DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

Part 1: Letter of Appointment

Department for Transport

Great Minster House

33 Horseferry Road

London

SW1P 4DR

Dear Sirs

Letter of Appointment

This letter of Appointment dated 08/04/2021, is issued in accordance with the provisions of the DPS Agreement (RM6018) between CCS and the Supplier.

Capitalised terms and expressions used in this letter have the same meanings as in the Contract Terms unless the context otherwise requires.

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| --- | --- |
| Order Number: | N/A |
| From: | Department for Transport ("Customer") |
| To: | Market & Opinion Research International Limited ("Supplier") |

|  |  |
| --- | --- |
| Effective Date: | 09/04/2021 |
| Expiry Date: | End date of Initial Period 08/04/2024  End date of Maximum Extension Period 08/04/2025  Minimum written notice to Supplier in respect of extension: 30 days |

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| Services required: | Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by:  The Statement of Requirement attached at Annex A and the Supplier’s Proposal attached at Annex B. |

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| Key Individuals: | REDACTED |
| [Guarantor(s)] | N/A |

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| --- | --- |
| Contract Charges (including any applicable discount(s) & extension options, but excluding VAT): | £499,700 |
| Insurance Requirements | As per clause 19 of Contract Terms |
| Liability Requirements | Suppliers limitation of Liability (Clause Error! Reference source not found. of the Contract Terms) |
| Customer billing address for invoicing: | REDACTED |

|  |  |
| --- | --- |
| GDPR | As per Contract Terms Schedule 7 (Processing, Personal Data and Data Subjects. |
| Alternative and/or additional provisions (including Schedule 8(Additional clauses)): | N/A |

FORMATION OF CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic

means) the Supplier agrees to enter a Contract with the Customer to provide the Services in accordance with the terms of this letter and the Contract Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Contract Terms.

The Parties hereby acknowledge and agree that this Contract shall be formed when the Customer acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Supplier within two (2) Working Days from such receipt

For and on behalf of the Supplier: For and on behalf of the Customer:

Name and Title: Name and Title:

REDACTED REDACTED

Signature: Signature: REDACTED

REDACTED

Date: 09/04/2021 Date: 09/04/2021

ANNEX A – SPECIFICATION

# PLEASE SEE ATTACHED ANNEX A – STATEMENT OF REQUIREMENTS

1. Scope of requirement
   1. The Authority is seeking a supplier to deliver the Transport and transport technology: public attitudes tracker, which requires a six-monthly, nationally-representative, quantitative survey to measure attitudes and behaviours relevant to transport and transport technology among adults living in England. Each instance of the survey is referred to as a “wave”.
   2. Previously, this work would have been conducted with the public face-to-face. However, in light of COVID-19, it will not be ethical or practical to conduct face-to-face research of the public in the near future. Therefore, the research will need to be completed using a nonface-to-face method, and the Authority is keen to understand what innovative methods are available to achieve this. Proposed methods must be future-proofed and give consideration to changing Covid-19 constraints to ensure that a consistent method is used across waves.
   3. The Authority acknowledges the sensitivities of undertaking research during the COVID19 emergency. Ethical scrutiny will be critical to ensure the methods are not intrusive, and they are asked in such a way that is sensitive to people’s lives and concerns during this period. Bids should clearly outline what steps will be taken to safeguard participants.
   4. The Authority will require qualitative research in the form of focus groups to inform the question design for topics not previously covered in the survey, followed by cognitive testing and, if necessary, piloting of the questions before the survey begins.
   5. The Authority will require each wave of fieldwork to be run every six months for up to three years (six waves in total), starting in June 2021 and ending in December 2023. If the Authority invokes the option to extend for a further 12 months, this will result in a total of eight waves ending in December 2024.
   6. The Authority requires raw data files and data tables to be sent no more than three weeks after each fieldwork period has ended. Data files and data tables must be provided in Excel and CSV format to allow integration with our internal dashboard (see here for format of datafiles required).
   7. The Authority requires a summary findings slide deck to be sent no more than three weeks after each fieldwork period has ended, and a final report for publication to be sent no more than five weeks after each fieldwork period has ended. The summary slides and report should follow a standard template across each wave, enabling findings to be published promptly after fieldwork.
2. The requirement
   1. Method
      1. The Authority requires bids to outline innovative face-to-face alternatives to allow the collection of survey data for up to six waves of research on a biannual basis.
      2. As the research needs to track public awareness and perceptions, the Authority is keen that a fresh, nationally representative sample is used for each wave to avoid

respondents becoming conditioned over time through exposure to the survey instrument. However, the authority is open to alternative sampling methods that will provide robust data on awareness.

* + 1. The Authority values methods that are robust and are able to deliver a random probability sample. All tenders should present options setting out what is possible in terms of realistic sample sizes.
    2. Proposed methods that involve online delivery, should also outline how groups at risk of digital exclusion (e.g. older adults) will be recruited, and how other delivery modes may be used to reach these groups (e.g. telephone, postal). Bids should outline the risks of taking a mixed-mode approach, and how these can be mitigated.
    3. The Authority may require visual stimuli to be presented as part of the survey and therefore the proposed methods should enable this.
  1. Questions
     1. The Authority will require approximately 40 questions per wave, with some remaining constant whilst others rotating across waves, and the option to include one-off questions when required.
     2. Many of the questions will have already been included in previous waves of the Transport and transport technology: public attitudes tracker but further question development will be required to address emerging policy needs. This will require input from the Supplier, working closely with the Authority who will provide the broad topic areas on which questions should be developed.
     3. Closed-ended questions will have a maximum of ten pre-coded categories for respondents to select. Open-ended questions will require a code frame to be developed so that verbatim responses can be quantified.
     4. It is anticipated that the questions will probe on awareness and knowledge, perceptions of advantages and disadvantages, and usage of different transport technologies and modes.
     5. Topics that are likely to be covered in future waves are:
        1. Autonomous vehicles
        2. Electric vehicles (and car purchasing intentions)
        3. Drones
        4. Driver assistance features
        5. E-scooters
        6. E-bikes
        7. Mobility as a Service / Travel apps
        8. Alternative fuels (e.g. Hydrogen)
        9. HGV platooning
        10. Hyperloop
        11. Space tourism
  2. Analysis
     1. The Authority will require quantitative analysis of the survey data, including appropriate statistical testing. The entire analytical process should be clearly outlined and shared with the Authority.
     2. The Authority will require appropriate comparisons between waves to be conducted to establish any trends in the data. Bids should also briefly set out the potential for comparing new data with previous tracker data - published data can be found here.
     3. The Authority will require subgroup analysis and the following groups to be identifiable in the survey: age (by ten-year group), gender, ethnicity, socioeconomic status (National Statistics-Socioeconomic Classification or equivalent), region (at least Government Office Region, ideally more precise), residential area type (e.g. Rural, Small Town, Large town/city, Major metropolitan area). The Authority may also want to robustly analyse results by two dimensions such as age and gender e.g. males under 30, therefore the Authority requires an appropriate sample size for this to be possible (up to 3,000-4,000 per wave).
     4. Additional sample boosts may be required for certain subgroups, such as Black, Asian and Minority ethnics groups to allow for more detailed and robust subgroup analysis. The authority will require costs for this to be included in the tender.
     5. Proposed methods should also include the option to follow up with certain subgroups to allow either the Supplier or the Authority to conduct additional subgroup qualitative research. The authority will require costs to be provided for re-contact questions, 10 depth online interviews and 8 focus groups (4-5 participants per group).

* 1. Reporting Wave Reporting
     1. No more than three weeks after each wave the Authority will require the full data file used for analysis, saved in a non-proprietary format (e.g. comma separated

values). The data should be clearly labelled and accompanied by appropriate metadata. At the same time the Authority will require data tables to be sent in Excel format. Data outputs will need to be compatible with the Authority’s internal data dashboard. The exact format for this will be specified by the Authority in advance.

* + 1. No more than three weeks after each wave the Authority require a PowerPoint slide deck to be sent.
    2. No more than five weeks after each wave the Authority require a summary report of publishable standard to be sent. A standard reporting template will be discussed and agreed between the Authority and Supplier prior to report drafting.
    3. All outputs must be clearly written and authored in such a way that it makes them easily accessible to a non-technical audience. All technical jargon and terminology must be fully explained, and plain English used throughout the reports.
    4. The Supplier must produce reports that meet accessibility requirements and follow the guidelines available here. Additional guidance on how to make reports accessible will be provided by the Authority upon commissioning. In brief, the Supplier is expected to produce reports in OpenDocument format (ODT), and address any issues flagged in the Word Accessibility checker (e.g. missing alt text, repeated blank characters, images not in line) and remove any hidden or embedded properties. Throughout the contract, this guidance may be updated and the Supplier will be expected to adopt any changes into report preparation. This will help the Authority to meet its online accessibility, usability and transparency obligations.
    5. Circulated drafts and final versions of all outputs should be thoroughly proof-read prior to submission. There is a need to build sufficient time in to your timetable for the Authority to comment on any draft and final outputs. To ensure quality and that accessibility guidelines have been met, the Supplier should expect a few iterations before the final report is signed off.
    6. REDACTED