

ANNEX B - ANNUAL COHORT COMPETITION – 2022/23 COHORT BRIEF LOT 3

Each Call Off Contract awarded as a result of this Annual Cohort Competition will cover the delivery of the annual cohorts starting in the 2022/23 academic year; October 2022 and February 2023.

The delivery of the annual cohorts starting in the 2023/24 academic year; October 2023 and February 2024 cohorts will be subject to the Department exercising its right to request an extension under clause 2.2 of the Call Off Contract.

1. Annual Cohort Competition Instructions

Background

- 1.1 The Department is seeking to deliver up to a total of 125,000 NPQ places, across two academic years (2022/23 and 2023/24) and across Lots 2 and 3 and the IoT Framework. To reach this we need to deliver the following volumes across the 2022-24 cohorts via Lot 3:

Table 1: Annual totals per specialist and leadership NPQs as a range		
Qualification type	Starting in 2022/23 Academic Year	Starting in 2023/24 Academic Year
Specialist NPQ (NPQLL)	8,000 – 13,000	8,000 – 13,000
Leadership NPQ (NPQEY)	2,500 – 4,500	2,500 – 4,500

Budget and Recruitment Volumes

- 1.2 The Department for Education ('the Department') has a budget of up to £25m to fund National Professional Qualifications (NPQs) for the 2022-23 cohorts in Lot 3. The Department reserves the right to allocate further funding as may be available to fund the 2022-23 Delivery Call Off without initiating a further Call Off.
- 1.3 When awarding the 2022 Annual Cohort Competition Call-off Contract, the Department will initially award the minimum recruitment target of 550 NPQ Participants, as set out in Table 2, to each successful Contractor for the 2022/23 academic year cohorts. Where a Contractor has proposed delivering in excess of the minimums, and both budget and demand allow awarding volumes in excess of the minimum recruitment targets, the Department will award additional recruitment volumes for the 2022/23 academic year based on the following process:
- 1.3.1 Where the total preferred recruitment volumes requested does not exceed the cohort budget and/or demand, then all Contractors will receive the full recruitment volume as outlined in their Tender.
- 1.3.2 Where the combined preferred recruitment volumes requested exceeds the cohort budget and/or demand, then proposals for additional volumes will be ranked using the framework competition final scores and awarded until either the demand or budget limit is met.
- 1.4 Where a Contractor does not wish to participate in the Annual Cohort Competition, submits a Quotation that is rejected or has a minimum recruitment volume lower than the Indicative Minimum Recruitment Volumes as set out in Table 2, the Department can choose to re-allocate that funding by increasing the Recruitment Targets included in the relevant Call Off Contract(s) of the other Contractors (as above) who are participating in the Annual Cohort Competition. Any increase will only apply to this Call Off Contract.

Minimum Recruitment Volumes

1.5 The minimum recruitment volumes to be delivered by a Contractor shall total:

Table 2: Minimum Recruitment Volumes		
Qualification	2022/23 Academic Year Cohorts	2023/24 Academic Year Cohorts (subject to extension)
Early Years Leadership and Leading Literacy – combined	550	550

or such lower volumes that a Contractor may request to deliver to take account of any limitation on their delivery capacity or from the operation of the Financial Growth Limiter (FGL). Contractors are required to split the minimum indicative delivery volumes between the two NPQs relevant to Lot 3 based on expected demand. All Contractors receiving a Call Off will be expected to deliver both NPQs relevant to this Lot.

Preferred Target Volumes

1.6. Contractors are requested to detail their preferred maximum recruitment volumes that they are able to deliver under the 2022-23 Annual Cohort Competition. These volumes will be greater than or equal to the minimum recruitment volumes in para 1.3. Where the preferred target volumes are greater than the minimum volumes then the preferred target volume Price Per Participant must be lower than at minimum volumes. Contractors are required to split the minimum indicative delivery volumes between the two NPQs for Lot 3 based on expected demand.

1.7 Call Off Contracts will include the option to increase recruitment targets by up to a maximum of 50% of the contract value. Any recruitment in excess of the 15% up to a maximum of 50% of the of the original Recruitment Target is at the Department's absolute discretion and is reliant on available budget, FGL and the Contractor's capacity to deliver.

Recruitment Targets

1.8 Recruitment targets will be subject to each Contractor's capacity to deliver and their FGL, which stipulates the maximum annual value of contracts they can deliver for Department Funded places. Contractors should therefore use the guidance in paragraphs 1.3 to 1.7 of this Cohort Brief, to inform the response on Document A – Recruitment Strategy.

1.9 Contractors will be required to submit a recruitment trajectory in the form of completing Document C with projected recruitment progress at three milestones during the recruitment window for 2022/23. Contractors will be required to complete this again for 2023/24 by March 2023 if the Department exercises its right to request an extension under clause 2.2 of the Call Off Contract.

Financial Growth Limiter

1.10 If Contractors wish to deliver volumes that would result in them exceeding their current FGL, they may approach the Department to request an upward increase to their FGL either prior to the deadline for submission of their Service Proposal or as part of their submission in Document B – Call Off Delivery Plan (under the Turnover and Order Book sections). If a Contractor opts to request an increase prior to submission of their Service Proposal, they should submit their request and any supporting information, such as more recent audited accounts, management accounts, cash flow statements and any guarantees that can be provided, to the Departments e-Tendering portal (Jaggaer) for review. If submitting prior to the submission of their Service Proposal, Contractor's should submit Document E – FGL (optional) within their email, which is a replica of the Turnover and Order Book sections in Document B – Call Off Delivery Plan. This would negate the need to fill in these sections again as part of their Service Proposal.

- 1.11 The FGL will only apply to Department Funded places and will not apply to School Funded places or the Set Up Call Off contracts.

Service Fee

- 1.12 Contractors are required to submit a total recruitment target for the 2022/23 cohorts but with projected progress at each of the following Recruitment Milestones for the purposes of reviewing performance and revising Service Fee payments (where required). Review points for 2022/23 academic year cohorts are as follows:

- 30^h September 2022
- 25^h November 2022
- 10 March 2023

If the Department exercises its right to request an extension under clause 2.2 of the Call Off Contract for 2023/24 academic cohorts, additional review points will be communicated to Contractors.

- 1.13 Where a Contractor recruits in excess of their recruitment target but within the 15% tolerance then the Department will revise the Service Fee payments at the end of the recruitment window to reflect the increased recruitment target and back-pay any outstanding balance from previous Service Fee payments.
- 1.14 Schedule 2 part 1 of the Call Off Contract sets out the Contractor is paid, including how payment is made in circumstances where the Contractor recruits' participants in excess of their Recruitment
- 1.15 If a Contractor fails to recruit 75% of their recruitment target (the Service Fee Baseline) by the 10th March 2023 milestone, then the Department reserves the right to review the Service Fee and for the individual NPQs that have not achieved 75% recruitment, reduce future Service Fee payments to a value equivalent to the actual number of participants recruited.
- 1.15.1 There will not be any recovery of the difference in Service Fee payments already made at a higher value following the actioning of the above steps.
- 1.15.2 Any reduction in Service Fee will apply from the next invoice following the Service Fee review.
- 1.15.3 Performance against recruitment targets is measured using start declarations submitted via the DfE digital service.

Scholarship Funding Criteria

- 1.16 The Department will provide fully funded scholarships for both NPQs in 2022/23 and in the event that the Department exercises its right to request an extension under clause 2.2 of the Call Off Contract for 2023/24 to allow all teachers and leaders employed in state funded schools (local authority maintained schools, nurseries and academies) and state funded organisations that offer 16-19 places in England. Fully funded training scholarships will also be available for all Ofsted registered Early Years providers.

A list of eligible institutions is available at: Attachment 1

Targeted Delivery Funding

- 1.17 Uplift payments to Contractors (known as Targeted Delivery Funding) are being introduced from Autumn 2022 to support engagement with NPQs among teachers and leaders from small settings.
- 1.18 An uplift payment of £100 will be paid to Contractors per participant from a school or 16-19 organisation with 1-600 pupils.
- 1.19 The Department also expects to announce an offer of support that would directly facilitate some schools to engage with NPQs. More details on this support to schools will be available in early summer.
- 1.20 Please note that the information included in this brief is being shared in strict confidence. Contractors and their Delivery Partners should not publicly confirm the plans for uplift payments for NPQs until it has been formally announced by the Department.

1.21 The funding is designed to facilitate long-term change in the system, helping to create a culture in which even schools that have historically been the hardest to reach are engaging with Contractors are asked to indicate in Document A how their investment can help to meet the policy objectives of the funding below:

1. Increase participation in hard-to-reach settings (small schools and small 16-19 organisations)
2. Create long-term culture change so that settings which are currently hard-to-reach continue to engage with NPQs in the future
3. Identify and address barriers to participation faced by teachers and leaders in hard-to-reach settings
4. Create sustainable, resilient delivery chains

Eligible Schools

1.22 Contractors can use the Get Information About Schools database (GIAS) [here](#) to download information about which schools have between 1 and 600 pupils and are therefore eligible for Targeted Delivery Funding.

Eligible Organisations that Offer 16-19 Education

1.23 GIAS does not include all organisations that are eligible for scholarship funding and for Targeted Delivery Funding, including some providers of education for 16-19 year olds. The Department has therefore provided a list of these organisations that have 1-600 pupils and which are therefore additionally eligible for Targeted Delivery payments. The list is available in Attachment 2.

1.24 Payments will be based on start declarations submitted by Contractors. Start data and user research will be used to test the impact of the funding. The funding will be revised or stopped should evidence suggest that it is not supporting uptake in the manner intended, and will be stopped should there be a risk that overspend could occur.

1.25 The guidance for Contractors on NPQ Targeted Delivery Funding gives more detailed information about the policy objectives and delivery. This is available in Attachment 3.

Service Proposal

1.26 Contractors are required to submit the following documents in the form of a Service Proposal for the Annual Cohort Competition:

- Document A – Recruitment Strategy
- Document B – Call Off Delivery Plan¹⁰
- Document C – Recruitment Trajectory¹¹
- Document D – Pricing Schedule
- Document E – FGL (optional)

Contractors should note the guidance within individual documents to include plans for 2022/23 and 2023/24 where relevant.

1.27 The Service Proposal must contain and comply with the Year 1 Service Proposal Requirements set out in Schedule 3 of the Framework Agreement and detailed within the guidance section of each document which forms the Annual Cohort Competition Service Proposal.

¹⁰ Delivery Plans may be submitted in alternative formats where a Contractor uses project management software but should also provide an easily accessible version e.g. pdf or Microsoft office compatible. For the avoidance of doubt any alternative formats must provide all the information requested in Document B.

¹¹ This will be completed for 2022/23 initially and for the second year of this call off will need to be completed prior to the formal review in March 2023.

Award Criteria

1.28 The Service Proposal documents submitted by the Contractor will form its Quotation for the Annual Cohort Competition for the 2022/23 Cohorts, and the Annual Cohort Competition and will be assessed against the following criteria:

Table 3: Award Criteria		
	Criteria	Weighting
Quality	<p><u>Document A Recruitment Strategy</u></p> <p>The Contractor's recruitment strategy must meet the criteria set out in the Specification and demonstrate:</p> <ul style="list-style-type: none"> • a clear targeting plan, including breakdowns of targeted Participants for 2 years and rationale; • proposed recruitment strategy for the NPQs for 2 years; and • that the proposed recruitment strategy aligns to the Department's funding policy, and the approach submitted as part of the Contractor's Framework Tender; • details for approach to using Targeted support fund and how this aligns with the Departments Policy Objectives. 	Pass / Fail
	<p><u>Document B Delivery proposals</u></p> <p>The Contractor delivery proposals shall cover all the requirements set out in the Specification, how these will be met for the full duration of the Call Off contract and:</p> <ul style="list-style-type: none"> • include details of any Delivery Partners and demonstrate they have the capability, coverage and resources to deliver the Service Requirements; • include a risk register which demonstrates the Contractor has adequately identified, assessed and mitigated any risks; • detail the proposed quality management and assurance arrangements which ensure that the Service Requirements and KPIs will be achieved; • demonstrate an appropriate approach to Summative Assessments for NPQs, who will administer them and how they will be managed; and • include a policy (or revised policy if previously submitted under an early Quotation) that outlines how Participants who are part time, defer or transfer schools during their NPQ will be handled. • complete an implementation plan – this must meet with the criteria set out in the Specification and demonstrate the Contractor's capacity to deliver the service proposal to scale within the timescales required by the Department. 	
	<p><u>Document C – Recruitment Trajectory</u></p> <p>This document is to support the review meetings and provide detail of recruitment against targets. Contractors are not expected to complete the 2021 recruitment figures, The Department will do this on return of the document.</p> <ul style="list-style-type: none"> • a recruitment trajectory in the form of evidence-based recruitment targets against each of the milestones 	

	<ul style="list-style-type: none"> completed for the first year of the call off initially with an updated version for year 2 due prior to the March 2023 review. 	
Price	<p><u>Document D – Prices</u></p> <p>The Contractor's prices and a detailed Cost Breakdown Structure will be required to be submitted in the Pricing Schedule supplied by the Department.</p> <ul style="list-style-type: none"> The Contractor should identify where savings can be offered in the event the Department exercises its discretion and extends the Call Off Contract to include for delivery of the October 2023 and February 2024 cohorts. The Contractor's prices to deliver the Order shall be no more than the Framework Agreement Prices set out in Schedule 7 (Pricing). The Contractor's pricing will need to be within +/- 20% of the median priced successful tender. Where a Contractor's pricing is more than 20% lower than the median, the Department reserves the right to seek clarification on the underlying price assumptions and may, at its absolute discretion, accept the pricing where it is satisfied of its viability. 	Pass / Fail

1.29 The Department will use the below marking scheme when evaluating the Service Proposals:

Table 4: Marking Scheme for Evaluation	
Pass	The document has been completed in full, meeting all the criteria to a satisfactory standard and any risks or concerns identified are minor and can be resolved during the mobilisation period.
Fail	The document has either not been completed in full, contains omissions that are considered to result in the criteria not being met to a satisfactory standard, and/or presents risks or concerns, that the Department concludes cannot be resolved during the mobilisation period without significant intervention.

1.30 Should a Contractor fail any of the above award criteria, the Department will provide written feedback in relation to the reasons why the Quotation was unsuccessful and, where in the Department's opinion, the reasons for failure are minor and resolvable without significant variation to the submission, allow the Contractor an opportunity to revise and resubmit their Quotation within a reasonable timescale. The award criteria will then be applied to any resubmitted Quotation before a final award decision is made.

1.31 For more details on the Annual Cohort Competition procedure please refer to Schedule 4 of the Framework Agreement.

Timescales

Table 5: Timeline	
Activity	Date
Annual Cohort Competition	
Call Off competition	19 April 2022
Annual Cohort Competition briefing session	14:00 20 April 2022
Contractor engagement session	10:00-10:30 3 May 2022
Deadline for submission of clarification questions	Midday on 5 May 2022
Deadline for submission of Service Proposals	Midday on 12 May 2022
Clarification window	09:00 Monday 23 May 2022 to Midday Friday 27 May 2022
Call Off Award notifications	earliest 6 June 2022
Signing of Call Off Contracts	earliest 6 June 2022
Additional Call Offs for emerging demand (if required)	June 2022

Set Up and Mobilisation	
Contractor Implementation Plan agreed	14 April 2022
Sample content shared for quality review and approved by the Department*	12 September 2022
Further reassurance of the quality of content to the satisfaction of the Department*	19 December 2022
All final curriculum content for NPQs and all Summative Assessment materials submitted to the Department	13 March 2023
*sample NPQ curriculum training content must be shared with the Department for quality assurance, initially on 24 June 2022 and further sample materials, if required by the Department, to be shared on 24 October 2022. Contractors must ensure that all materials have been proofread to a professional standard beforehand. It is expected that delivery of cohort 1 will start from October 2022.	
Year 1 Cohort Timescales	
Cohort 1 induction and training commences	October 2022
Cohort 2 induction and training commences	February 2023
If the Department exercises its right to request an extension under clause 2.2 of the Call Off Contract for 2023/24 academic cohorts, related activity and deadlines will be shared with Contractors.	
If the Department exercises its right to request an extension under clause 2.2 of the Call Off Contract for 2023/24 academic cohorts, key dates would be anticipated to be as set out below and related activity and deadlines will be shared with Contractors in conjunction with any request to extend.	
Subject to extension under clause 2.2 of the Call Off Contract - Year 2 Cohort Timescales	
Cohort 1 induction and training commences	October 2023
Cohort 2 induction and training commences	February 2024

Clarifications and Contractor Engagement

- 1.32 Contractors may submit clarification questions via the messaging facility in the Jaggaer eTendering portal. The Department will aim to respond to all questions within 2-3 working days and will publish a weekly clarifications log. All clarifications must be submitted by the deadline in Table 5.
- 1.33 The Department's Commercial Team will host a briefing session on 20 April 2022 at 2pm via Microsoft Teams. The purpose of the call will be to present the Annual Cohort Competition process and documents.
- 1.34 The Department will be hosting a Contractor engagement session 10:00-10:30 on Tuesday 3 May 2022.
- 1.35 A post-submission clarification window will be open from 09:00 on Monday 23 May 2022 until Midday on Friday 27 May 2022. This will allow Contractors to raise questions and clarify any aspects of their submission to coincide with the proposed date for the announcement of NPQ funding which is due to be published around the 23 May 2022.

2. Cohort Requirement

Service Specification Variations/Clarifications

- 2.1 There are no variations to the Framework Agreement Service Requirement.

Management Information

- 2.2 The Management Information (MI) requirements remain as set out in the Service Specification and Call Off Contract. The Department will agree individual MI plans with each Contractor during the mobilisation period.

Quality Assurance

2.3 Ofsted will commence their role as the Departments Quality Assurance agent during 2022 and Contractors will be subject to the NPQ Inspection Framework as per Schedule 8 of the Call-off Contract for the 2022 cohort and beyond.

Digital Requirement

2.4 Contractors will need to provide assurances that their digital platforms are ready to start delivering the services from October 2022. The mobilisation period includes two digital checkpoints, the first of which will require Contractors to update on the progress of their integration with the Department’s platform development and set out the relevant future timescales/milestones by the end of June 2022.

DfE Key Personnel

2.5 The following DfE staff will be the lead contacts for this cohort:

Name	Role	Email address
Victoria Twynholm	Programme Lead	[REDACTED]
Katie Thompson	Contract Management Lead	[REDACTED]
Annette Harrison	Commercial Lead	[REDACTED]
Caroline Jones	Communications Lead	[REDACTED]
Kate Thompson	Digital Lead	[REDACTED]

3. Performance Management

Key Performance Indicators (KPI)

3.1 The Department will apply the following KPIs to the 2022/23 academic year cohorts:

Rating	Criteria	Performance Management
Good	The supplier is meeting or exceeding the KPI target	N/A
Approaching Target	The supplier is close to meeting the KPI target	N/A
Requires Improvement	The performance of the supplier is below that of the KPI target	Improvement Plan with a suspended Service Credit
Inadequate	The performance of the supplier is significantly below that of the KPI target	Service Failure – Improvement Plan and Service Credit applied.

KPI	Measure	
1 – Recruitment Recruit the target number of Participants with a completed Start Declaration (by output 1 review point specified in Schedule 2: Part 1, para 13.2, Table 6 for Specialist NPQs and Table 7 for Leadership NPQs) on the Department’s digital registration service, for each of the Cohort commencement dates.	Recruitment % against target:	
	Good	96% +
	Approaching Target	90% - 95%
	Requires Improvement	75% - 89%
	Inadequate	Below 75%
2 – Quality Assessment Accuracy level of Summative Assessments undertaken by Participants completing NPQs, within the Call Off Contract Cohort Windows.	Accuracy level at Summative Assessment:	
	Good	95% +
	Approaching Target	93% - 94%

	Requires Improvement	90% - 92%
	Inadequate	Below 90%
3 – Retention Number of the Participants that have a completed start declaration on the Department’s Registration Service remain engaged until the end of the cohort(s) for the Call Off Contract.	Retention rate:	
	Good	85% +
	Approaching Target	80% - 84%
	Requires Improvement	70% - 80%
	Inadequate	Below 70%
4 – Satisfaction Proportion of the total Participants that have a completed start declaration on the Department’s Registration Service that rate the training as good or above at the end of the cohort(s) for the Call Off Contract.	Rate of participants rating the experience as ‘Good’ or better:	
	Good	80% +
	Approaching Target	75% - 79%
	Requires Improvement	70% - 74%
	Inadequate	Below 70%

In addition to the KPIs listed in the table above, the Contractor must be committed to delivering Social Value during the Contract Period as detailed in the Framework Agreement, 17. Social Value.

- 3.2 Under government transparency policy, framework Contractor’s performance against the KPIs will be published on gov.uk. See [here](#) for more details.

Service Credits

- 3.3 The Department retains the right to apply Service Credits as defined in the Call Off Contract.

4. Review Points and Extension of the Call Off contract

- 4.1 The Department reserves the right to request an extension to the Call Off Contracts which are awarded as a result of this Annual Cohort Competition under clause 2.2 to accommodate delivery of the 2023/24 academic year cohorts.

- 4.2 The Department will make requests for any extension in writing, and any decision to request an extension will be at the Department’s discretion but take account of a review of the Contractors’ performance which includes, but not limited to, the following:

- 4.2.1 the Contractor’s performance in line with the review points set out in paragraph 1.13 above;
- 4.2.2 the Contractor’s updates to their Delivery Proposals.

- 4.3 To help inform the review referred to at 4.2 above, Contractors will be required to update the following documents which form part of their Delivery Proposals:

- 4.3.1 ‘Document C – Recruitment Trajectories for 2023/24 academic cohorts’;
- 4.3.2 ‘Document B – Call Off Delivery Plan’;
- 4.3.3 the Pricing Schedule.

5. Attachments

- 5.1 The following attachments are provided to assist Contractors with developing their recruitment strategy and should not be used to contact schools in line with paragraph 1.16. An updated list will be shared with Contractors for recruitment targeting at call off contract award stage:

- Attachment 1 – List of eligible institutions
- Attachment 2 – 16-19 organisations eligible for targeted funding not included on GIAS
- Attachment 3 – Guidance for Contractors on Targeted Delivery Payments

SCHEDULE 1: PART 2 – THE CONTRACTOR’S SOLUTION

[REDACTED]

[REDACTED]

[REDACTED]