



Department
for Transport

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[REDACTED]
[REDACTED]
Ove Arup & Partners Limited
8 Fitzroy Street
London
W1T 4BJ

Date: 10 August 2023

[REDACTED]
Dear Supplier,

Procurement Reference: TROO0395 - Evaluation of PAYG Ticketing in the South East of England

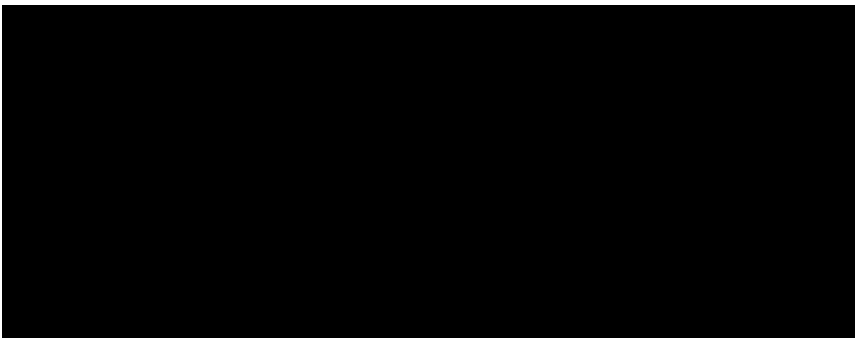
Further to your submission of a bid for the above Procurement, on behalf of Department for Transport (the "Authority"), I am pleased to inform you that you ranked first in our evaluation. Therefore, it is our intention to award the contract to you.

The contract shall commence on 14 August 2023 and will expire on 13 September 2024. The total contract value is £196,431.67 with DfT under no obligations to utilise the full amount.

The order form with the terms and conditions of the contract will be forwarded to you in due course to review, sign and return. Please let us know if you require more time to review these and we will seek to accommodate this with an alternative start date of 6 September 2023 to accommodate the holiday season.

The appendix below provides detailed feedback on your submission.

Yours sincerely,



APPENDIX

Number	Question	Score (out of 100)	Evaluators' Feedback
QUALITY ENVELOPE WEIGHTING 70%			OVERALL
QUESTION 4 – TECHNICAL – QUALITY OF SERVICE			WEIGHTING 50%
4	<p>Please outline your proposed approach for the evaluation outlined in attachment 3 – Statement of Requirements. Your response MUST include details that demonstrate:</p> <p>(A) Your understanding of the policy context and how the proposed methodology will meet the aims and objectives of the evaluation.</p> <p>(B) How you will develop the theory of change and use this to inform the evaluation.</p> <p>(C) Your methodology for undertaking the passenger survey including designing the questionnaire and developing a sampling approach.</p> <p>(D) Your approach to scoping and undertaking the secondary data analysis.</p> <p>(E) Your approach to identifying the counterfactual and undertaking a counterfactual analysis.</p>	75.00	<p>A good response that meets the requirements with good supporting evidence which demonstrates good understanding. This is demonstrated by the bidder showing a very good understanding of the policy context by going into detail on the specific changes that have been proposed on fares. The bidder has also been clear on their experience from working with one of the in-scope operators to deliver this programme at the front end. They have explained not only the benefits of the scheme but limitations and how this could impact uptake and shown knowledge of how schemes such as this can take longer for passengers to fully engage with.</p> <p>The bidder provides a comprehensive overview of how to develop the theory of change with multiple revisions following workshops with stakeholders, and the method of designing and carrying out the survey is explained clearly.</p> <p>The response would have benefited from providing more information on how this requirement fits into the wider programme and more detail around how they would work around the limitations of Lennon data.</p>
Total Questionnaire Weighted Score		37.50	Winning Supplier's Weighted Score 37.50
QUESTION 5 - TECHNICAL – EXPERIENCE			WEIGHTING 25%
5.1	<p>Please outline examples of:</p> <ul style="list-style-type: none"> Delivering impact evaluations highlighting any areas where methodologies being proposed for this project have been applied previously and any relevance to the rail sector. Expertise in the dissemination of findings via verbal and written communication, including publishable content 	75.00	<p>A good response that meets the requirements with good supporting evidence which demonstrates good understanding. This is demonstrated by the bidder showing experience of reviewing existing TfL changes including on the Elizabeth line. The bidder has shown experience of working with DfT on other projects showing how they communicate and share information with the department.</p> <p>The response would have benefited from further consideration to how DfT may wish to disseminate findings from</p>

			<p>this specific project. Also, in terms of publication, there is no direct link to any specific studies other than e-scooters. It would have been helpful to see working information through specifying reports.</p>
5.2	<p>Potential Providers MUST provide full details and experience of the proposed team who will be delivering the project (including any consortia partners or subcontractors). This should also include the following:</p> <ul style="list-style-type: none"> • clear project roles and responsibilities for each member of the proposed team • an organogram showing clear reporting lines and accountability structure, including between the main contractor and subcontractors or consortia partners if applicable. • the relevant skills and expertise of the individuals who will be undertaking the project to evidence their ability to deliver it, particularly social research experience • CVs for key members of your proposed project team(s) 	100.00	<p>An excellent comprehensive response that meets the requirements, indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.</p> <p>A high-quality response. The bidder provides a brief history of each member of the team and their knowledge in the sector. They also include how previous experience relates to the work they have already mentioned in earlier sections. They provide a clear organogram of the team and what their roles will be.</p> <p>While not effecting the score, the panel wanted to provide feedback for the skills matrix which they found was helpful. However, it was noted that the panel felt a key would have been useful to avoid confusion.</p>
Total Questionnaire Weighted Score		22.50	<p>Winning Supplier's Weighted Score</p> <p>22.50</p>
QUESTION 6 – TECHNICAL - PROJECT MANAGEMENT & QUALITY ASSURANCE			WEIGHTING 25%
6.1	<p>Please provide details of how you will ensure a sufficient level of resource is available throughout the duration of the research project and how you will project manage the contract in order to meet the required milestones and ensure successful delivery of the contract. Your response MUST include:</p> <ul style="list-style-type: none"> • A detailed project plan including all principal tasks and milestones • how you will ensure staff availability • how you will project manage the requirement to ensure the milestones are met and work with the Authority to update on progress • a resource plan that clearly articulates your proposed team breakdown of responsibilities by grades and number of days reflecting any dependencies on the Contracting Authority. 	75.00	<p>A good response that meets the requirements with good supporting evidence which demonstrates a good understanding which is supported by the bidder providing a detailed project plan including all the key milestones and including a high-level timescale for each workstream. The bidder also provided a good breakdown of who will be needed for what stage of the work and for how long/number of days needed. They have provided detail on key milestones on outputs and what will be provided and when to the department which is also helpful.</p> <p>The response would have benefited from information on how they would ensure staff availability in the event of named staff becoming unavailable This would have provided added assurance. Further detail on how they would resolve potential issues with subcontractors and DfT would also have been welcomed.</p>

	<ul style="list-style-type: none"> • Identification of individuals who will have overall management responsibility for day-to-day contact with the Authority's Project Officer • The processes which will be implemented for engaging with and managing any subcontractors and for resolving any issues arising <p>Your resource plan should reflect the resources costed in the pricing schedule.</p>			
6.2	<p>Please outline how your organisation will implement a robust quality assurance process throughout this project to ensure that the outputs are in line with the Contracting Authority's high standards, and recognised industry standards for research/evaluation. Your response MUST include:</p> <ul style="list-style-type: none"> • Details of a quality plan which explains the quality assurance process to assure the analytical quality of inputs, method and outputs of the report. • Detail of what you perceive to be the risks to this project and detail how you will mitigate them throughout the project. • Details of how you will ensure the report meets the DfT's accessibility requirement for publication • Your ability to follow evaluation guidance outlined in HMT's Magenta book and TAG unit E-1 Evaluation 	75.00	<p>A good response that meets the requirements with good supporting evidence which demonstrates a good understanding which is supported by the bidder who has clearly outlined the key responsible person for engaging with the department and has provided a risk log of how they will manage staff changes or other related issues. They have also provided details of the work they need to undertake and the outputs from that work. Additional information has been provided on ethical concerns and how they will manage those risks as well alongside others.</p> <p>The response would have benefited further by identifying additional key risks and appropriate mitigations for low survey response rates and challenges identifying an appropriate counterfactual.</p>	
Total Questionnaire Weighted Score		18.75	Winning Supplier's Weighted Score	18.75
Total score out of 100		78.75	Winning Suppliers total score out of 100 Score	78.75
QUESTION 7: TECHNICAL – SOCIAL VALUE (10%)				WEIGHTING 100%
7.1	<p>Potential Providers are to describe how they intend to support health and wellbeing, including physical and mental health, within their organisation.</p> <p>Your response should include:</p> <ul style="list-style-type: none"> • Your 'Method Statement', stating how you will achieve this • A Statement on how you will implement your commitments and 	100.00	<p>An excellent comprehensive response that meets the requirements, indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.</p> <p>This is evidenced by the bidder providing a detailed method statement and how they align with this in terms of work environment. The response showed how the bidder engages with</p>	

	by when • How you will monitor, measure and report on your commitments • How the Authority can contribute to the health and wellbeing of staff working on the project. The response should align with the Government's social value priorities for procurement as can be found in the Social Value Model (Theme 5: Wellbeing).		ethical and positive workplace culture including details on how they will support staff throughout delivery of this workstream. The bidder provided further information on how they will feedback and engage with DfT to support this ethical consideration and engage on wellbeing plan.	
Total Questionnaire Weighted Score		10.00	Winning Supplier's Weighted Score	10.00
Evaluation Summary				
Technical Overall Score Weighted (Q4+Q5+Q6) + Q7		61.19	Winning Supplier's Technical Overall Score	61.19
PRICE ENVELOPE WEIGHTING 20%				OVERALL
QUESTION 8 – PRICE EVALUATION (20%)				WEIGHTING 100%
8.1	Price schedule			
Total Questionnaire Weighted Score		18.83	Winning Supplier's Weighted Score	18.83
Evaluation Summary				
Overall Bid Score		80.02	Winning Supplier's Overall Bid Score	80.02
Overall Ranking		1	Winning Supplier's Overall Ranking	1