# **Project Details:**

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| **Project Name** | PS23275 - Connected and Automated Mobility Education and Engagement Programme |
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| **Response requested by** | Tuesday 29th August 2023  |
| **Response required to** | Nicola.Turner@UKSBS.co.uk  |

# **Description of the Project**

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| 1. **Background**

The Centre for Connected and Autonomous Vehicles (CCAV) has three key aims: ensuring safety and security of self-driving technology, securing the industrial and economic benefits of self-driving technology and delivering societal benefits of self-driving technology. There are many challenges and outcomes that must be realised to achieve these aims including technology and infrastructure development, legislative and regulatory change. However, public understanding and acceptance of the technology is required if we are to ensure that CAM technology matches end user needs, has a market and can be integrated within future transport networks.   CCAV’s social and behavioural research programme aims to address these and has three overarching aims: * Understand the needs and concerns of end users and public perceptions of CAM
* Identify and embed these into the design of CAM technologies and services
* Improve public awareness, knowledge and understanding of the technologies and expected behaviours

The programme has delivered a number of large scale projects to help achieve these objectives including:* Future of Transport Deliberative Research: Understanding perceptions of safety, focusing on understanding in more depth the factors influencing perceptions of safety how this vary across different levels of automation and types of CAVs as well as understand what minimum requirements need to be addressed for the technology to be considered safe enough to use
* Great Self-Driving Exploration: Looking to understand what role end users see for self-driving vehicles in a future transport system, including understanding the potential for SDVs to address currently unmet transport needs; Understand how different types of exposure to self-driving vehicles can influence perceptions and understanding; Understanding how to communicate information about self-driving vehicles effectively.

The first project looked to help understand the factors influencing perceptions of safety and the requirements to help address these. It provided a strong list of recommendations and research priorities including that more needs to be done to engage with the public as these technologies and services are being developed to ensure they meet the needs of the end users, particularly those with mobility needs and in more rural areas who could benefit most. In addition, that more needed to be done to effectively communicate the work that has been done to date to help the public build confidence in the technology and ensure that members of the public know how to behave both in and around the technology. Two particular recommendations were taken forward and were the basis of the Great Self-Driving Exploration:* Build knowledge about the capabilities of self-driving vehicles by demonstrating visually that CAVs are able to safely interact with UK infrastructure and road users
* Normalise the concept and presence of CAV technology by increasing public familiarity and exposure to it

 The Great Self Driving Exploration project implemented these recommendations by conducting a large scale deliberative research programme to understand how different types of exposure can influence awareness, understand and perceptions of self-driving vehicles and with the insight of informed citizens what is required to ensure the deployment of self-driving vehicles that meet end users requirements. The research provided eight overarching implications and recommendations including that:* Communication, education and public engagement are critical to the acceptable rollout of SDVs
* Public education on the “basics” of SDVs is needed, including reassurance on safety, before laying out potential benefits
* Dialogue, in local areas and between the public and other stakeholders, is key to engage the public and identify new use cases
* Government (especially national) should be a key player in terms of investment, regulation and education

These recommendations further emphasise the importance of education in securing both the safe and successful deployment and integration of self-driving vehicles in the UK. CCAV is making good progress understanding the varying education and training requirements and working with industry to start developing the necessary resources but there is still a lot to be done to enable the delivery of education. Given this and the above recommendations we propose to launch of an education and engagement programme that will enable CCAV to meet these recommendations. This project will look to fund the delivery of a programme of AV engagement and education activities and act as a delivery partner to the outputs developed through the CCAV led AV-DRiVE and broader social and behavioural research programme. Allowing CCAV to be involved in the design, development and delivery of education campaigns ensuring they are grounded in best practice methods and draw on our growing understanding of the technology itself and how to educate different user groups without these having to be official government campaigns allowing us to deliver our ambitions more quickly and in partnership with industry, assuring greater buy-in.1. **What options have been considered**

Findings from CCAV research have clearly evidenced the need for increased and consistent education and engagement to enable the successful integration of self-driving vehicles. Failing to do so would impact overall perceptions of the technology and consequently uptake, which is necessary to unlock the societal benefits that this technology could provide. The public also see national government as playing a key role in the delivery of this education and engagement to ensure that information is grounded in facts and not driven by commercial motivations. However, there are many challenges associated with launching official government campaigns, government sponsored events or government acting as a host to resources including time, resources and the type of information that can be disseminated. These can prevent us from adopting the proactive approach required to meet CCAV’s objectives as set out in our CAM 2025 paper and addressing the concerns that end users have towards CAV technologies that will ultimately impact the uptake of these new technologies. Simply putting out these recommendations and hoping industry act on these alone also comes with a number of risks, we are unable to ensure that these campaigns or communications are grounded in best practice methods or don’t focus on just selling a single technology at the expense of effectively educating the general public. This approach will enable government to be involved in the design, development and delivery of these materials, drawing on our knowledge of user requirements whilst collaborating with industry and academic experts to deliver large scale education and engagement to support the deployment of self-driving vehicles. The project will also include an evaluation to assess the effectiveness of the programme, identify the effectiveness of different communication types, help shape future content and determine funding for future years.1. **Project Scope**

The intended outcomes:* Increased public and industry education and engagement leading to improved understanding of self-driving vehicles (responsibilities, requirements, limitations, capabilities) and the opportunities they may bring
* Increased understanding and evidence around the types and mechanisms for education and engagement that are effective and where these differ across different user groups.
* Increased public awareness and understanding of CAV technologies and services as well as the safe behaviours expected of them when engaging in and around vehicles for a range of different end users (e.g. demographic groups, transport mode users)
* Enable the public to develop accurate mental models of the technologies
* Increased international collaboration on education and training through partnerships with industry.
* Continuing to build the available evidence to inform future behavioural change interventions that will enable the successful introduction and acceptance of CAVs.
* The creation of PAVE UK. A sibling organisation of PAVE and PAVE Europe
* whose goals are to support the conversation about AVs in the public. Including
* advisory councils, events and activities.
1. **Project Plan**

The specific outputs for this project include:* Development of a resource hub providing industry and the public with trialled and tested education resources that can be used
* Development of new resources based on identified user requirement (e.g. the outputs from the Great Self-Driving Exploration)
* Development and launch of a series of public and industry focused education events based on evidenced and validated methodologies,
* Delivery partner to support with the dissemination of materials developed as part of AV-DRiVE, CCAV’s Social and Behavioural Research programme and the EDUKATE project.
* The creation of PAVE UK - A sibling organisation of PAVE and PAVE Europe whose goals are to support the conversation about AVs in the public. Including advisory councils, events and activities.

In the long term It is expected that this project would enable the development of a continuous programme of education that does not require continual funding from CCAV (the creation of PAVE UK would enable the programme to generate it’s own revenue to run events in the future). However, it is expected that government would continue to fund this programme on a more ad-hoc basis for specific requirements (e.g. the development of specific educational content in line with advance in self-driving technology). For the first year 2023/2024 the funding allocated will be £100,000, which will be reviewed for years to come to reflect the impact of the programme (as determined by the project outcomes) and the specific needs of CCAV.  |

*This form is an expression of interest only; the full details of the project and the desired outcomes will be provided in the Further Competition.*

# **Procurement Plan / Dates and Budget**

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| **Indicative Project budget** – £100,000.00 excluding VAT**Indicative advertising timescales for a further competition** – Week Commencing 29th August 2023**Indicative tender live period** – 2 Weeks**Indicative Contract start date** – 9th October 2023**Contract end date** – 28th March 2025 |

# **Validation Questions**

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| To ensure that this procurement maximises appropriate bidder responses we have the following questions that we would like to pose to interested suppliers:1. **Supplier Capability and Supplier Capacity** –
	1. Please can you confirm that you would have the relevant skills, capability and capacity to undertake the services detailed
	2. Please can you confirm if this Contract would be something that you would be able to deliver internally or, if interested, would you look to submit as a consortium bid.
2. **Procurement Timescales** – Based on the timescales for the procurement and services, please can you advise if your organisation would have capacity to provide a bid response and undertake the services within the timescales detailed
3. **Project Budget and Scope** –
	1. Based on the budget provided, please can you advise if you feel this is appropriate based on the scope of services required.
	2. Please can you advise if there is any additional information that you would require to ensure you have all the information required to submit a tender response.
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# **Response from Supplier:**

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| *Based on the project detail provided, is it your intention to respond to the Further Competition documentation once issued?* Yes / No*Response to validation Questions*1. **Supplier Capability and Supplier Capacity** –
2. **Procurement Timescales** –
3. **Project Budget and Scope** –

*Any further comments* |

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| Name: |  |
| Email: |  |
| Organisation: |  |