



Specification

Provision of Public Relations and Communications Association (PRCA) Qualifications

[Strategy Policy and Communications Directorate]

Contract Reference: PS/22/58

**Date: 09/05/2022
Version: Final**

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1. Introduction

The Driver and Vehicle Licensing Agency (**DVLA**) invites proposals for the following SERVICES.

Provision of three different PRCA Qualifications:

1. PRCA Diploma in Integrated Communication Management (Dip PCA)
2. Advanced Certificate (AdCert PRCA)
3. Diploma in PR and Communications Management (DipPRCA)

The qualifications should be for up to 5 members of staff and cover a period of up to two years. This contract will be subject to the Mid Tier Terms and Conditions of Contract.

2. Background to the Requirement

The DVLA is an Executive Agency of the Department for Transport (DfT), based in Swansea. The DVLA's primary aims are to facilitate road safety and general law enforcement by maintaining accurate registers of drivers and vehicle keepers and to collect Vehicle Excise Duty (VED).

The DVLA Communications Team is responsible for the delivery of communications throughout the agency, and any DVLA related communications to the media. The team has both a strategic and operational role in supporting the agency's five strategic themes through the creation of integrated communications plans.

The Strategic Communications Team is responsible for developing and delivering strategic communications programmes in relation to internal and external messaging through corporate and local channels. To carry out their role effectively, they must be able to:

- take overall accountability for campaigns throughout their lifecycle
- advise and guide business areas on campaign approach
- quickly get to grips with complex policy or operational issues and turn them into communication strategies and plans
- commission primary audience and channel insight work to understand how these can drive behaviour change
- develop appropriate channels, messages and activities to improve engagement with relevant audiences and be able to evaluate communications activity
- work with stakeholder relationship owners to ensure consistency of messaging
- liaising with wider communication delivery teams to ensure communications are delivered to plan
- represent the Strategic Communications Team at senior level meetings.

3. Procurement Timetable

The timetable for this Procurement is set out in Invitation to Tender (ITT). This timetable may be changed at any time but any changes to the dates will be made in accordance with the Regulations (where applicable).

Potential tenderers will be informed if changes to this timetable are necessary.

4. Scope

The requirement is specifically to deliver 3 different PRCA Qualifications for up to 5 individuals to support professional training for DVLA's Communications Teams. We require a two-year contract which should allow delegates sufficient time to complete all qualifications. All qualifications are to be delivered virtually and the training must be delivered by recognised industry experts via PRCA.

5. Implementation and Deliverables

The qualifications are to be delivered virtually as current circumstances subscribe. With the ability to book the first course as soon as the contract is awarded. The Diploma cannot be booked until September 2022. All course materials should be included.

We also require an element of flexibility in the event that there are changes in our operational circumstances. If delegates cannot enrol for the full qualifications, we reserve the right to book the individual elements of the qualifications which are currently offered as single courses in lieu of full qualification enrolment.

6. Specifying Goods and / or Services

- a) Training material to be delivered by licensed facilitators virtually
- b) Support to be available during the lifecycle of the contract
- c) Training content to be made available to delegates
- d) The supplier to detail where appropriate the commencement date, milestones, completion of deliverables, exit strategies, handover points, break points and expiry date in agreement with the agency
- e) Any materials, connectivity, etc. required to support the successful delivery of this training must be identified by the Supplier and notified to delegates in advance
- f) Training to be delivered via Teams in the first instance although other tools may be considered

The five qualifications to be delivered are:

2 x PRCA Diplomas in Integrated Communication Management (Dip PRCA)– 6 months

This course will need to cover the following and allow delegates to understand the environment in which the organisation operates, with a specific focus on:

- Brand and Reputation: the difference between both, how they are developed and managed
- Purpose: contemporary thinking around the role of purpose in organisations and links to brand and reputation
- Use insights to inform planning
- Research methodologies: selecting the right methodology, how to interpret research
- Tools and techniques: good practice for the use of different research methods including surveys, focus groups, interviews.
- How to interpret research including sentiment analysis.
- Research ethics.
- Plan integrated campaigns, understanding stakeholders and selecting channels
- Paid advertising: how the industry works, setting objectives, budgeting, creativity in advertising, ethics in advertising
- Digital – paid and shared: SEO, Pay Per Click (PPC), working with influencers
- Stakeholders: public affairs, financial, internal: explanation of each discipline, channels, controls/regulation and ethics
- Press/media: what makes news, the news agenda, industry structure
- Content creation: storytelling techniques, creativity

1 x Advanced Certificate (AdCert PRCA) Qualification

This course should cover:

- Ethics in PR & Communications
- Planning a Strategic PR Campaign
- Budget Management
- Account Management
- Honing your Copywriting Skills
- Crisis Communications
- Developing a Digital Strategy

2 x Diploma in PR and Communications Management (DipPRCA) Qualification

The course needs to be delivered virtually and should take no more than 12 months to complete.

The course objective needs to ensure that candidates will be able to demonstrate strategic thinking and planning.

Topics to be covered as part of the qualification need to include:

- Ethics in PR and Communications
- Managing an Agency – Managing Performance to Improve Productivity
- Managing an Agency – Part 2 Managing an In-House Team
- Effective Leadership – Skills and behaviours needed to deliver efficiency and results
- You and Your clients: A Coaching Session
- Business Development Planning and Strategy

The course should aim to develop leadership skills and culminate in the development of a practical proposal that can be implemented with immediate effect. Learners to submit a portfolio containing a personal review, an organisational SWOT, a proposal identifying the biggest threat facing their business/a client, and how PR/comms function can help to minimise the damage and/ or grow the business.

The course should deliver individuals with the abilities to focus on building practical skills that can be used straight away.

Each qualification must be assessed by the supplier to ensure that delegates are meeting the objectives and requirements required of the qualification to ensure that they are able to pass. If delegates are not meeting deadlines etc that the supplier contacts the contract manager to let them know the delegates status if there are problems or issues.

DVLA will also assess the learners' performance internally.

6.1 Social Value Considerations

Not Applicable

6.2 Modern Slavery Considerations

Not Applicable

7. Quality Assurance Requirements

The provider to confirm their ability to provide the required qualifications over the prescribed period. Qualifications to be assessed against the standards for the qualifications by the provider/supplier. Success will be gauged by those taking the qualification passing the relevant assessments.

DVLA will assess each individual against normal performance tracking.

8. Other Requirements

Access should be primarily virtually with a minimum requirement to attend in person events.

8.1 Information Assurance

Removable Media

Tenderers should note that removable media is not permitted in the delivery of this Contract. Where there is a requirement for Supplier Staff to take data off site in electronic format, the DVLA will consider if it is appropriate to supply an encrypted hard drive.

Security Clearance

Level 1

Tenderers are required to acknowledge in their response that any Supplier Staff that will have access to the DVLA site for meetings and similar (but have no access to the DVLA systems), must be supervised at all times by DVLA staff.

Information Supply Chain

Tenderers are required to confirm how DVLA Data will be securely managed at each stage of the Information Supply Chain. This applies to both Suppliers and Subcontractors. Retention schedules will need to be defined and agreed prior to award of contract.

Processing Personal Data

Please note that the successful tenderer as part of the contract agrees to comply with all applicable requirements of UK Data Protection Legislation (including UK GDPR) and all applicable Law about the processing of personal data and privacy.

8.2 Cyber Security

No requirement to request from Cyber security as it is for training.

8.3 Data Sharing

The Data Sharing Clearance Team are satisfied that this procurement does not involve DVLA data sharing. They confirmed there are no objections or requirements from a DDSC perspective.

8.4 Sustainability

The DVLA is committed to reducing any negative impacts produced by our activities, products and services. This aligns to the Government's Greening Commitment which states we must: "Continue to buy more sustainable and efficient products and services with the aim of achieving the best long-term, overall value for money for society."

DVLA is certified to ISO 14001:2015 and more information is available in our Environmental Policy at:

<https://www.gov.uk/government/publications/dvlas-environmental-policy>

S.1 - The DVLA is committed to sustainability and as such the Supplier should consider this as part of their submission.

The DVLA requires the Supplier to:

- Comply with the DVLA's Environmental Policy: <https://www.gov.uk/government/publications/dvlas-environmental-policy>
- Where appropriate, assist the DVLA in achieving its Greening Government Commitments as detailed on <https://www.gov.uk/government/publications/greening-government-commitments-2021-to-2025> i.e. Reduce CO₂ emissions through energy consumption and travel, reduce water consumption and waste produced;
- Be able to evidence continual environmental improvements in their own organisation (ideally through an accredited EMS, i.e. ISO14001, Green Dragon etc);
- Ensure its own supply chain does not have negative environmental or social impact and;
- Where required, be able to provide data on carbon emissions related to the products / services being supplied to aid with scope 3 emission calculations.
- Provide the specified goods / services without the use of single use plastic in line with Government commitments.

S.2 - The Supplier shall provide their sustainability or environmental policy.

S.3 -The Supplier shall be able to meet and evidence conforming to the relevant [Government Buying Standards](#).

8.5 Health and Safety

DVLA has an Occupational Health and Safety Management System that is certificated to ISO45001. Further information on our Health & Safety Policy, is available on request from the DVLA (See Schedule 1).

All Supplier Staff working in the DVLA on any of our premises must fully comply with relevant health and safety legislation, together with health, safety and welfare policy and management arrangements applied by the DVLA. If appropriate, these issues must be addressed at or before the award of the contract and may form part of the procurement process. Where requested, Suppliers will be required to provide copies of their health and safety policy statement, risk assessments and method statements, clearly identifying any safety implications that their activities may have and how these will be managed. Contract management staff are responsible for checking health and safety information provided by Suppliers, and passing relevant information to local line management and staff. Supplier's safety performance will be monitored and checked as part of normal contract management.

Tenderers should: Have an appointed competent person responsible for H&S, details to be made available to DVLA on request

- Have emergency arrangements and plans for their goods/product/service, and observe DVLA's arrangements whilst on site, or through the course of the business or contract
- Have adequate provision for your own first aid when on site
- Have an accident reporting and recording process for all near miss, accidents/incidents, or violent and aggressive behaviours. Any incident on DVLA site should be reported immediately to the DVLA's Health and Safety Team
- Communicate with DVLA on any health and safety matter or issue in relation to the contract/product/supply of goods or service, notifying DVLA of any Health and Safety hazard, which may arise in connection with its supply of goods, products, or services
- Indemnify DVLA in the instance where failure of the company's product/service, acts or omissions, with regards to health and safety, results in an economic penalty, time delay, issue, accident/incident or claim against the DVLA
- Have suitable and sufficient insurance cover for all business/products/services supplied/that are provided to DVLA
- Have documented, suitable and sufficient, risk assessments and method statements, covering all significant activities and deliveries of products, goods and services. Copies to be made available to DVLA on request
- Provide suitable and sufficient health and safety training, information and instruction for all its employees/contractors/subcontractors. Records to be made available on request
- Engage with DVLA's Security/Estates Management Group to arrange access to all DVLA premises/buildings
- Comply with all vehicle and driver legal requirements and DVLA policies whilst driving on premises or conducting business for DVLA

To help prevent the spread of COVID-19 and reduce the potential risk of exposure, DVLA has a set of assessments that must be completed prior to attendance at any DVLA site. There are also a strict set of procedures that must be adhered to whilst on site. These apply to all staff and contractors are kept up-to-date based on the latest Government guidance.

Any Supplier Staff required to attend/visit DVLA site, during the period of the contract, **must request and obtain a copy of the most recent DVLA Covid-19 Risk Assessment from the DVLA Contract Owner/Manager. They must also submit a copy of a Covid-19 Risk Assessment for their own organisation.** This ensures that DVLA suppliers are not only adhering to Government guidelines whilst on site at DVLA but also in the capacity of performing their own business.

Prior to any visit, each individual Supplier Staff may also be required to complete a "Covid-19 Contractor Questionnaire", which is a self-declaration to further minimise the risk of exposure. Copies of this Questionnaire, where required, will be available at DVLA Reception or from the member of staff escorting the Supplier Staff (where required).

N.B. The processes and assessment should be fully understood, ahead of any attendance/visit, as they include the arrangements and control measures in place to keep Supplier Staff and DVLA staff safe.

8.6 Estates

Not applicable

8.7 Diversity and Inclusion

Accessibility requirements to be discussed with learners beforehand.

The Public Sector Equality Duty (PSED) is a legal requirement under the Equality Act 2010. The Equality Duty ensures that all public bodies play their part in making society fairer by tackling discrimination and providing equality of opportunity for all. It ensures that public bodies consider the needs of all individuals in their day-to-day work – in shaping policy, in delivering services, and in relation to their own employees. DVLA is committed to encouraging equality, diversity and inclusion within our workforce and against unlawful discrimination of employees, customers and the public. We promote dignity and respect for all and we will not tolerate, bullying harassment or discrimination by staff, customers or partners we work with. Everyone working for us and with us, as partners in delivering our services, has a personal responsibility for implementing and promoting these policy principles in their day- to-day transactions with customers and our staff.

A full copy of our Equality, Diversity and Inclusion Policy is available on request from the DVLA.

8.8 Business Continuity

Suppliers shall provide a statement regarding the scope of their Business Continuity and Disaster Recovery Plans to protect the Agency from the consequences of business interruptions.

8.9 Procurement Fraud

Not Applicable

8.10 Use of DVLA Brands, Logos and Trademarks

The DVLA does not grant the successful Supplier licence to use any of the DVLA's brands, logos or trademarks except for use in communications or official contract documentation, which is exchanged between the DVLA and the successful Supplier as part of their fulfilment of the Contract.

Approval for any further specific use of the DVLA's brands, logos or trademarks must be requested and obtained in writing from the DVLA.

8.11 Welsh Language Scheme Requirements

Not Applicable

9. Management and Contract Administration

To support the ongoing management of this contract the successful supplier must provide a point of contact for DVLA.

The Lead Officer and Contract Owner will review the contract performance.

A Purchase Order Number for this requirement will be provided to the supplier. Invoices must be sent to DfT Shared Service Arvato and copied, with the relevant worksheets, to DVLA's Contract Owner with the specified Purchase Order Number.

Further information on invoicing and payment procedures are contained within our instructions to Tenderers document.

Subcontracting to Small and Medium Enterprises (SMEs):

DVLA is committed to removing barriers to SME participation in its contracts, and would like to also actively encourage its larger Suppliers to make their subcontracts accessible to smaller companies and implement SME-friendly policies in their supply-chains (see the Gov.Uk [website](#) for further information).

To help us measure the volume of business we do with SMEs, our Form of Tender document asks about the size of your own organisation and those in your supply chain.

If you tell us you are likely to subcontract to SMEs, and are awarded this contract, we will send you a short questionnaire asking for further information. This data will help us contribute towards Government targets on the use of SMEs. We may also publish success stories and examples of good practice.

10. Training / Skills / Knowledge Transfer

There is no specific training/skills/knowledge transfer requirement for this training other than what has been outlined in the scope section.

11. Documentation

The supplier will provide delegates with all the necessary access to undertake the training virtually however, delegates will provide their own hardware and network access.

12. Arrangement for End of Contract

The Contractor shall fully cooperate with the agency to ensure a fair and transparent re-tendering process for this contract if required. This may require the Contractor to demonstrate separation between terms occupied on the existing Contract and those involved in tendering for the replacement contract to prevent actual (or perceived) conflicts of interest arising.

13. Evaluation Criteria

Tender Evaluation

The paragraphs below set out and explain the procedure, stages and process by which tenders will be assessed. The evaluation procedure is divided into two key stages;

1) Selection Stage

For requirements with an estimated value above the FTS advertising threshold, DVLA will issue and assess responses to the Standard Selection Questionnaire (SSQ) in accordance with the “Selection Stage” below.

2) Award Stage

DVLA will assess responses to the requirement in accordance with the “Award Stage” below.

Tenders that do not meet the criteria at the Selection Stage may be disqualified from further consideration in this procurement and will not be evaluated at the Award Stage.

Selection Stage – Grounds for Exclusion

Where DVLA has issued an SSQ in the Invitation to Tender pack (ITT), the tenderer should complete the questionnaire in order for DVLA to assess whether there are any grounds for exclusion.

Mandatory Grounds for Exclusion

If a tenderer answers “Yes” to any statement in the Grounds for **Mandatory** Exclusion, it is very likely the tender will be rejected and disqualified from further participation in this procurement.

Discretionary Grounds for Exclusion

DVLA is entitled to exclude a tenderer from further participation in this procurement if any of the statements in response to the Grounds for **Discretionary** Exclusion apply.

If a tenderer answers “Yes” to any statement, it is possible that the tender will be rejected and disqualified from further participation in this procurement. If any of the statements do apply, the tenderer should set out the full facts detailing any remedial actions taken. The information provided will be taken into account by DVLA in considering whether or not the tender will be permitted to proceed any further in this procurement.

Following the Selection Stage, any tenders that have been excluded will not proceed to the Award Stage, and the tenderer/s will be notified in writing.

Award Stage

The Award Stage will comprise of the following elements:

- 1) an evaluation of mandatory requirements, if applicable (**Mandatory Requirements**). These will be assessed on a pass/fail basis. Tenders that fail any of the mandatory requirements may be disqualified from further consideration
- 2) an evaluation of the tender based on the quality criteria and social value criteria (if applicable) (**Quality Criteria**)
- 3) an evaluation of the prices tendered (**Financial / Price Criteria**).

Selection will be based on the Evaluation Criteria, encompassing the most economically advantageous tender, which demonstrates a high degree of overall value for money, competence, credibility and ability to deliver.

Your tender will be evaluated using the following weightings **and** the criteria weightings set out at Annex 1, to obtain the optimal balance of quality and cost.

NOTE: Only those tenders achieving a minimum overall quality score of [85%] will be considered.

Mandatory Requirements (if applicable)

Annex 1 provides details of any elements/criteria considered as critical to the requirement. These are criteria, which will be evaluated on a pass/fail basis. A fail may result in the tender being excluded from further evaluation.

Quality Criteria:

Annex 1 provides details of the quality criteria on which tenders will be evaluated. This will list the primary criteria along with the allocated percentage weighting and a description of the specific requirement. The overall percentage allocated for the Quality Criteria is outlined in the Table "Overall Weighting Allocation" and the method used to allocate scores is outlined below.

Quality Criteria Scoring Methodology:

The scoring methodology used to assess and allocate scores to each criteria are included in the table below

Points awarded	Description
100	Fully meets/evidence provided that demonstrates the requirement can be met
60	Minor concerns/issues that the requirement can be met
30	Major concerns/issues that the requirement can be met
0	Does not meet the requirement, not addressed or no evidence provided

Based on the allocated score, a percentage will be calculated against each element using on the following calculation:

$$\frac{(\text{Allocated Score})}{(\text{Maximum Score})} \times \text{Weighting}$$

For example, “Quality Element 1” can be allocated a score between 0 and 100 but carries a weighting of 10%. Supplier A is given a score of 60 for this element so receives a score of $(60/100 \times 10) = 6\%$. The scores for each element will then be added together to calculate the overall Quality Criteria score.

Financial / Price Criteria

Evaluation of the prices submitted will be performed separately by a Commercial Finance Accountant and details will not be made available to the Quality Evaluation Panel. This is to ensure fairness and avoid any subconscious influence of a lower price on the quality scoring. The overall percentage weighting allocated for the Financial/Price Criteria is outlined in the Table “Overall Weighting Allocation”.

Financial / Price Criteria Scoring Methodology:

A Percentage Scoring Methodology will be used to evaluate all proposals for this requirement. This methodology is based on the following principles:
The lowest tendered price will be awarded the maximum score available. Each subsequent bid will be baselined to this score and will be awarded a percentage of the maximum score available. The calculation used is as follows:

$$\frac{(\text{Lowest Tendered Price})}{(\text{Tender Price Submitted per Supplier})} \times \text{Maximum Score Available (i.e. Weighting)}$$

For example, if the Financial/Price weighting allocation is 40%, the maximum score available is 40. Supplier A submits the lowest price of £100,000 and Supplier B submits a price of £180,000. Based on the above calculation Supplier A and B will receive the scores shown below:

Supplier A = $100k/100k \times 40 = 40\%$

Supplier B = $100k/180k \times 40 = 22.22\%$

Overall Weighting Allocation

Evaluation Criteria	Weighting
Quality Criteria and Social Value Criteria (if applicable)	60%
Financial / Price Criteria	40%
Total	100%

Calculation of Overall Score:

The allocated score for the Quality and Social Value Criteria (where applicable) will be added to the Financial/Price Factor score to calculate the overall score for each tender (out of a max available 100%). The tender with the highest overall score will be deemed as successful.

14. Points of Contact

Commercial Advisor	Name	XXXXXX “redacted under FOIA section [40 Personal Information]”
	Tel	
	e-mail	
	Address	Driver & Vehicle Licensing Agency (DVLA) Longview Road, Morriston, Swansea SA6 7 JL
Project Lead/Business Area Contact [Strategy Policy and Communications Directorate]	Name	XXXXXX “redacted under FOIA section [40 Personal Information]”
	Tel	
	e-mail	

All queries/questions should be sent to the Commercial Advisor

15. Annexes:

Annex 1 – Evaluation Criteria:

Scored Quality Criteria

Primary Scored Criteria	Primary Scored Criteria Weighting (%)	Scored Sub-criteria Description	Individual Scored Sub - Criteria Weighting (%)
Meets the Learning Requirement	30%	Potential suppliers to evidence how they will meet the requirements (Section 5 Implementation & Deliverables)	30%
Technical solution proposed and competence	30%	Potential suppliers to evidence how they will meet the requirements (Section 6 Goods and/or Services)	30%
	Total = 60%		

Financial/Pricing Criteria

Primary Financial/Pricing Criteria	Financial/Pricing Weighting (%)	Description
Pricing Requirements	40%	Potential suppliers to complete pricing schedule to indicate the price/cost for the Provision of Public Relations and Communications Association (PRCA) Qualifications
	Total = 40%	