

## 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. Research objectives

The research will shape the planning and delivery of all communications activity (including campaigns, social media, reactive media lines and proactive announcements) by providing insight into our key audiences, helping us to identify where communications can make the most impactful contribution in delivering policy objectives, and ensuring our communications are as effective as possible.

This insight will help us understand our audiences, including their perceptions, attitudes, habits, behaviours and preferences, and identify which communications channels, propositions, creative content, language / messaging and influencers / messengers will be most effective in changing attitudes and behaviours. It

The research will also help us to evaluate communications activity. By better understanding the impact of our work and the reasons behind changes in audience awareness, attitudes, or behaviour, we will be able to iterate and improve the effectiveness of our communications activity.

Research may be required across any area related to DfE strategic priorities, across our Skills, Schools and Families pillars. Information on our priorities can be found here: [About us - Department for Education - GOV.UK \(www.gov.uk\)](https://www.gov.uk/about-us)

### 2. Audience

In addition to the general public, our priority audiences are parents, teachers, young people and business leaders in England. We require research to be undertaken with people from diverse backgrounds and different age groups, including harder to reach audiences such as lower socio-economic groups, ethnic minority groups, and teenagers.

### 3. Methodology

We require a flexible, responsive research contract, which allows us to capture audience insight on emerging themes via a variety of qualitative research methods (including but not limited to focus groups, interviews and online methods), sometimes at short notice. We require expert advice on the most appropriate and innovative research methods in order to meet the specific objectives of a project.

This may also include, where applicable, providing support in developing research based behavioural models to inform the strategic development of communications, e.g. theories of change, user journey maps and COM-B models.

The range of projects that will take place via this contract will include but are not limited to the following:

- Exploratory qualitative research - audience or issue based;
- Proposition and creative testing;
- Message / narrative testing;
- Audience segmentations – including feeding into / building mixed method segmentations;
- Desk research;
- User/customer journey mapping; and
- The development and use of behavioural models to underpin strategic communications.

The successful supplier should be prepared to work in tandem with our quantitative supplier to deliver research projects requiring a mixed methodology.

A separate invitation to tender has been issued for our quantitative communications research contract. Whilst we welcome proposals from suppliers who can service both of these business requirements, a separate response to tender should be submitted for each contract.

#### **4. Outputs**

For individual pieces of work commissioned over the course of the contract, we require the following to be delivered in a timely fashion:

- Expert advice on the best research method and approach to meet our objectives;
- Research design;
- Fieldwork;
- Analysis and interpretation of results, with a focus on actionable insight, and implications and recommendations for communications in order to help us meet our objectives;
- Delivery of results, including transcripts (if required);
- Delivery of reporting (including a collaborative approach to iterations) and debriefs delivered online where required;
- Face-to-face presentation of findings where required, including to ministers, at our London (Sanctuary Buildings, Great Smith Street, London, SW1P 3BT) or Sheffield (2 St Pauls Place, 125 Norfolk St, Sheffield S1 2JF) offices may also be required for certain projects.

#### **5. Liaison arrangements**

We require a dedicated point of contact who liaises with the DfE Communications Insight and Evaluation team through regular status calls (frequency flexible to live project requirement) to ensure all projects are fully resourced and meeting agreed timescales, budgets and objectives. We also require an identified escalation point, in case of any issues over the course of the contract.

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Order Ref: Communications call-off qualitative research 2024  
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