any response scoring below 3 (in other words, 2 or 1) against any one quality evaluation criterion will be deemed non-compliant. Any bidder awarded such a score will be disqualified from the competition.**

The evaluation of each quality question will be conducted, and consensus checked in accordance with the following consensus marking procedure.

The Consensus Marking Procedure is a two-step process, comprising of:

Step 1 - Independent evaluation

Step 2 - Group consensus marking

During independent evaluation (step 1), each evaluator will separately (i.e. without conferring with other evaluators) scrutinise the quality of answers given by potential providers in their tender. Each evaluator will then allocate a mark for the answer in accordance with the marking scheme applicable to that question.

The marks allocated by the individual evaluators will be reviewed before facilitating a group consensus marking meeting.

During the group consensus marking meeting (step 2), evaluators will discuss their independent marks until they reach a consensus regarding the marks that should be attributed to each bidders answer to the questions.

Each consensus mark will then be converted into a corresponding percentage score of the total marks available for the question (e.g. a score of 4 out of 5 is 75%).

The percentage score for each question will then be multiplied by the weighting of that question as detailed in the quality evaluation matrix to calculate the weighted score for that question.

The weighted score for each question will be added together and the following calculation will be undertaken to determine the total quality factor score based on the overall 80% weighting for quality:

Total Quality Score = (sum of weighted scores ÷ 100) x 80

**PRICE EVALUATION**

The Microsoft Excel pricing matrix document, included in the tender pack, is where you will tender your prices.

The prices tendered by the successful bidder will form a schedule of rates that will be inserted into the call off contract.

**Price Scoring Methodology:**

The Inverse Proportion Methodology will be used to evaluate all proposals for this requirement. This methodology is based on the following principles:

1. The tender with the lowest price shall be awarded the maximum Price Weighted Score (20%).
2. Each tendered price shall then be compared to the lowest tendered price
3. For each tendered price, the following calculation is used:

|  |  |  |
| --- | --- | --- |
| Lowest tendered Price | x | Price Weighting Percentage |
| Bidder tendered Price |

All calculations will be rounded to 2 decimal places.

**OVERALL SCORE**

* The quality and price scores for compliant tenders will be combined to provide an overall score
* The bidder with the highest overall score and thus who has submitted the most economically advantageous tender will be awarded the contract – although DVSA reserves the right not to award a contract.