



Specification

Provision of Market Research Soc. Membership & Accreditation Services

Operations and Customer Service Directorate

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1. Introduction

The Department for Transport (DfT) invites proposals for the following services. This contract will be subject to the DfT standard Conditions of Contract.

The Driver and Vehicle Licensing Agency (DVLA) is an Executive Agency of the Department for Transport, based in Swansea and employs around 5,000 staff. The Agency's primary aims are to facilitate road safety and general law enforcement by maintaining accurate registers of drivers and vehicle keepers and to collect Vehicle Excise Duty.

2. Background to the Requirement

The DVLA Customer Insight Unit is an in-house team that carries out qualitative and quantitative research as well as a range of other research techniques such as usability testing with DVLA customers and stakeholders.

The Customer insight Unit has achieved this MRS Company Partner accreditation for the last 2 years. This is an annual accreditation to provide assurance to our customers and stakeholders both internal and external to DVLA that our market research function is delivering research to industry standards.

By being a MRS Company Partner, DVLA continues to be part of the world's largest network of accredited professional researchers. MRS Company Partners abide by the MRS Code of Conduct and benefit from this by being recognised for their commitment to the very highest level of research standards.

We currently have 43 MRS memberships and as part of this requirement would like to renew these memberships and include the option to obtain further memberships as and when required.

3. Procurement Timetable

Description	Date
Invitation to Tender	8 March 2019
Clarification questions commences	11 March 2019
Clarification questions closes	19 March 2019
Bids received by	25 March 2019
Expected Contract Award	5 April 2019
Proposed Commencement Date	1 May 2019
Contract End Date	30 April 2021

4. Scope

4.1 DVLA are looking for a supplier to provide MRS Company Partner Accreditation and memberships which will include the following:

- MRS Company Partner Accreditation for DVLA Customer Insight Unit
- Fair Data Accreditation for DVLA Customer Insight Unit
- Access to Codeline for all employees at DVLA Customer Insight Unit
- Listing on Freephone
- 4 tickets to be used for training and/or commercial events
- 2 half day bespoke Standards Briefing at DVLA Customer Insight Unit offices
- Access for all young researchers in DVLA Customer Insight Unit to the &more network
- Access to significant CPS discounts for event and training tickets
- Access to the Company Partner section of the MRS website, MRS operations Network and contributing to MRS's public affairs activities.
- 43 Individual Memberships which includes the 20 free memberships

4.2 Details of the service requirements are documented within Section 6, Specifying service Requirement.

5. Implementation and Deliverables

5.1 DVLA require the services for the accreditation to commence from 1st May 2019. We would like immediate access to bespoke professional standards, data protection advice from your teams and access to seminars during the contract period dedicated to current, relevant topics surrounding legislation, standards and best practice, and how these apply to the activities of DVLA.

5.2 The contract will be for a period of 2 years with an option to extend for a further 1 year.

5.3 The criteria by which service provider proposals will be evaluated are detailed in Section 13 – Evaluation Criteria.

6. Specifying Services

Please provide confirmation and detailed responses where relevant to the following requirements:

Service Provision

6.1 The service provider will support recognition of our customer insight function, meeting industry standards and provide customer confirmation. Also support staff in understanding of industry standards through either face to face or online channels at least twice a year.

6.2 The service provider will provide access to market research standards and advice to assist in the delivery of those standards

- 6.3 The service provider should inform DVLA of any changes to standards
- 6.4 The service provider shall provide Accreditation of our market research/customer insight function
- 6.5 The service provider must support staff in understanding the industry standards that must be adhered to
- 6.6 The service provider shall provide Access to standards and professional advice to assist in the delivery of industry standards when we deliver customer insight
- 6.7 The service provider shall provide Individual membership and access for individuals to customer insight materials and standards
- 6.8 The service provider shall provide for the renewal of existing memberships
- 6.9 The service provider shall provide accreditation of our use of and handling of customer data. (Fair data accreditation)

7. Quality Assurance Requirements

The service provider shall provide advice, guidance and assurance by email and telephone helpdesk.

8. Other Requirements

Information Assurance

Removable Media

Tenderers should note that removable media is not permitted in the delivery of this Contract. Where there is a requirement for Contractor's Staff to take data off site in electronic format, the DVLA will consider if it is appropriate to supply an encrypted hard drive.

Security Clearance

Level 1

Tenders are required to acknowledge in their tender response that any Contractors' Staff that will have access to the DVLA site for meetings and similar (but have no access to the DVLA systems), must be supervised at all times by DVLA staff.

Information Supply Chain

Tenderers are required to confirm how DVLA Data will be securely managed at each stage of the Information Supply Chain. This applies to both Contractors and Sub-Contractors. Retention schedules will need to be defined and agreed prior to award of contract.

This contract may require the successful Supplier to process Government data. The successful tenderer will be required to complete a Statement of Assurance Questionnaire (Questionnaire attached as an Annex) during the Standstill Period, and

upon request from DVLA for the duration of the contract, to satisfy DVLA that its data will be appropriately protected.

The tenderer shall allow for audits of its Data Processing activity by the DVLA or the DVLA's representative and/or designated auditor.

Processing Personal Data

Please note that the successful tenderer as part of the contract agrees to comply with all applicable requirements of the Data Protection Legislation (including the General Data Protection Regulation ((EU) 2016/679), the Law Enforcement Directive (Directive (EU) 2016/680), Data Protection Act 2018, and all applicable Law about the processing of personal data and privacy).

Offshoring of Government Data

Any request to offshore must receive clearance and approval from DVLA prior to the commencement of any data processing activity.

The Supplier shall not, and shall ensure that none of its Sub-contractors shall not, transfer DVLA Data outside the EEA without the prior written consent of the DVLA and the Supplier shall not change where it or any of its Sub-contractors process DVLA Data without the DVLA's prior written consent which may be subject to conditions.

Data Sharing

DVLA's Contract Owner will work with the Contractor to implement any information sharing or data sharing procedures and associated DVLA requirements that may be needed to deliver this contract.

Any new information or data sharing procedures will need to be formally assessed and approved by DVLA through the Agency's Data Sharing Clearance Process. The Contractor will submit any requirements for information / data sharing via the Contract Owner to the DVLA who will consider the changes through this Data Sharing Clearance process.

Any proposals shall be considered and if approved an implementation plan will be formally offered to and accepted by both the DVLA and the Contractor before commencement. This approvals process is designed to assess and identify additional measures and safeguards that may be required to protect data to those already stated in this document.

Sustainability

The DVLA Environmental Policy applies – Appendix B

Procurement Fraud

The DVLA Procurement Counter Fraud Statement applies – Appendix C

9. Management and Contract Administration

The Management Information associated with this service will form the basis of any contract review meetings. The service provider will provide Management Information associated with this service provision to the DVLA Contract manager on a quarterly basis. Service providers must produce a report, which may include but not limited to the following information:

- A record of the services provided
- Performance against Service Levels and Key Performance Indicators (where applicable)
- Risks

The above list is not exhaustive, and may be varied by the DVLA.

Any further management information the service provider can provide to assist in the performance measurement of this service will be welcomed.

The MI needs to be submitted to the Authority for agreement prior to the submission of any invoices.

The Supplier is required to provide a dedicated contract manager who will attend Service Review meetings and conference calls if required, possibly to be quarterly through each year of the contract.

Please confirm your agreement to these requirements and provide any details

Following award of contract DVLA will nominate a Contract Owner. Purchases will be made via telephone quoting a purchase order number followed by email confirmation. The supplier should also confirm receipt of all orders received by telephone and email.

DfT is committed to removing barriers to SME participation in its contracts, and would like to also actively encourage its larger suppliers to make their sub-contacts accessible to smaller companies and implement SME-friendly policies in their supply-chains (see our [website](#) for further information).

To help us measure the volume of business we do with SMEs, our Form of Tender document asks about the size of your own organisation and those in your supply chain.

If you tell us you are likely to sub-contract to SMEs, and are awarded this contract, we will send you a short questionnaire asking for further information. This data will help us contribute towards Government targets on the use of SMEs. We may also publish success stories and examples of good practice on our website.

10. Training / Skills / Knowledge Transfer

10.1. The successful supplier will be required to facilitate any skills and knowledge transfer.

11. Documentation

Any reports, manuals, drawings, invoices, delivery notes etc. required. Detail the format in which they must be submitted, if appropriate.

- Membership cards (hard copy),
- Company Partnership Certificate (hard copy),
- Quarterly updates (email)
- Invoices (hard copy).

12. Arrangement for End of Contract

The Contractor shall fully cooperate with the Authority to ensure a fair and transparent re-tendering process for this contract. This may require the Contractor to demonstrate separation between teams occupied on the existing Contract and those involved in tendering for the replacement contract to prevent actual (or perceived) conflicts of interest arising.

13. Evaluation Criteria

Overview of the Evaluation Process

The paragraphs below set out and explain the procedure, stages and process by which Tenders will be assessed. The evaluation procedure is divided into two key stages;

- Selection Stage
DVLA will assess responses to the Mandatory and Discretionary Grounds for Exclusion, Economic and Financial Standing in accordance with paragraph **“Selection Stage”** below.
- Award Stage

DVLA will assess responses to the requirement in accordance with paragraph **“Award Stage”** below.

Selection Stage – Grounds for Exclusion

In certain circumstances DVLA is required by law to preclude Tenderers from participating in this Procurement. If a Tenderer cannot answer ‘no’ to every statement in the Grounds for Mandatory Exclusion it is very likely the Tender will be rejected and disqualified from further participation in this procurement.

DVLA is entitled to preclude a Tenderer from further participation in this procurement if any of the statements in response the Grounds for Discretionary Exclusion apply.

If a Tenderer cannot answer ‘No’ to every statement it is possible that the Tender will be rejected and disqualified from further participation in this procurement. If any of the

statements do apply, the Tenderer should set out the full facts of the relevant incident and any remedial actions taken. The information provided will be taken into account by DVLA in considering whether or not the Tender will be permitted to proceed any further in this procurement.

Selection of Tenders for the Award Stage

Following evaluation of Tenders at this Selection Stage, those Tenderers whose Tenders have been excluded will not proceed to the Award Stage.

Any Tenderer disqualified at Selection Stage will be notified, in writing.

Award Stage

The Award Stage will comprise of three elements:

- an evaluation of mandatory requirements (if applicable). These will be assessed on a pass/fail basis. Tenders that fail any of the mandatory requirements may be disqualified from further consideration.
- an evaluation of the Tender based on Quality Factors; and
- an evaluation of the prices tendered.

Quality Factors:

Selection will be based on the evaluation criteria encompassing the most economically advantageous tender, which demonstrates a high degree of overall value for money, competence, credibility and ability to deliver.

This tender will be evaluated using the following weightings to obtain the optimal balance of quality and cost.

Price	40%
Quality	60%

The Quality Factors will be assessed against the criteria specified in Annex 1.

Quality Factors Scoring Methodology

The evaluation of each response to the Quality/Service delivery will be conducted and consensus checked in accordance with the Consensus Marking Procedures set out below.

Each response to questions within the Quality/Service delivery will be marked in accordance with the table below:

Points awarded	Description
3	The Tenderer demonstrates fully that they can meet the requirement as detailed in the Specification
2	Minor concerns/issues that the requirement can be met

1	Major concerns/issues that the requirement can be met
0	Does not meet the requirement, not addressed or no evidence provided

Each mark achieved will be multiplied by the corresponding weighting to provide an overall score.

When the score for each question has been determined they will be added together to provide an overall score for the Quality Evaluation ("Quality Score").

Consensus Marking Procedures

Tenders that are scored and require evaluation will be evaluated in accordance with the procedures described in this paragraph. The Consensus Marking Procedure is a two-step process comprising of:

- Independent evaluation; and
- Group consensus marking

During the independent evaluation process, each evaluator will separately (i.e. without conferring with other evaluators) scrutinise the quality of answers given by Potential Providers. Each evaluator will then allocate a mark for the answer in accordance with the Marking Scheme applicable to that question.

The Consensus Group Lead will review the marks allocated before facilitating a group consensus marking meeting. During the meeting, the evaluators will discuss independent marks until they reach a consensus regarding the marks that should be attributed to each Potential Providers' answer to the question.

Once all quality responses have been evaluated, the individual score attributed to each response will be added together to provide a "Quality Score".

Financial / Price Factors Scoring Methodology:

Prices submitted by Potential Providers in the Pricing Schedule for the tender will be recorded and evaluated in accordance with the following process.

Potential Providers are required to submit a price for each field of the Pricing Schedule.

The supplier must submit a price which is inclusive of the total cost of each accreditation i.e. Certification and Surveillance audits. Supplementary charges such as fuel / Mileage, toll and refreshments must be included in the total cost. Please note: There are on-site catering facilities at our Morriston campus that suppliers can access.

Prices offered will be evaluated against a range of prices submitted by all Potential Providers for that item.

The Potential Provider with the lowest price for the contract shall be awarded the Maximum Score Available. The remaining Potential Providers shall be awarded a

percentage of the Maximum Score Available equal to their price, relative to the lowest price submitted.

The calculation used is the following:

$$= \frac{\text{Lowest Price Tendered}}{\text{Tender Price}} \times \text{Maximum Score Available } 40\%$$

14. Points of Contact

Procurement Contact	Name	XXXXXX
	Tel	XXXXXX
	e-mail	XXXXXX
	Address	XXXXXX
Project Lead Customer Insight Directorate	Name	XXXXXX
	Tel	XXXXXX
	e-mail	XXXXXX

All queries/ questions should be sent to the procurement contact

15. Annex 1 – Evaluation Criteria: Quality Factors

Primary Criteria	Primary Criteria Weighting (%)	Sub-criteria weighting and description	Individual Sub -Criteria Weighting (%)
Accreditation of our Customer Insight provision The supplier must include a detailed account of how this is delivered and how this will benefit DVLA	60%	Supplier should evidence how they will aid DVLA in achieving Company Partner Status	30%
		Supplier should evidence how they will support DVLA to maintain the standard during each year and provide updates on Market research standards	30%