

- Providing feedback to TfL on the outcomes and results of the pilot, including any recommendations for changes or improvement to the process before the main fieldwork stage commences.

8.2 Parallel Run

A parallel run is required to provide evidence of the whole process working when live data is collected. This parallel run should work in tandem with existing data collection, allowing a period of comparison between the two data sets in order to determine any significant differences in scoring and the reasons for this.

Analysis of the parallel run results must include analysis of assessor patterns of response, looking for harder and easier scoring assessors, as well as overall clustering of each set of scores around its mean. This must take into account that some questions are more objective than others. TfL will provide more details on requirements for this analysis to the successful agency and will expect to work with the agency's statistics team in designing analysis to meet the requirements of the parallel run exercise.

As with the Pilot stage, agencies should provide a breakdown of the cost for the Parallel Run, including field management, briefing assessors, and data collection; data processing, edits and verification; analysis of the two parallel periods of fieldwork; and feedback to TfL on the comparison and results.

9. AGENCY PERSONNEL

A single point of contact at the agency is required to act as day to day manager, but it is expected that different individuals within the agency will carry out the work.

Proposals should clearly state:

- Who will be working on the research programme and in what capacity;
- Their relevant experience in mystery shopping and account management;
- How much time each person is scheduled to work on the TfL account;
- Communications processes across the agency teams and with TfL;
- How this project will be resourced alongside any other TfL projects (where relevant).

If any part of the research is to be sub-contracted out to another agency (e.g. a specialist fieldwork or data processing company), this must be specified in Proposals. The Proposal should also provide details and describe how any subcontractors will be managed to ensure the highest quality.

10. AGENCY ENGAGEMENT

10.1 Communication

Maintaining a productive working relationship whilst working through the inevitable challenges of ensuring CMSS data is delivered to the highest standard is important. Therefore, it is important that we work in partnership together. We aim to build a relationship and to keep both sides updated regularly with any issues that may arise. Both TfL and the successful agency should aim to have an open feedback culture, with clear accountabilities on each side.

10.2 Understanding of TfL

Due to the criticality of CMSS data to TfL's business, it is important that the agency team contracted to run the survey develops a good general understanding of TfL's business requirements and the challenges it faces.

TfL and the successful agency should foster a culture which constantly challenges the status quo and actively strives for continuous improvements.

TfL endeavour to:

- Circulate news and information about its business to the agency to keep them informed about the business context in which they are supplying the CMSS to TfL.
- Inform the agency team about any business decisions or improvements that have come about because of the CMSS data, so that they gain an understanding of its worth to the business.
- Inform the agency team about any challenges to CMSS results, changing business requirements or negative impacts of the survey itself.

10.3 Lessons Learnt Log

Where TfL and/or the agency identify areas where potential improvements to the survey could be made, they should record these, assess the business impact, and escalate the significant ones to the relevant stakeholders.

11. DEMOBILISING OUTGOING AGENCY

Outgoing agencies should provide updated survey documents to TfL:

- Questionnaire
- Survey manual (and all associated documents referred to within in)
- Fieldwork routes

The outgoing agency should also be prepared to participate in analysis with the new agency to understand any differences in the data collected and help to ensure that the survey is being run in a consistent manner.

11.1 Software

TfL holds the Intellectual Property rights in respect of software which has been written specifically for the purposes of the CMSS survey. However, in all cases on the current survey, specific survey software works in conjunction with or as a 'bolt-on' to generic agency software, to which TfL does not have access rights. As such, agencies should bear in mind specific CMSS developed software may be of little value to any new agency.

12. SERVICE LEVEL AGREEMENTS (SLAS)/KEY PERFORMANCE INDICATORS (KPIs)

SLA's and KPI's as per Lot 2 of the TfL 90865 Framework agreement, with additional specific SLA's included in Appendix 6D (SLA Report). Additional KPI's and SLA's may be agreed on contract award.

13. Annexes and Appendices

Appendix 1:	Fieldwork Routes
Appendix 2:	CMSS Questionnaire
Appendix 3A:	Individual Station Report
Appendix 3B:	Line Report
Appendix 3C:	Line Tailored Report Rolled
Appendix 3D:	Line Tailored Report Unrolled
Appendix 3E:	SDU Reports
Appendix 3F:	Station Group Report
Appendix 3G:	Station Tailored Report Rolled
Appendix 3H:	Station Tailored Unrolled
Appendix 3I:	Summary Report
Appendix 3J:	System Report
Appendix 4A:	Advertising Report
Appendix 4B:	APD League Table
Appendix 4C:	ATM Report
Appendix 4D:	Bins Report
Appendix 4E:	Bubble Map Report
Appendix 4F:	Map Litter Report
Appendix 4G:	Toilet Report
Appendix 4H:	Train Fleet Report
Appendix 5A:	All Infracos Fleet Scored Data File
Appendix 5B:	BCV Scored Data File
Appendix 5C:	Graffiti Comments Scored Data File
Appendix 5D:	Infracos Fleet Non-physical SDF
Appendix 5E:	JNP Scored Data File
Appendix 5F:	LU Scored Data File
Appendix 5G:	SSL Scored Data File
Appendix 6A:	Assessor Variability Report
Appendix 6B:	Asset Exception Report
Appendix 6C:	Quality Assurance Report
Appendix 6D:	SLA Report
Appendix 6E:	Station Spread By Week Report
Appendix 7:	Assessor Manual

GfK U.K. Ltd Proposal submission dated 2nd February 2017



Q1 - Understanding
of risks and requirem



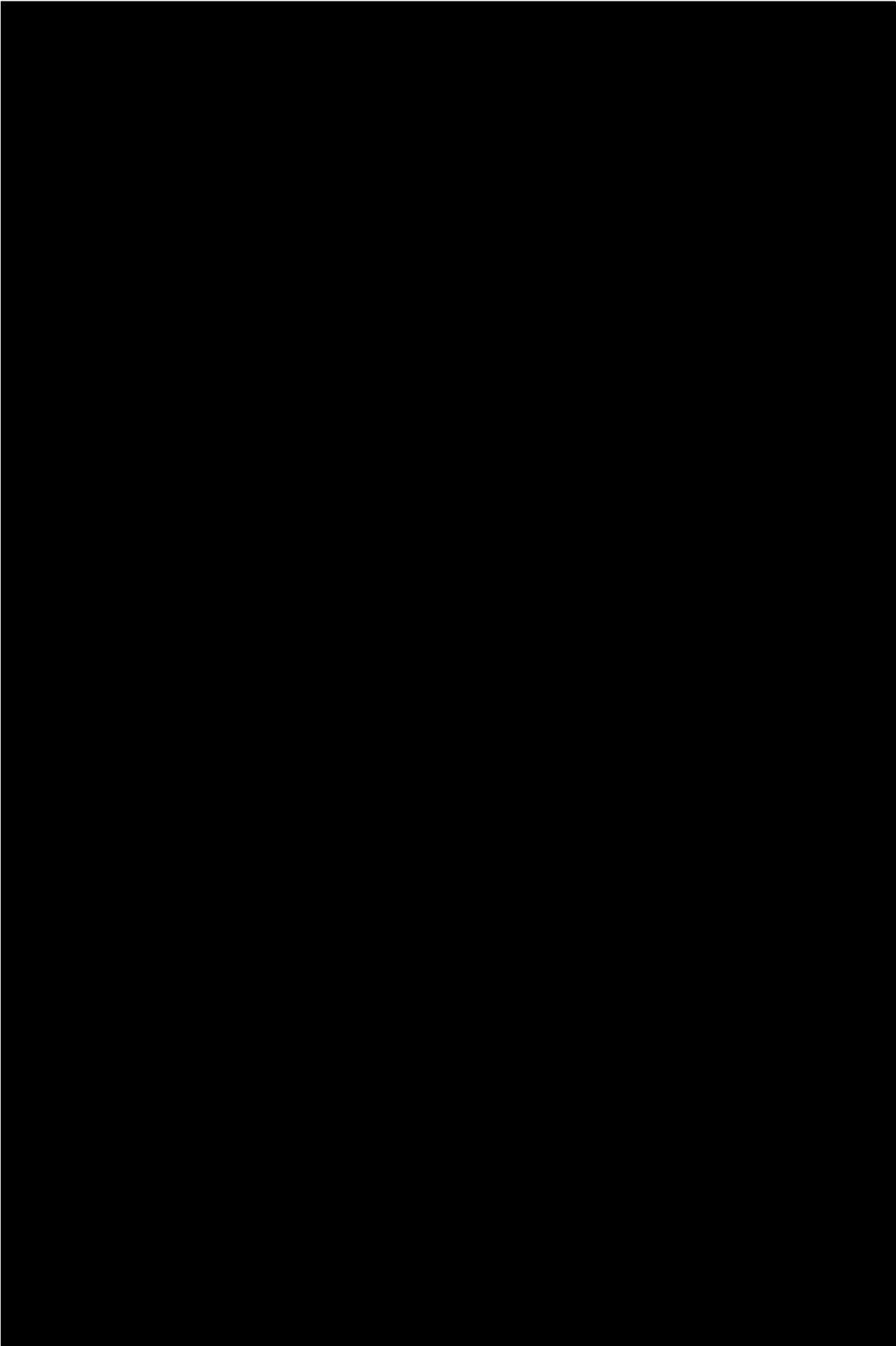
Q2 - Fieldwork
capability and manag

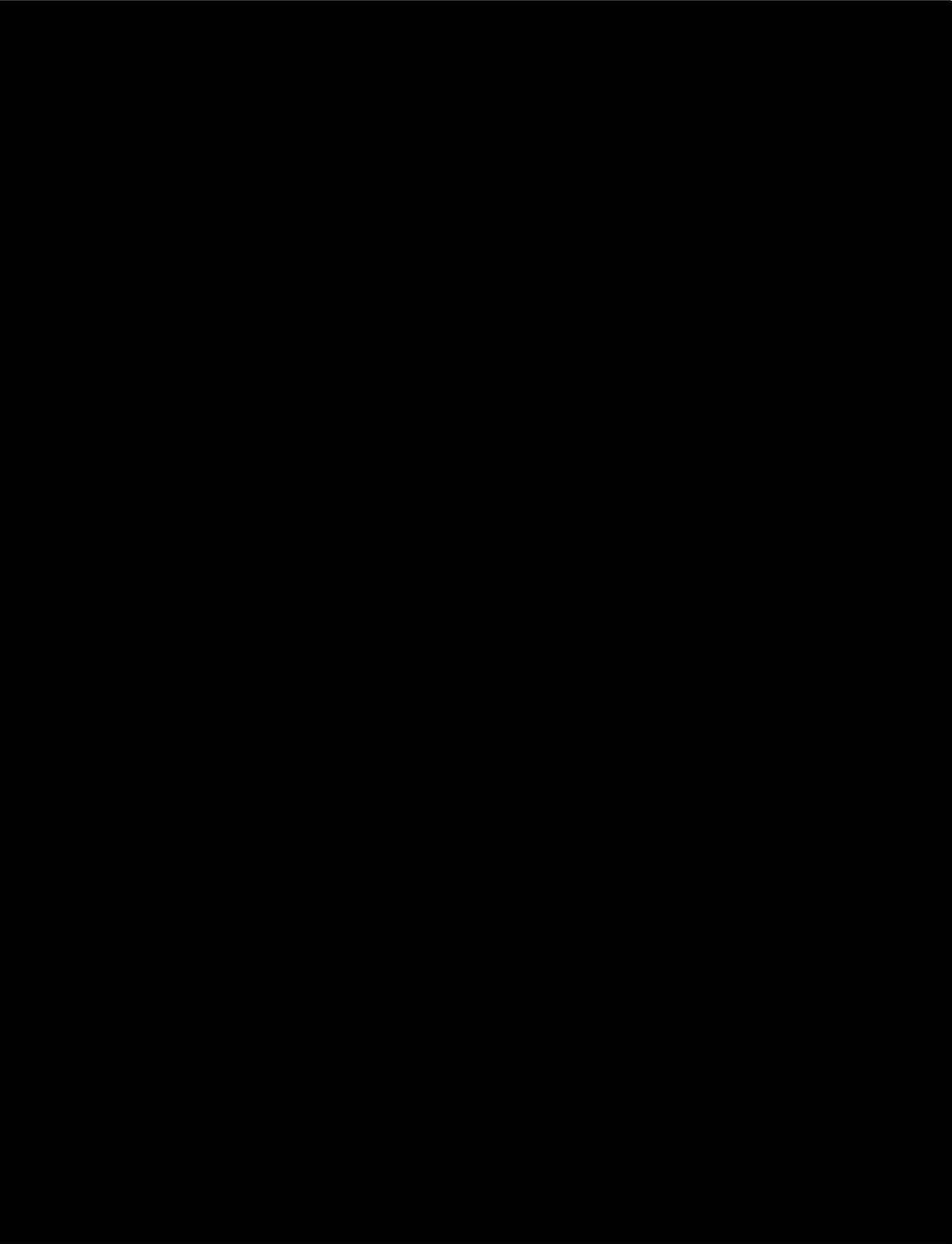


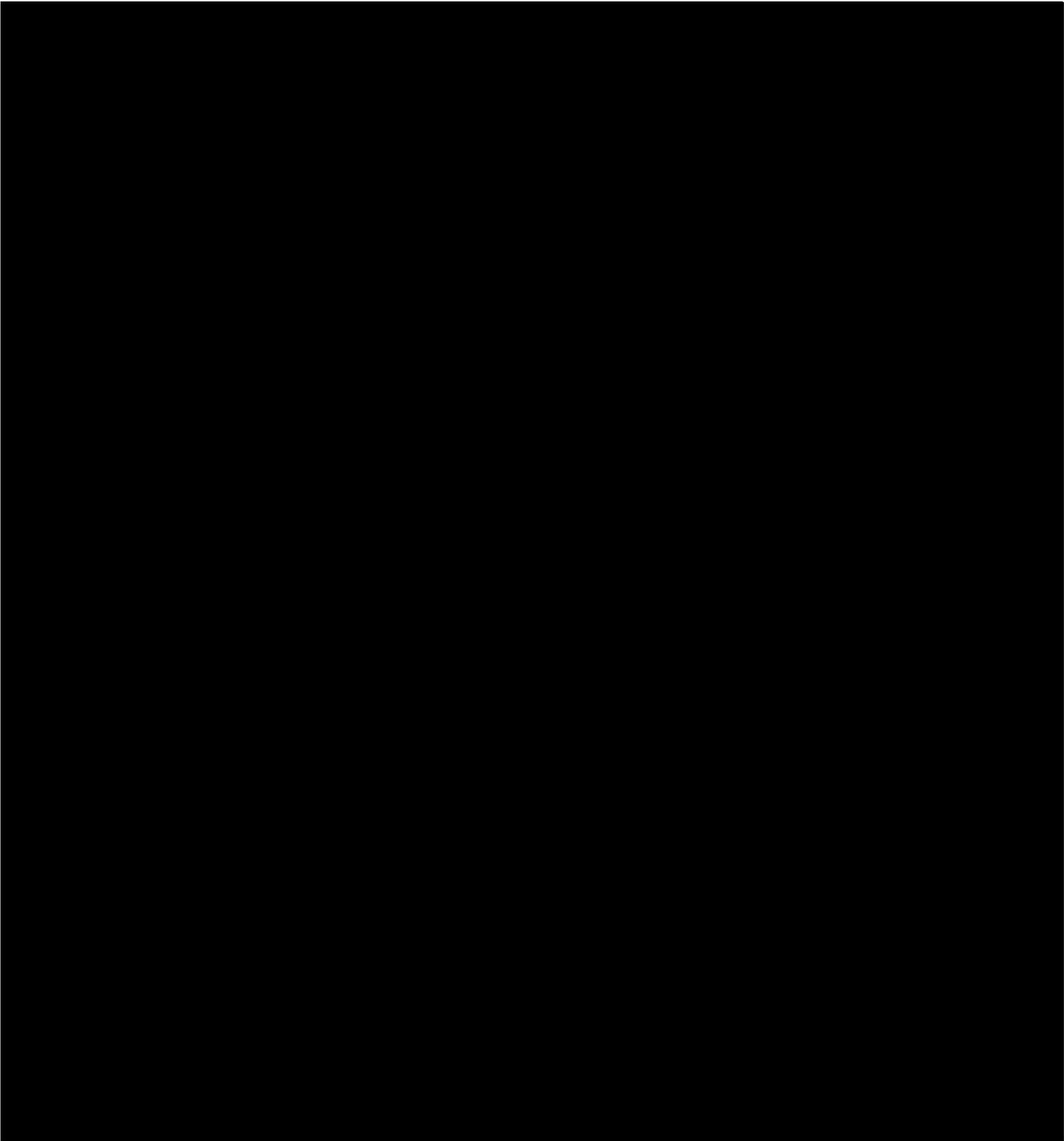
Q3 -Technical
strength, capacity an

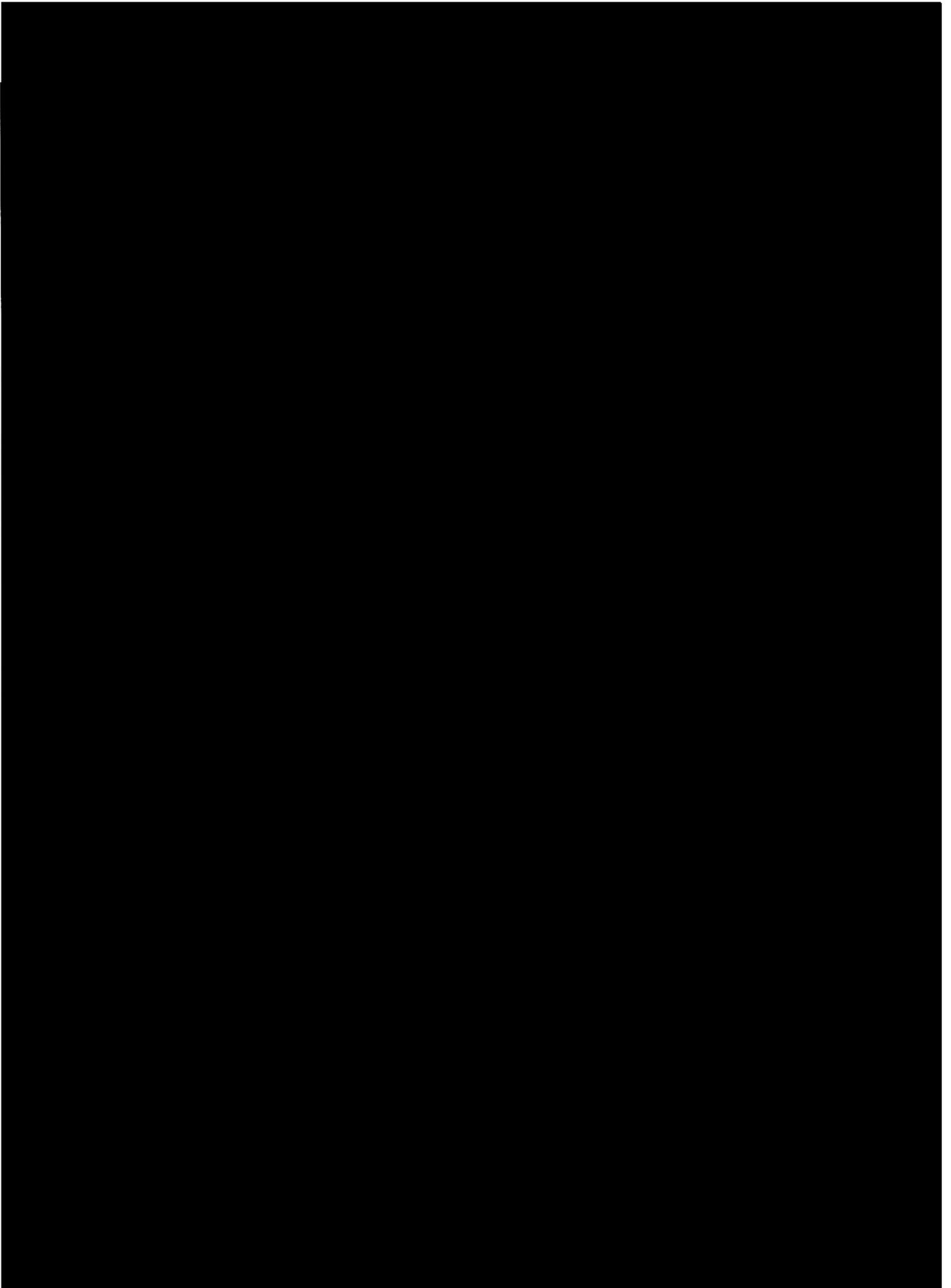


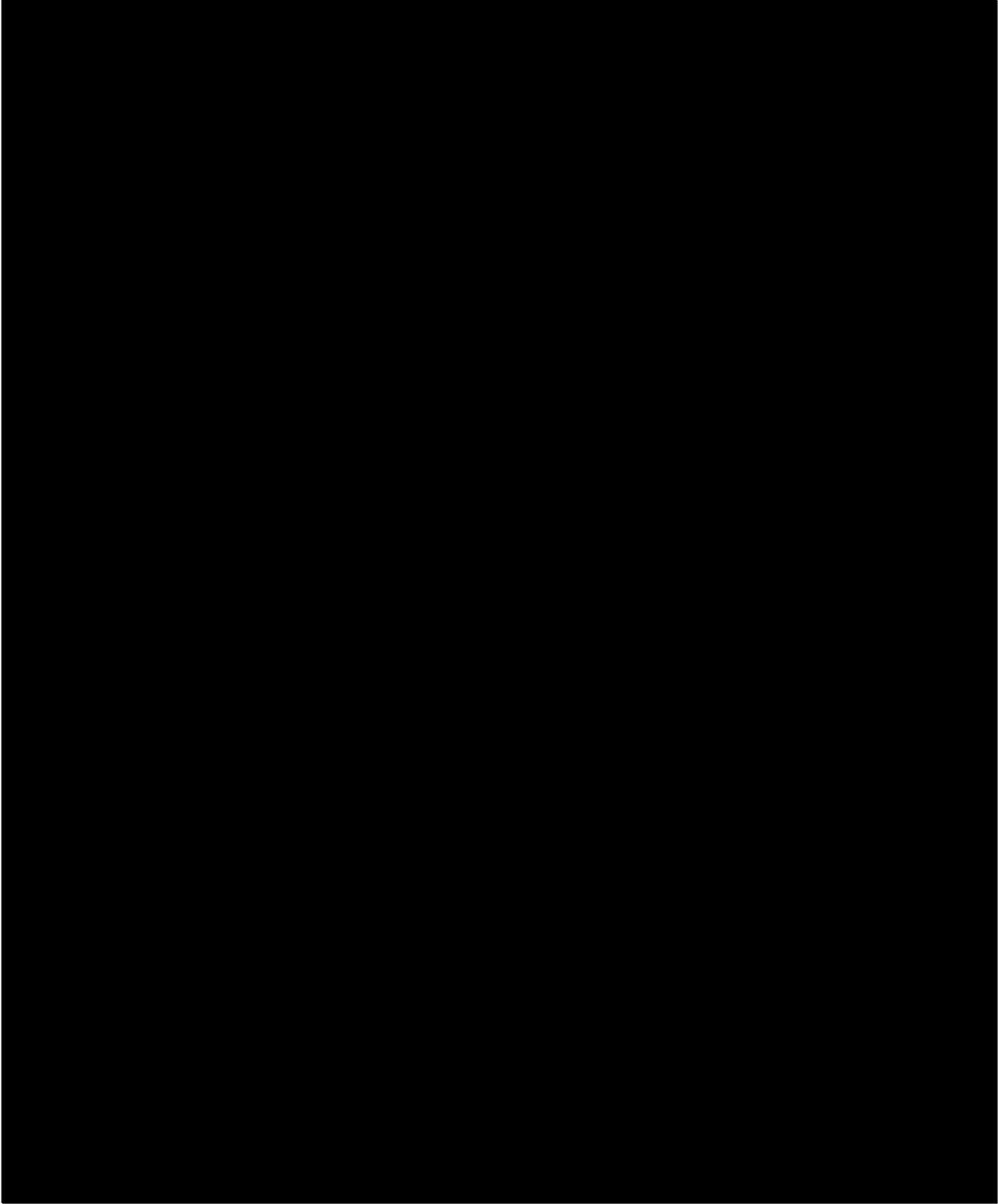
Q4 -Quality and
experience of propos

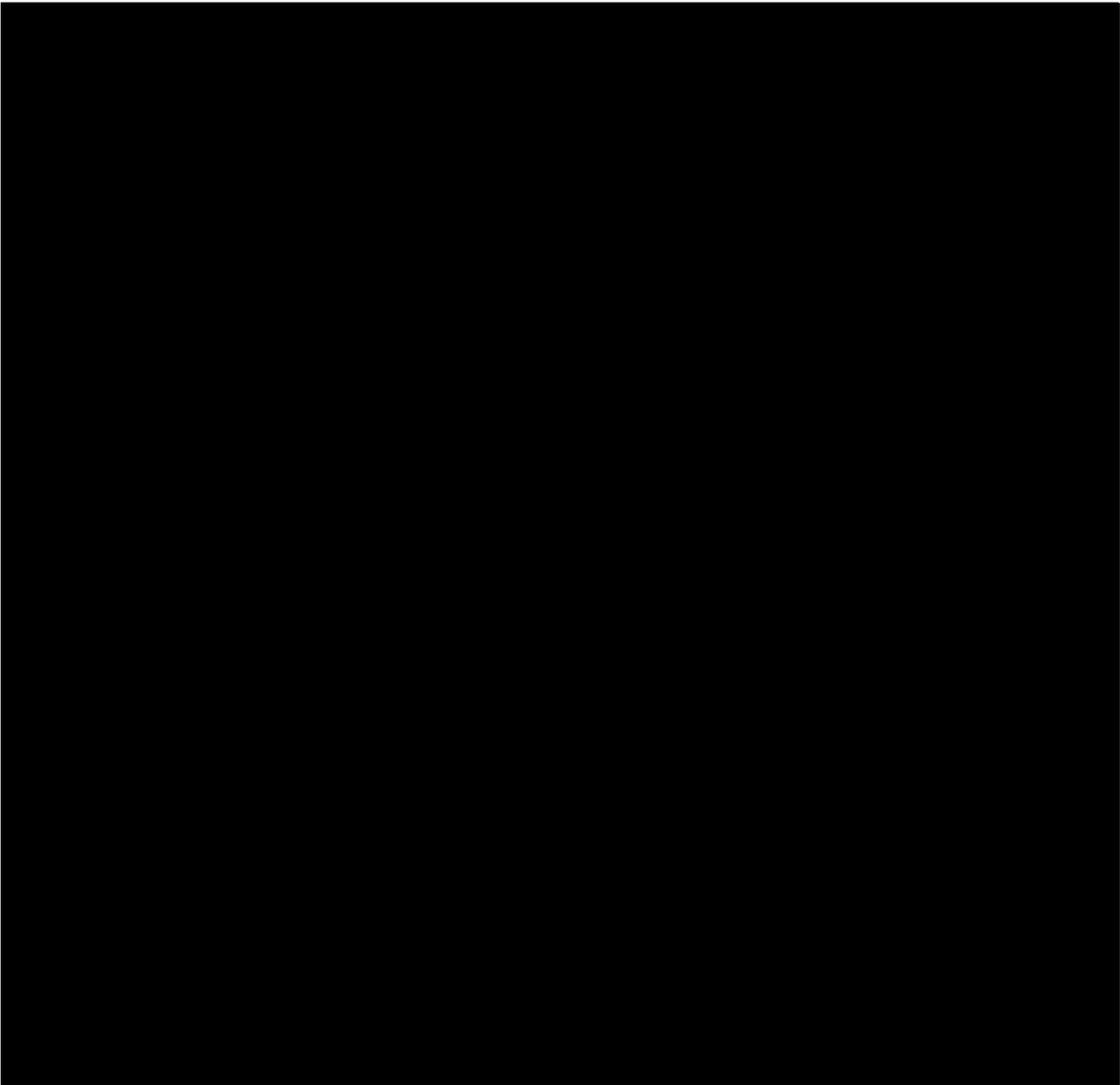












Attachment 4

Special Conditions for Call-Off

SCHEDULE 7 - FORM FOR VARIATION

Agreement Parties: *[to be inserted]*

Call-Off Contract Number: *[to be inserted]*

Variation Number: *[to be inserted]*

Authority Contact Telephone *[to be inserted]*

Fax *[to be inserted]*

Date: *[to be inserted]*

AUTHORITY FOR VARIATION TO AGREEMENT (AVC)

Pursuant to Clause 32 of this Agreement, authority is given for the variation to the Services and the Charges as detailed below. The duplicate copy of this form must be signed by or on behalf of the Service Provider and returned to the Call-Off Co-ordinator as an acceptance by the Service Provider of the variation shown below.

DETAILS OF VARIATION	AMOUNT (£)
ALLOWANCE TO THE AUTHORITY	
EXTRA COST TO THE AUTHORITY	
TOTAL	

.....
For the Authority

ACCEPTANCE BY THE SERVICE PROVIDER	
Date	Signed



Handwritten scribbles or faint markings in the bottom left corner of the page.