

## Order Schedule 20 (Order Specification)

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyers under this Order Contract

### 1. Research objectives

The research will help us set SMART (specific, measurable, achievable, relevant, and time-bound) objectives for our communications activity, as well as assess and optimise communications performance in delivering on those objectives - for example in increasing knowledge and awareness, influencing attitudes, or changing behaviour. By tracking and evaluating the impact of our work, we will be able to iterate and improve the effectiveness of our communications activity. Assessing our performance in delivery against objectives is also key to ensuring value-for-money and demonstrating the impact of our work to internal and external stakeholders. Our approach to the measurement and evaluation of our communication, therefore, needs to be outcome-focused, robust, consistent and using best practice methods.

The research will also shape the planning and delivery of our communications activity (including campaigns, social media, reactive press lines and proactive announcements) by providing insight into our key audiences and helping us to identify where communications can make the most impactful contribution in delivering policy objectives. This insight will help us understand our audiences, including their attitudes, habits, behaviours and preferences, and identify which communications channels, propositions, creative content, language / messaging and influencers we should utilise. The cumulative impact of this work will be that we will be able to tailor communications activity based on a better understanding of our audiences, which will provide impactful behaviour change and contribute to the delivery of policy objectives.

Research may be required across any area related to DfE strategic priorities, across our Skills, Schools and Families pillars. Information on our priorities can be found here: [About us - Department for Education - GOV.UK \(www.gov.uk\)](https://www.gov.uk/about-us)

### 2. Audience

In addition to the general public, our priority audiences are parents, teachers, young people and business leaders in England. Sample access to current teaching staff is an audience of importance to this contract. We also require research to be undertaken with people from diverse backgrounds and different age groups,

including harder to reach audiences such as lower socio-economic groups, ethnic minority groups, and teenagers.

### **3. Methodology**

We require a flexible, responsive research contract, which allows us to capture audience insight on emerging themes and evaluate communications via a variety of quantitative research methods (including but not limited to CATI and online methods), sometimes at short notice. We will require expert advice on the most appropriate and innovative research and analysis methods in order to meet the specific objectives of a project. This may also include, where applicable, providing support in developing research based behavioural models to inform the strategic development of communications, e.g. theories of change, user journey maps and COM-B models.

The range of projects that will take place via this contract will include but are not limited to the following:

- Issue and opinion polling;
- Campaign and issue tracking, including KPI setting and pre-post evaluation tracking;
- Audience segmentation and profiling;
- Desk research to inform quantitative studies;
- Advanced analysis of research data; and
- The development and use of behavioural models to underpin strategic communications.

The successful supplier should be prepared to work in tandem with our qualitative supplier to deliver research projects requiring a mixed methodology.

A separate invitation to tender has been issued for our qualitative communications research contract. Whilst we welcome proposals from suppliers who can service both of these business requirements, a separate response to tender should be submitted for each contract.

### **4. Outputs**

For individual pieces of work commissioned over the course of the contract, we require the following to be delivered in a timely fashion:

- Expert advice on the best research method and approach to meet our objectives;

- Research design;
- Fieldwork;
- Analysis and interpretation of results, with a focus on actionable insight, and implications and recommendations for communications in order to help us meet our objectives;
- Delivery of results, including raw data sets;
- Delivery of reporting (including a collaborative approach to iterations) and debriefs delivered online as required;
- Face-to-face presentation of findings, including to ministers, at our London (Sanctuary Buildings, Great Smith Street, London, SW1P 3BT) or Sheffield (2 St Pauls Place, 125 Norfolk St, Sheffield S1 2JF) offices may also be required for certain projects.

## **5. Liaison arrangements**

We require a dedicated point of contact who liaises with the DfE Communications Insight and Evaluation team through regular status calls (frequency flexible to live project requirement) to ensure all projects are fully resourced and meeting agreed timescales, budgets and objectives. We also require an identified escalation point, in case of any issues over the course of the contract.