

Order Schedule 20 (Order Specification)

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyers under this Order Contract

1. BACKGROUND TO THE BUYER

- 1.1 The Buyer is the government department responsible for the transport network in England and a limited number of transport matters in Scotland, Wales and Northern Ireland which are not devolved.
- 1.2 The Buyer has four key priorities as set out in its Outcome Delivery Plan: 2021 to 2022
 - 1.2.1 **Grow and Level Up the Economy** - Improve connectivity across the UK and grow the economy by enhancing the transport network, on time and on budget
 - 1.2.2 **Improve Transport for the User** - Build confidence in the transport network as the country recovers from COVID-19 and improve transport users' experience, ensuring that the network is safe, reliable, and inclusive
 - 1.2.3 **Reduce Environmental Impacts** - Tackle climate change and improve air quality by decarbonising transport
 - 1.2.4 **Increase our Global Impact** – Boost our influence and maximise trade by having an innovative outward-facing approach
- 1.3 The Buyer “creates the strategic framework” for transport services, which are delivered through a wide range of public and private sector bodies including its own executive agencies.

2. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 2.1 The Buyer's Areas of Research Interest 2021¹ describes the research priorities and evidence requirements of the Buyer's policy teams over the medium-long term. The Social and Behavioural Research team (SBR) within the Buyer's organisation undertakes cross-cutting research and evidence gathering to support these priorities and work closely with policy teams to deliver research to inform specific policy objectives.
- 2.2 Social research within the Buyer is wide ranging and can cover all policy areas and interests of the department. Nevertheless, it is possible to group the work of SBR into two broad strands:

¹<https://www.gov.uk/government/publications/dft-areas-of-research-interest>

- 2.2.1 Cross-cutting work: Research projects which cut across more than one policy area, often investigating transport users' attitudes, experiences, and behaviours.
- 2.2.2 Specific policy support: These projects are usually undertaken in close collaboration with one or more policy teams. They typically aim to inform policy design and delivery by providing answers to relevant policy questions and making practical policy recommendations.
- 2.3 For examples of recent research publications produced by or for the Social and Behavioural Research team please see the following webpage: <https://www.gov.uk/government/collections/social-research-and-evaluation#social-and-behavioural-research-and-evaluation-reports>
- 2.4 The Supplier shall provide ad-hoc social research support across both strands. The Contract will be managed by the Social and Behavioural Research team, but the Supplier will also be likely to work directly with teams across the Authority, including with other analysts who are engaged with social and behavioural research.

3. DEFINITIONS

Expression or Acronym	Definition
DfT	Department for Transport
SBR	Social and Behavioural Research team

4. SCOPE OF REQUIREMENT

- 4.1 The Supplier shall deliver timely and responsive primary social research to inform policy design and delivery for the Buyer.
- 4.2 The Supplier shall be skilled and experienced in a range of social research methods in a government or policy making context. The Supplier shall have the ability to work with, and deliver to, non-specialists as well as experienced social researchers.
- 4.3 The Supplier shall be capable of delivering the following types of requirement:
 - 4.3.1 **Scoping, designing and planning research projects.** Including working with the Buyer's staff (and other stakeholders when appropriate) to identify research aims and objectives to meet policy needs. Identifying research methodologies which can meet these aims and objectives, while taking account of the constraints of policy design, data availability, budget and timescales.
 - 4.3.2 **Providing high quality quantitative research.** Including designing surveys which meet the research aims and objectives. Developing appropriate sampling frames and undertaking surveys

representative of the population of both the UK and England, as well as surveys targeted at specific groups or segments. Recruiting respondents, including vulnerable and hard to reach groups where required. Designing and testing questionnaires, including cognitive interviewing. Implementing surveys in a range of modes, including face-to-face surveys, online and location specific surveying. Providing ad-hoc surveys to specific requirements and providing access to quick turnaround methods, such as panels and omnibus surveys. Providing summary descriptive statistics and reporting statistical significance as well as more complex quantitative analysis such as regression and cluster analyses when required.

- 4.3.3 **Providing high quality qualitative research.** Identifying research designs appropriate to the research aims and objectives. Developing sampling frames, and identifying and recruiting respondents, including vulnerable and hard to reach groups where required. Creating and testing topic guides and other research tools and prompts. Undertaking qualitative research (including depth interviews, focus groups, observational studies both face-to-face and online) and applying qualitative analytical techniques appropriately to the material and research aims and objectives.
- 4.3.4 **Providing high quality secondary research.** For some projects secondary research may be required before primary research can commence. This could include narrative literature reviews and/or secondary analysis of existing datasets.
- 4.3.5 **Project management, Quality Assurance, Reporting and Accessibility Standards.** Project planning and management, including reporting of progress, to ensure that milestones, responsibilities and risks are clear to all parties. Ensuring quality of data collection and analysis within projects: details to be agreed on a per project basis, but may include facilitating peer review, project steering or stakeholder groups, establishing arrangements for multiple coding and inter-rater reliability checks, etc. Communicating research findings via reports of publishable quality, oral presentation in formal and non-formal contexts and production of summaries, slide packs or other written formats which are clear and accessible for a non-specialist audience. The target audiences will be agreed on a per project basis but are often likely to be policy professionals and/or the general public. Reports of publishable quality need to meet the rigorous accessibility standards as set out by the Government Digital Service², that could involve documents being converted into .PDF formats.

- 4.4 The Contract term shall be three (3) years, with the option to extend for one (1) additional year (3+1).

² <https://www.gov.uk/guidance/how-to-publish-on-gov-uk/document-accessibility>

- 4.5 The maximum budget is £3,000,000.00 inclusive of VAT including all extension options. As this is a call off agreement the Buyer reserves the right not to spend the entire budget and gives no guarantee of spend.

5. THE REQUIREMENT

- 5.1 The Supplier shall provide a flexible and timely service in response to call-offs under the Contract for the provision of qualitative and quantitative social research, to support the Buyer's decision-making and delivery. It is anticipated that multiple individual projects of varying sizes shall be commissioned throughout the Contract, as indicated by the range of requirements detailed in section 4.
- 5.2 The Supplier shall undertake individual projects commissioned by the Buyer via a specification of requirements. The specific approach for any projects undertaken as part of this Contract will be scoped in advance by the Supplier in consultation with the Buyer, and agreed by both parties prior to commencement. The process will be as follows:
- 5.2.1 Requests will be coordinated by the Buyer's Contract Manager. There will be one (1) Contract Manager within the SBR team who will oversee the whole Contract, with individual project managers from the Buyer for each project within the Contract.
- 5.2.2 Each request will take the form of a short specification of requirements which shall be discussed between the Contract Manager and the Supplier.
- 5.2.3 After receiving the specification of requirements, the Supplier shall assess the task and submit a brief costed proposal, with timescales, in response to the requirement within 7 working days.
- 5.2.4 The cost of preparing the brief costed proposal will be met by the Supplier.
- 5.2.5 Brief costed proposals shall be provided by the Supplier in a format agreed between the Buyer and Supplier at the outset of the Contract and include:
- The research questions to be answered.
 - The research approach and methods.
- 5.2.6 Plans for sampling, recruitment, data collection, analysis, reporting and accessibility requirements. The Buyer shall detail the expectation for the sample and the Supplier shall provide the sample. In some circumstances the Buyer might provide the sample or facilitate access to a group/sample.
- The nature of the output(s) expected.
 - Delivery timetable.
 - Name(s) of staff working on the project.
 - Total cost of the project, with a breakdown by task, staff member and days.

- A review of any anticipated risks and their mitigation measures.
 - Identification of any ethical concerns and proposed remedial actions.
 - If accepted, the proposal will form a fixed price project within the overriding contract.
- 5.3 The Supplier shall work collaboratively with the Buyer's staff in meeting requirements, provide regular verbal and written updates at agreed intervals and share draft outputs during each project.
- 5.4 In some cases, work conducted under the Contract (such as research scoping work) may provide a foundation for a subsequent full research study which would be competitively tendered. In order to ensure a level playing field in any subsequent tendering exercise, the Buyer reserves the right to include outputs delivered under this Contract as part of specification for a subsequent tender. Where appropriate, the Supplier shall ensure that outputs under this Contract are suitable for use in this way. This approach will ensure that the Supplier would be able to bid for any subsequent research study, subject to it being tendered through a route which it has access to.
- 5.5 During key projects and in times of peak activity, there shall be regular planning meetings by telephone/online between the Supplier and the Buyer's Contract Manager to discuss work and prioritise where necessary. The frequency of meetings will be proportionate to the workload throughout the time period and specified in the costed proposal/s. Any costs associated with these meetings will be at the Suppliers expense.
- 5.6 Please note the decision about whether to publish work delivered under this Contract will be made on a project-by-project basis and at the Buyer's discretion. It will likely depend on the nature and scope of the individual project.
- 5.7 All reports intended for publication must be submitted to the Buyer as both MS Word and Adobe PDF files. Both files must meet the latest government minimum accessibility requirements: currently level AA of the Web Content Accessibility Guidelines (WCAG 2.1) (as of 2021). The Supplier may decide to undertake this accessibility work themselves or to use a third-party contractor to ensure the required standard is met (making sufficient allowance for any additional cost and time this would entail).

6. KEY MILESTONES AND DELIVERABLES

- 6.1 The Contract will run for three (3) years with projects agreed at an ongoing basis or until the maximum value of the Contract is exhausted (whichever is sooner).

- 6.2 A breakpoint will exist in the Contract at 12 months after it is let. This will allow the Buyer to terminate the Contract at its discretion if deemed necessary. A notice period in alignment with the framework terms and conditions will be given if such a decision is made.
- 6.3 There may be an opportunity to extend the Contract for a further 12 months after the initial 3 years are coming to an end, subject to the department securing financial approval.
- 6.4 Milestones and timelines shall be set for individual projects at the outset of each project following the process outlined in section 5. Lead times will vary from project to project depending on the scale and urgency of the requirement. As a guide, we anticipate that the fieldwork component could be anything from 2 or 3 weeks (for a limited scale survey) to 5 or 6 months, for something more complex or where there is some 'before' and 'after' component.
- 6.5 The Supplier shall note the following typical project milestones that the Buyer will measure the quality of delivery against:

Milestone/Deliverable	Description	Timeframe or Delivery Date
1	Project specific brief sent to Supplier	Day 1
2	Supplier response to brief including detail of any subcontractors and a cost estimate	Within 7 working days of brief being sent
3	Supplier receives Buyer's response to the proposal and cost estimate	Within 3 weeks of brief being sent
4	Set up meeting and commencement of programme of work	Within 4 weeks of brief being sent
5	Recruitment and fieldwork begin	Within 5 weeks of brief being sent
6	Interim findings delivered	As agreed at outset of project
7	Debrief	Within 1 week of interim findings being delivered
8	Final reporting delivered/project completion	Within 3 weeks of interim findings being delivered

7. MANAGEMENT INFORMATION/REPORTING

- 7.1 The Supplier shall provide reports written to a publishable standard and that meet accessibility standards. The audience is likely to differ depending on the project, but the primary audience for most reports is likely to be policy colleagues, the transport industry and the general public, although they will also be read by analysts and other specialists. Reports shall contain clearly stated findings and, where appropriate, recommendations which can be acted on. Length and format of reports shall be agreed on a project by project basis at the outset of each project. For most projects the final report will be 30-40 pages, including a 1-2-page summary.
- 7.2 The Supplier shall ensure all correspondence will come through the Contract Manager who will coordinate any resulting actions or comments from the Buyer and identify a project manager for each project issued under the Contract. The designated project manager shall be kept informed by the Supplier from the outset with regular updates which set out the progress made, problem encountered and propose solutions to overcome them. The timing, frequency and format of these updates shall be agreed for each item of work issued.
- 7.3 To assist with resource planning, the Contract Manager shall be in regular contact with the Supplier, by whatever means and timetable agreed to be mutually beneficial. This shall include quarterly review meetings between the Contract Manager and the Supplier.
- 7.4 There shall be a review at every 12 months of the Contract to allow the Supplier and the Buyer's Contract Manager to review the KPI/SLA's, what has worked well, less well and make any changes to the commissioning or management process where necessary.

8. VOLUMES

- 8.1 The Buyer intends to use this Contract flexibly to deliver research projects of differing sizes and complexities. The mix and volume of projects will depend on the needs of the Buyer and is likely to vary over the duration of the Contract. The Supplier shall have capacity to undertake more than one project at a time and be able to move swiftly from one project to the next.
- 8.2 The Buyer anticipates between 4 and 8 projects a year however, this is not a guarantee of work and projects may vary.

9. CONTINUOUS IMPROVEMENT

- 9.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 9.2 The Supplier should present new ways of working to the Buyer during quarterly Contract review meetings and as part of the annual review. These meetings need not be face-to-face (unless there are circumstances where this is required).

- 9.3 Changes to the way in which the Services are to be delivered must be brought to the Buyer's attention and agreed prior to any changes being implemented. This is to include any changes to staff delivering the Contract, who shall be replaced with similarly qualified and experienced staff. The Buyer requires sight and approval of the CVs of any proposed replacement staff.

10. SUSTAINABILITY

- 10.1 The Buyer has a responsibility to act and to support nature, the environment and its vital contributions to biodiversity. The Supplier is required to act in various sustainable manners in the delivery of the Contract, particularly in terms of eliminating waste, reducing travel and minimising energy consumption. The Supplier must comply with all current legislation regarding sustainability and legislation introduced or amended during the period of the contract pertaining to this.
- 10.2 This must include compliance with the Modern Slavery Act 2015 and the Climate Change Act 2008.
- 10.3 The Supplier must consider their "carbon footprint" in allocating and deploying resources to undertake this contractual requirement.

11. STAFF AND CUSTOMER SERVICE

- 11.1 The Supplier shall have access to a range of expertise to maximise coverage of the four types of requirement set out in section 4.
- 11.2 The Supplier shall be flexible in their approach, be responsive to emerging priorities, and be able to apply their expertise in social research theory and practice in a fast-moving organisational/strategic environment to deliver short term tangible benefits to social and behavioural research for the Buyer.
- 11.3 The Supplier shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.
- 11.4 The Supplier's staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.
- 11.5 The Supplier shall ensure that staff understand the Buyer's vision and objectives and will provide excellent customer service to the Buyer throughout the duration of the Contract.

12. INTELLECTUAL PROPERTY RIGHTS (IPR)

- 12.1 The IPR clause within the Framework terms and conditions will apply for the entire Contract term.
- 12.2 The Buyer shall have exclusive ownership of any results and intellectual property associated with the Contract. Including all deliverables, outputs and materials created for projects let under the Contract.

- 12.3 The Buyer reserves the right to reproduce or share any outputs of the Contract.

13. PAYMENT AND INVOICING

- 13.1 Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.
- 13.2 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs. The invoiced value of each project must not exceed the maximum cost as set out in the proposal and would not normally be expected to exceed the estimated cost.

Invoices shall state the relevant Purchase Order Number and be submitted to:

REDACTED TEXT UNDER FOIA SECTION 43 COMMERCIAL INTERESTS

13.3

14. ADDITIONAL INFORMATION

- 14.1 The Contract Manager for this Contract will be:

REDACTED TEXT UNDER FOIA SECTION 40 PERSONAL INFORMATION

- 14.2 The Buyer is committed to promoting high ethical standards in the conduct of the social research it funds and commissions. The Buyer expect the Supplier to conduct research to appropriate ethical standards, such as those outlined in the Government Social Research Unit Professional Guidance 'Ethical Assurance for Social Research in Government' (<https://www.gov.uk/government/publications/ethical-assurance-guidance-for-social-research-in-government>). The Supplier shall address any identified ethical sensitivities or risks in their application, as well as any others they consider might arise.
- 14.3 The Supplier shall note that the existence of this Contract does not imply or entail that all social research the Buyer commissions will be through this Contract. The Buyer reserves the right to tender individual projects outside of this Contract as and when it sees fit.
- 14.4 The Supplier would not be excluded from bidding for those projects, subject to them being tendered through a route which it has access to.

15. LOCATION

- 15.1 The Buyer's headquarters are located at Great Minster House, 33 Horseferry Road, London, SW1P 4DR.
- 15.2 The location of the Services will be carried out at Supplier's premises

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