SERVICE SPECIFICATION – Active Travel Capabilities Fund: Adult Behaviour Change Study, January 2022

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| **Purpose** |
| General OverviewWest Berkshire District Council (the **Council**) is seeking to commission an organisation (the **Provider**) with expertise in the area of active travel and behaviour change to conduct a study into the facilitators and barriers of active travel for the adults of West Berkshire. Specifically, the research question that the Council is seeking to have answered, at least in part, is: “What are the differences in the facilitators and barriers to active travel that influence the behaviour to partake in active travel between the most and least deprived wards in West Berkshire?”For the purposes of this study, ‘active travel’ is defined as the transport of people through non-motorised means, based around human physical activity. Typical examples would include walking or cycling to work. However, due to the rural nature of much of West Berkshire, we would like the study to extend this definition to also include public transport such as buses.The Council has recently published its Local Cycling and Walking Infrastructure Plan (LCWIP), and the successful Provider is expected to utilise this document, and other relevant Council papers such as the Local Transport Plan, which the Council will signpost to, to develop their understanding of active travel in West Berkshire and the overarching aims of the Council to increase the number of cycling and walking journeys, including to and from the use of public transport.* 1. **Budget**

Bids for this work should not exceed £21,000. As per Section 3.7, the successful Provider should expect a staggered payment schedule: part on agreement of study methodology, part on completion of the research as outlined below, and part on completion of the final report and recommendations.  |
| **Scope** |
| Service DescriptionIn order to better understand the facilitators and barriers to active travel for adult (over the age of 16) residents of West Berkshire, the Council would like to commission a behaviour change study exploring these areas in-depth. The Council would like, specifically, to have a deeper understanding of how deprivation impacts these facilitators and barriers and people’s behaviour around them.The Council would like to know whether there is a difference in the amount of active travel being undertaken between the most and least deprived areas of West Berkshire, taking factors such as rurality into account; what these differences are statistically if any are found; and a robust qualitative portfolio of evidence to highlight some key facilitators and barriers to active travel. The Council would subsequently like to be given a set of recommendations around how the Council can affect positive behaviour change in this area.The Council will assist the Provider where needed in planning stages of the study, however it is expected that the Provider will conduct the study in full and will only require support from the Council should specific information be needed in order to progress. Subsequent to the completion of the study, the Provider will produce a full and an executive report of findings and recommendations for the Council. Findings should include quantitative and qualitative feedback, for example quotes from study participants or transcripts of any interviews. The Provider should compile and share with the Council a slide presentation pack as well as a written report. * 1. **Methods**

As part of the bidding process, prospective Providers should clearly outline their proposed methodology for delivering this programme of work and how they intend on answering the Council’s research question. At the contract award stage, the Council and Provider will agree and finalise the key KPIs which will be based on the methodology. There will be some scope for methodological refinement subsequent to the contract award, however the expected outcomes will not change. The study should be designed to include a representative range of participants from the adult population of West Berkshire so that we can understand different barriers and facilitators within the district. The key features of the participant pool that should be representative of the population are:* Age
* Gender
* Ethnicity
* Disability and/or long-term condition status

However, the Provider should also categorise the data collected by additional factors such as employment and employment type, those in rural or urban locations, childcare or other caring responsibilities. The Provider is expected to research the demographic profile of West Berkshire, using resources such as the [Berkshire Observatory](https://westberkshire.berkshireobservatory.co.uk/health-and-social-care/).It is crucial that, although we would like to understand any differences between the most and least deprived wards, that other factors such as rurality of location are considered within the study design. The Provider is expected to evidence to the Council how this has been factored into the design. Key Performance Indicators that set out what % of the study participants should come from certain demographics can be found in section 3.6. The number of participants included in the study will be agreed at the contract award stage, however we have provisionally provided a figure in section 3.6. Similarly, the Council would like this study to be as generally representative of the adult population of West Berkshire in terms of age, gender, ethnicity and disability/long-term condition status, as feasible within the restraints of this particular study. The Council have therefore provided provisional measures against these demographics in section 3.6, however it is for the Provider to design and propose a full study methodology which will include an evidenced justification for how the sample proposed is representative of West Berkshire. At this stage, the KPIs in section 3.6 should be considered provisional and will be finalised at the award contract stage. However, as the study is focused on the differences in influences and behaviours around active travel that are caused by, or correlated to, deprivation, it is expected that larger samples specifically taken from West Berkshire’s 5% most deprived wards and from West Berkshire’s 5% least deprived wards will be used, and there are KPIs to reflect this.The Provider will work with the Council’s relevant partner organisations such as the Family Hubs and the Libraries in order to recruit participants into the study. The Council will assist the Provider in establishing these connections. The Provider must work with the Council to design and agree further detail within the study methodology, from which the Provider – using their expertise in the area of active travel and behaviour change – will make several robust and bespoke policy recommendations for the Council with the aim of addressing the barriers and facilitators found in the study. The methodology of the study should, unless otherwise agreed between the Council and the Provider, be comprised of user research, deep-dive analysis, research output, and knowledge exchange. In-depth interviews and/or focus groups are anticipated to be used in the study design and anonymised findings shared with the Council.* + 1. Participant Inclusion and Exclusion Criteria

Inclusion:* Over 16 years of age
* A resident of West Berkshire

Exclusion:* Under 16 years of age
* A non-resident of West Berkshire, which includes those who commute into and around West Berkshire for work or education, but do not live in West Berkshire
	1. **Outcomes**

The outcomes of the study should be:1. The Council has contemporary information, specific to the population of West Berkshire, that outlines facilitators and barriers to active travel for adults in the area;
2. The Council is given robust data which highlights any possible links between inequalities and deprivation, and behaviours around active travel;
3. The Council will be provided with actionable insights that may be utilised in order to improve the adoption of active travel amongst different adult demographics in West Berkshire;
4. Recommendations based on current active travel options available in West Berkshire will be given – for example, highlighting which may deserve more investment.
	1. **Timetable**

It is expected that the Council and the Provider will agree to an exact timetable as part of the contract award process. However, the complete time allocated to the project from planning to finalising the report will be no more than 12 months from contract award date. This 12 months is expected to be split into the following phases: Phase 1: Research and planningPhase 2: Refinement of study methodology – beyond what is agreed at Contract Award stage which would include base KPIs including sample sizePhase 3: Participant recruitment and study promotion if neededPhase 4: Participant analysis through agreed methodology i.e. surveys, questionnaires, focus groups, in-depth interviewsPhase 5: Analysis Phase 6: Final report and recommendations presentation to the CouncilIt is anticipated that phase 4 will be the longest in length. * 1. **Security and Data Protection**

The provider will be expected to abide by local and national arrangements for data protection, including ensuring confidentiality and information security.* 1. **Key Contact**

The key contact for this service will be Elisabeth Gowens (elisabeth.gowens1@westberks.gov.uk). In her absence, the key contact will be April Peberdy (april.peberdy@westberks.gov.uk).  |
| **Service Delivery** |
| Location(s) of Service DeliveryDetails of locations of service delivery will be agreed as part of the contract award process. It is expected that a range of locations, both in-person and virtual, will be used in order to conduct and report on the study. Staffing & Training RequirementsStaff who are planning, designing, conducting and reporting on the study should be suitably skilled and experienced to meet the requirements identified in the service description.Information SecurityThe supplier will be expected to meet requirements around data security – as outlined in our policy [Access to Information Policy Final.pdf](https://intranet/CHttpHandler.ashx?id=26292) and observe good working practice at all times.Insurance**Employers Liability Insurance** – with an indemnity limit of not less than £5million for each and every claim**Public Liability Insurance** – with an indemnity limit of not less than £5million for each and every claim, to include hiring of any premises**Professional Indemnity Insurance** – with an indemnity limit of not less than £1million for each and every claim and not in the aggregateEquality and DiversityThe Supplier must comply with the Equalities Act 2010 and monitor compliance. * 1. **Key Performance Indicators**

Below are the initial Key Performance Indicators (KPIs) for the study, including a breakdown of demographics that should be included within the sample of participants.As part of the monitoring of the progress of this work, the Provider will be expected to report on these KPIs on a monthly basis between what has been described in section 2.4 as Phases 3-4.

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| **KPI** | **To be reported on** | **Method of management** | **Consequence of breach** |
| Number of study participants to be adequately representative of the adult population of West Berkshire | * Number of study participants;
* What % this is of the overall adult population in West Berkshire;
* A justification of how this sample size is adequately representative of the population to answer the research question.
 | Monthly monitoring during study  | Service improvement plan to be developed and implemented by the service;Review of scheduled payments with possibility of decreased payment until KPIs are improved |
| A minimum of 10 focus groups for a minimum of 100 participants that capture the diverse range of backgrounds, lifestyles and views held across West Berkshire  | * Number of focus groups/ interviews;
* Number of attendees;
* Demographics of attendees;
* Justification of how the sample of participants is adequately diverse to capture the range of backgrounds in West Berkshire.
 | Agreement at methodology design stage; Monthly monitoring during study | Service improvement plan to be developed and implemented by the service;Review of scheduled payments with possibility of decreased payment until KPIs are improved |
| Female sample must be representative of the overall adult population in West Berkshire  | * Numbers of females included in sample
* Justification of how this sample size is representative of the population in West Berkshire
 | Agreement at methodology design stage; Monthly monitoring during study | Service improvement plan to be developed and implemented by the service;Review of scheduled payments with possibility of decreased payment until KPIs are improved |
| % of study participants to be from an ethnic minority background must, as a minimum, reflect the general West Berkshire population  | * Number of study participants from an ethnic minority background
* Justification for this sample size
 | Agreement at methodology design stage; Monthly monitoring during study | Service improvement plan to be developed and implemented by the service;Review of scheduled payments with possibility of decreased payment until KPIs are improved |
| Sample of participants to be between the ages of 16-21 to be representative of this group in the population of West Berkshire  | * Number of this age group in the sample
* Comparison to West Berkshire population
* Justification given if not representative
 | Agreement at methodology design stage; Monthly monitoring during study | Service improvement plan to be developed and implemented by the service;Review of scheduled payments with possibility of decreased payment until KPIs are improved |
| Sample of participants to be between the ages of 22-35 to be representative of this group in the population of West Berkshire  | * Number of this age group in the sample
* Comparison to West Berkshire population
* Justification given if not representative
 | Agreement at methodology design stage; Monthly monitoring during study | Service improvement plan to be developed and implemented by the service;Review of scheduled payments with possibility of decreased payment until KPIs are improved |
| Sample of participants to be between the ages of 36-50 to be representative of this group in the population of West Berkshire  | * Number of this age group in the sample
* Comparison to West Berkshire population
* Justification given if not representative
 | Agreement at methodology design stage; Monthly monitoring during study | Service improvement plan to be developed and implemented by the service;Review of scheduled payments with possibility of decreased payment until KPIs are improved |
| Sample of participants to be between the ages of 51-64 to be representative of this group in the population of West Berkshire  | * Number of this age group in the sample
* Comparison to West Berkshire population
* Justification given if not representative
 | Agreement at methodology design stage; Monthly monitoring during study | Service improvement plan to be developed and implemented by the service;Review of scheduled payments with possibility of decreased payment until KPIs are improved |
| Sample of participants to be aged 65+ to be representative of this group in the population of West Berkshire  | * Number of this age group in the sample
* Comparison to West Berkshire population
* Justification given if not representative
 | Agreement at methodology design stage; Monthly monitoring during study | Service improvement plan to be developed and implemented by the service;Review of scheduled payments with possibility of decreased payment until KPIs are improved |
| 25% of study participants to live within the 5% most deprived wards in West Berkshire | * % of study participants living in each ward, highlighting those in the most deprived 5% of wards in West Berkshire
 | Agreement at methodology design stage; Monthly monitoring during study | Service improvement plan to be developed and implemented by the service;Review of scheduled payments with possibility of decreased payment until KPIs are improved |
| 25% of study participants to live within the 5% least deprived wards in West Berkshire | * % of study participants living in each ward, highlighting those in the least deprived 5% of wards in West Berkshire
 | Agreement at methodology design stage; Monthly monitoring during study | Service improvement plan to be developed and implemented by the service;Review of scheduled payments with possibility of decreased payment until KPIs are improved |

* 1. **Payment Schedule**

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| **Payment** | **Date** |
| 1/3 | Upon agreement of study methodology between Council and Provider |
| 1/3 | Upon completion of the research as outlined in the contract specification |
| 1/3 | Upon completion of the final report and recommendations  |

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