



Crown
Commercial
Service

Department for Transport

- and -

Systra Ltd

CONTRACT

for

The Provision of Learner & Novice Driver Focus Groups

Reference CCCO16A10

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ORDER FORM

SUBJECT TO THE CALL-OFF TERMS AND CONDITIONS OF UK SHARED BUSINESS SERVICES LTD. S3 - PRECEDENT FRAMEWORK AGREEMENT
FOR THE PROVISION OF MARKET RESEARCH SERVICES

FROM

Authority	Department for Transport
Service Address	[Redacted]
Invoice Address	[Redacted]
Contact Ref:	CCCO16A10
Order Number	N/A
Order Date	1 st November 2016

TO

Provider:	Systra Ltd
For the attention of: E-mail Telephone number	[Redacted]
Address	[Redacted]

1. SERVICES REQUIREMENTS

(1.1) Services [and Deliverables] Required:

Background

Novice drivers in the six months following passing the practical driving test, are involved in a disproportionately high number of accidents¹. However, evidence shows that the more practice learners do prior to taking a test, the safer they are post-test². In safety terms, there are good reasons for encouraging learner drivers to be better prepared both for their driving test and for driving independently once they have passed the test.

Whilst learner drivers are naturally keen to pass their test as quickly as possible, the Authority want to encourage a culture of taking the practical driving test when the candidate is judged ready, rather than simply as soon as possible. Currently fewer than half of candidates pass the practical driving test first time. The Authority would like to improve that figure, and will encourage learner drivers to apply for their test when they are truly ready for independent driving.

Current evidence suggests that the proportionally higher collision rates for young and novice drivers' when compared to other groups of drivers, can be attributed to two primary factors: inexperience and attitude. Current evidence also suggests that more supervised on-road practice is linked to fewer road traffic collisions amongst novice drivers.

The Authority are looking at ways to encourage learner drivers to broaden their pre-test driving experience, to include a wider variety of different roads and situations. The Authority also want to ensure that when learners book and take a practical test the system meets their needs, as customers.

Scope of Requirement

The aim of this research is to provide evidence which will inform the Authority's proposals (outlined below in the table) to improve young and novice driver safety. The primary aim is that the focus groups will explore learner and novice drivers' responses to the Authority's proposals on learning to drive, booking and taking the driving test. The results will enable the Authority to fine tune these proposals to engage learner drivers.

Proposals	Aim of requirement
Proposal 1: Permitting learner drivers to take lessons on the motorway before they take their practical driving test.	<p>To undertake qualitative research to better understand young novice drivers' perceptions and experience of driving on motorways, once they have passed their driving test.</p> <p>To explore young learner drivers' willingness to take motorway lessons as part of their learning to encourage broader pre-test driving experience and increase the number of drivers who have had some formal instruction on motorway driving.</p>

¹ DfT (2015), *Facts on Young Car Drivers*, downloaded from

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/448039/young-car-drivers-2013-data.pdf

² TRL (2013) *Novice Drivers – Evidence Review and Evaluation*, downloaded from

<http://www.trl.co.uk/reports-publications/report/?reportid=6844>.

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<p>Proposal 2: Appraisal of practical driving test delivery.</p>	<p>To examine the views of young people who are preparing to take or who have recently taken a practical driving test on their experience as a customer, to inform our review of delivery options for the test.</p>
<p>Proposal 3: Introducing a deposit / cashback scheme to encourage learner drivers to delay taking their test and gain more practice beforehand.</p>	<p>To better understand if a financial incentive would influence when someone decides to take their driving test. To explore what people feel about an upfront deposit combined with additional cashback for first time passers.</p>

The Supplier will be required to set out how they would structure the focus groups, given the proposed interventions. The Supplier should make recommendations on the ideal number of focus groups that would be needed to address the three proposals and for different numbers of groups. Should the Supplier recommend volumes that differ from those suggested by the Authority, costs can be discussed at the Inception meeting (7th November 2016) and will be benchmarked against those submitted in the tender.

The Requirement

The Supplier will provide resource to investigate the following three scenarios:

Proposal 1: Motorway lessons

This proposal aims to encourage learner drivers to take motorway lessons as part of broadening their pre-test driving experience; and to encourage more drivers to undertake some form of motorway tuition.

More pre-test practice and practice in a wider variety of real-world driving conditions and situations have been suggested as important in reducing collision risk of newly qualified young drivers.

The Driver and Vehicle Standards Agency (DVSA) encourages learner drivers to gain experience in driving on different types of roads and in a variety of conditions. Provisional licence holders are currently not allowed to drive on motorways.

Pass Plus is an optional practical driving course for young drivers who have recently passed their test to improve their skills and drive more safely. It includes modules on town driving, all weather driving, driving out of town, night driving, driving on dual carriageways and driving on motorways. However, only a very small proportion of drivers currently undertake the Pass Plus course.

In its Road Safety Statement, published on 21 December 2015, the Government announced that it would consult on allowing learner drivers to take lessons on motorways, when supervised by an Approved Driving Instructor (ADI) in a dual controlled car.

Focus Groups conducted on behalf of the Authority in spring 2014, found that mandatory pre-test driving lessons on motorways (as well as rural roads and at night time) were very positively received, and often suggested before the stimulus was introduced. The findings were that many would be willing to pay for such lessons, even if they were not mandatory but were just more clearly promoted.

The Authority now want to explore in greater detail with young people (aged 17–24) who are either learning to drive or are newly qualified drivers (within one year of passing the test), their feelings about driving on motorways; their attitudes and any perceived barriers to post-test motorway tuition; and how receptive they are to pre-test motorway lessons and factors that influence this.

Proposal 2: Driving test delivery

At present practical car driving tests are delivered entirely by the Driver and Vehicle Standards Agency (DVSA) from a national network of some 400 test centres. In the Motoring Services Strategy, The Authority said that they would explore whether other models of service delivery might offer a better service to road

users, either as an alternative to the current arrangements or to complement them, including involving the private sector in delivery.

The DVSA has service targets to provide test appointments within a specified maximum average waiting time (2015/16 target was six weeks). Though test availability varies throughout the year and between test centres. There are also service standards for the distance candidates should expect to travel to their nearest test centre (7, 20 or 30 miles based on the population density of the local area) though candidates are free to choose to take their test at any test centre.

The purpose of this research is to inform the appraisal of different models of service delivery by helping us to:

Understand customers' perceptions and experiences of current test service provision;

Understand which elements of the service offered determine customers' choices about when and where they choose to take their driving test;

Understand customers' expectations of the service that they would want to receive.

The Authority want views from DVSA's customers that are novice drivers who have:

Passed their test within the last six months;

Not yet taken a test but are thinking of doing so in the next six months.

Proposal 3: Cashback

The 'cashback' proposal aims to encourage learners to practice more before attempting their first practical driving test. The current practical test fee is £62. Under this proposal, candidates would pay an additional amount (deposit) up front when booking their driving test. Candidates who fail would lose the deposit. Those who pass would have their deposits returned and receive a further discount funded by the retained deposits. The intention is to encourage candidates to think twice about taking their test and deter them from 'having a go' in the hope that they pass when they may not be fully ready for independent driving.

The Authority would like to know:

The amount of discount / cashback that would be likely to influence their decision over when to take a test;

How long learners would be prepared to defer attempting their first test by, if they thought that it would lead to being a safer driver;

What factors learners take into account when deciding to take their driving test;

At what point in the learning process do learner drivers book their test?

The Supplier will provide focus group participants based on the following guidelines:

Focus group participants

Note: *It will be necessary to screen out any potential participants who have been involved in other DVSA / DFT trials, on learning to drive. (This will be discussed in further detail with the successful bidder).*

The Authority are interested in views across a range of ages but the majority of people who take their test are younger drivers (< 25), so this should be reflected accordingly in the focus groups.

In recruiting participants and establishing focus groups, consideration should be given to the following factors, which may vary according to the intervention:

A range of socio-economic backgrounds (i.e. a representative mix of ABC1 and C2DE) and education levels.

An equal number of participants who are male and female

Location – a broad geographic spread, including those living in rural (low population density) and urban (high population density) areas.

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Level of experience – The Authority are interested in views from people who are learning to drive and haven't yet taken a test as well as people who have recently (within the last 12 months) passed their test; consideration should also be given to the specific inclusion of people who have failed a test (whether they are still learning or have since passed).

Permitting learner drivers to take lessons on the motorway before they take their practical test (in addition to the above) should also include:

Proximity to a motorway junction – The Authority are interested in the views of people who are likely to consider a motorway lesson (e.g. within 30 minutes' drive of a junction) but the study should include some people who do not live within easy access of a motorway.

Confidence level (highly confident individuals may see less merit in motorway tuition and vice versa).

Key Milestones

The Supplier will perform its obligations so as to achieve each milestone by the milestone dates agreed in each project plan.

Changes to any agreed milestones, as agreed at project inception shall only be made in accordance with the variation procedure as mandated by the framework. The Supplier will not attempt to postpone any of the milestones using the variation procedure or otherwise (except in the event that the Authority affects the Suppliers ability to achieve a milestone by the relevant date).

The Supplier should identify potential risks in delivering the agreed outputs, to the agreed timetable and budget, and provide details of how the work will be managed in order to mitigate these risks. This should be provided in the form of a risk assessment table outlining where a risk is low, medium or high and how these risks would be overcome and who would be responsible for the action (e.g. The Authority or the Supplier).

The Supplier will include a detailed project plan and time schedule for the work that identifies the main tasks and key milestones that will be used to monitor progress, indicating clearly where the client (usually the Project Officer) is expected to contribute.

The Supplier will provide a project timetable after the inception meeting (7th November 2016). An example can be seen below. The agreed timetable will form the basis of any reporting required. The agreed timetable and milestones will be included into the contract by way of a Contract Variation and the quality of delivery will be measured.

Milestone	Description	Timeframe
1	Contract Award	
2	Inception meeting	Within week 1 of Contract Award
3	Focus Group sessions to be agreed/Contract Variation to be agreed	Within week X of Contract Award
4	Focus Group sessions to be completed	Within week X of Contract Award
5	Full data tables to be provided to The Authority	Within X weeks of Contract Award
6	Draft report submitted to The Authority	Within 8 weeks of Contract Award
7	Full analysis and final report submitted to The Authority	Within 12 weeks of Contract Award
8	Presentation of results to The Authority	Within 13 weeks of Contract Award

Authority's Responsibilities

The Authority will provide responses or information within a reasonable time to allow the Supplier to complete any work within the necessary time.

The Authority will ensure that the appropriate staff are available to answer any questions from the Supplier regarding the requirement, most specifically, any questions relating to time sensitive work.

Reporting

The Supplier will provide a full draft report for each proposal, with an executive summary which is written in a clear and concise manner that could be understood by a lay person.

The Supplier will attend a meeting with the Authority to present the draft report and to discuss the findings.

The Supplier will complete a full final report and executive summary, including a power point presentation of findings for the focus groups for each proposal.

All outputs must be clearly written and written in such a way that they can be easily understood by a non-technical audience. All technical jargon and terminology must be fully explained and in plain English throughout the reports.

To meet the accessibility, usability and transparency obligations the Supplier must follow the Authority's guideline for reports, available here: [http://www.dft.gov.uk/publications/dft-formatting-reports /](http://www.dft.gov.uk/publications/dft-formatting-reports/)

Circulated drafts and final versions of all outputs should be thoroughly proof-read prior to submission. It is imperative that the Supplier build sufficient time (two weeks minimum) into the timetable, for the Authority to comment on any drafts and final outputs.

If required by the Authority, the Supplier will produce a further version of a project plan for conducting the research in such further detail as the Authority shall reasonably require. The Supplier will ensure that each version of the project plan for this project is subject to Authority approval. The Supplier will ensure that this plan is maintained and updated on a regular basis, as may be necessary to reflect the current state of the implementation.

The Authority shall have the right to require the Supplier to include any reasonable changes or provisions in each version of the project plan.

The Supplier will be required to make telephone contact with the Authority/Project Manager on a weekly basis to provide an update and to discuss and review your progress.

AS PER THE SUPPLIER'S PROPOSAL OF: 6TH OCTOBER 2016:

The supplier agrees to provide the services outlined below. Variations to the services proposed are to be confirmed at the contract inception meeting (7th November 2016) and the contract amended by way of a Change Control Notice.

[Redacted]

(1.2) Commencement Date: 1st November 2016

(1.3) Price Payable by Authority

The maximum value of this contract is £25,000.00. The Authority reserves the right not to spend this budget.

The rate card pricing will be held firm for the duration of the contract.

Scenario pricing is for example purposes and prices will be benchmarked against the Supplier's proposal.

As per the Supplier's proposal of: 6th October 2015

[Redacted]

(1.4) Completion Date: 31st January 2017 with an option to extend for 1 month until 28th February 2017

2 ADDITIONAL REQUIREMENTS

(2.1) Supplemental Requirements in addition to Call-Off Terms and Conditions:

Not Applicable

(2.2) Variations to Call-Off Terms and Conditions

Not Applicable

3. PERFORMANCE OF THE SERVICES AND DELIVERABLES

(3.1) Key Personnel of the Provider to be involved in the Services [and deliverables]:

As per section 1.1

(3.2) Performance Standards

As per section 1.1

(3.3) Location(s) at which the Services are to be provided:

Focus groups will be in three locations: an urban area near a motorway junction (e.g. Woking), a rural area more than 30 minutes from a motorway junction (e.g. Bury St Edmunds), and a city centre location (e.g. central Manchester). These three areas also represent the south of England, the north of England and the middle of England.

These locations are subject to change by way of a change control notice after the inception meeting.

Also referenced in section 1.1

(3.4) Quality Standards

As per section 1.1

(3.5) Contract Monitoring Arrangements

As per section 1.1

4. CONFIDENTIAL INFORMATION

(4.1) The following information shall be deemed Commercially Sensitive Information or Confidential Information: - N/A

BY SIGNING AND RETURNING THIS ORDER FORM THE PROVIDER AGREES to enter a legally binding contract with the Authority to provide the Service specified in this Order Form together with, where completed and applicable, the mini-competition order (additional requirements) set out in section 2 of this Order Form. Incorporating the rights and obligations in the Call-Off Terms and Conditions set out in the Framework Agreement entered into by the Provider and UK SBS and any subsequent signed variations to the terms and conditions.

For and on behalf of the Provider: -

Name and Title	Name & Title of authorised supplier representative
Signature	
Date	--/--/20--

For and on behalf of the Authority-

Name and Title	Name & Title of authorised Customer representative
Signature	
Date	--/--/20--