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**Future of Transport**

**Research Brief – November 2022**

**Official/Sensitive – Commercial**

**1. Background**

The transport sector, both public and private (although more so the former) has undergone rapid change during the Covid-19 pandemic, and in many cases is not considered to have returned to a steady state. Travel patterns have been disrupted, with the sharp rise in working from home having a particular impact on what public transport services are required, and the financial sustainability of those services.

At the same time the current cost of living crisis is putting the squeeze on public transport from both ends, in terms of what passengers can afford to pay, and higher costs for operators.

Combine this with, among other things, the transport decarbonisation agenda, extreme weather arising from climate change and the need for resilience in our transport systems, new ways of travelling (such as driverless cars), then the future of transport holds many uncertainties.

**2. Tender process**

Proposals should be e-mailed to tenders@transportfocus.org.uk by **17.00 on 18th November**  in accordance with the process specified below. However, you should notify us by **17:00 on 11th November** that you intend to bid.

Our tender process aims to follow good practice and be fair to all bidders. It is subject to audit by the Government Internal Audit Agency. The process requires that tenders be sent as .pdf files to the indicated address, and that address alone. Tenders should be sent in good time so as to be received by the specified deadline. As tenders are not opened until after the deadline, automated read receipts will be generated only at that time. Tenders are read and scored independently by two members of staff using the criteria specified in this brief. All agencies will be notified of the outcome of the tender process in due course and feedback can be provided subsequently if desired.

**Please take careful note that in line with the tender requirements we cannot accept tenders which are not sent to the correct mailbox or are sent, or copied, to any e-mail address other than that specified, are not in .pdf format, or are received after the time specified.**

As stated above, we cannot acknowledge receipt of tenders before the deadline; subject to the capabilities of your e-mail system you might therefore wish to request an automated ‘delivery receipt’ when e-mailing your document.

We are pleased to engage in any reasonable dialogue regarding the planned project while you consider whether and how to bid (on the understanding that any material facts relating to the research which may emerge during such discussions may have to be communicated to other potential bidders in the interest of fairness to all) – please note contact details at the end of this brief.

**3. Why now?**

# Given the amount of change transport is undergoing, ten years on it seems timely to revisit our [Future of Transport project from 2012](https://www.transportfocus.org.uk/publication/the-future-of-transport-overview/). Not least because of Bill Gates well known dictum “Most people overestimate what they can do in one year and underestimate what they can do in ten years.”

# Our stakeholders have asked us to provide more thought leadership

# Transport Focus is itself embarking on a period of change, and this project will help define the challenges that may lie ahead

**4. Key objectives**

 **To understand:**

* Key future trends impacting on transport in Great Britain
* How these trends might manifest themselves in evolving consumer mindsets, needs, behaviours
* Implications for types of service and experiences that passengers will expect

**5. Key principles**

We adopted some key principles for our previous project which seem equally valid now:

* People centred
* Identifying deep and long-term trends
* Acknowledging different rates of change across different geographies and segments of society
* ‘Black Swan’ events will happen, which are extremely difficult to predict, but can have profound impact. The pandemic has only emphasized this.
* Physical infrastructures are relatively immovable

An additional principle that was implicit in the original project, which the pandemic has taught us is increasingly important, is the need to be flexible. The outputs are not ‘predictions’, they are possible futures, and we and our stakeholders need to retain the flexibility to adapt as those futures pan out.

The previous study ultimately focused on public transport since that was the boundary of the Passenger Focus (as we were then called) remit at the time. There was also within that a leaning towards the implications for rail. The proposed study should have none of those constraints, and instead focus on transport (and mobility) as a whole, be that public or private, mass or micro/individual.

The findings from this work will be used to influence all involved in planning and providing transport, be they funders, policymakers, service providers, operators or other organisations.

**6. Timeframe**

The previous project nominally had 15, 25 and 40 year timeframes, although this was not strictly adhered to. Subject to discussion as the project evolves, and although repeating this time frame would be a good starting point, perhaps considering the potential circumstances in 2030, 2040 and 2050 might be more useful?

**7. Format**

The exact format will be agreed with the supplier we appoint. The one used previously was effective and accessible, but we are not tied to this:

* Macro trends in the world at large (such as growing and aging population)
* Micro trends that shape an individual's life (such as the nature of work)
* Potential transport trends arising from the above

It is envisaged there will be some reference to the previous project, to see how themes have evolved and whether that fits with what we thought back in 2012. It’s clear that some themes identified, such as the nature of work and the impact of digital, have been accelerated by the pandemic, and some that felt speculative, such as the end of affluence, seem only too real now.

As before, it is likely the emphasis would be on talking to experts in a range of fields, including many not directly transport related, rather than asking transport users to cast themselves many years or decades into the future. We anticipate the supplier would identify many of these experts, but we would expect to contribute to the list.

**8. How will it be used?**

* Toinform Transport Focus planning
* To demonstrate thought leadership at events, in media etc
* To encourage stakeholders to plan for potential futures

**9. Timings**

A tentative timeline for key project milestones is outlined below. We would expect to agree regular progress meetings and interim review meetings as part of the set up.

|  |  |
| --- | --- |
| **Activity** | **Date** |
| Research brief issued via Contracts Finder | 4 November 2022 |
| Deadline for proposals | 18 November 2022 5pm |
| Successful agency appointed | 25 November 2022 |
| Set up meeting | 28th November pm |
| Draft report | End of March 2023 latest |

**10. Outputs and reporting**

The previous project had a number of outputs – a summary report, an A5 report, an interactive slide show on the website, and an event at the London Transport Museum. A similar set of outputs would ensure the work is impactful, approachable and easily digested. As with all our work, this study will be published, and promoted on social. Please allow for the following outputs, and cost separately:

* Debrief/workshop (plus cost for additional debriefs)
* Summary report (6-8 sides)
* Long form report (30 pages)

All outputs should be highly visual. Please supply examples of previous outputs that fit with this approach. An early discussion with our Communications team will confirm the best approach to suit the material, and responsibilities for design etc. We are open to other suggested outputs, but those should be costed as optional extras.

**11. Budget**

The maximum budget available for the project is likely to be of the order of £50,000-60,000 (excluding VAT).

In order to provide comparable bids, agencies should provide costs for each element of the study, and each element of any proposed alternative, as follows:

* set up, management and liaison
* ‘Fieldwork’ eg interviews etc
* Analysis
* presentations as specified
* any optional elements

**12. Tender evaluation**

The project will be subject to the attached terms and conditions.

The decision to commission an agency to carry out the research will be made on the basis of quality and cost-effectiveness. Bids should be submitted in accordance with the instructions provided earlier in this document. Unsuccessful agencies will be notified as soon as practicable, and reasons given for the decision.

Project proposals will be evaluated by how well they meet the following criteria:

* price (30%)
* quality (70%).

Quality will be assessed based on:

* relevant experience of the agency and key team members, in relation to their proposed roles in the study (20%)
* understanding and approach to delivering the brief (40%)
* a clear and detailed schedule of work and inputs/outputs including the ability to adapt to the changing needs of the project (10%).

As part of your response please include a one-page summary of what you envisage to be the potential risks to the success of the project and the steps you would take in the eventuality that they occur.

**13. Contact**

**Ian WRIGHT**, Head of Innovation and Partnerships

 Tel: 07918 905653

 Email: ian.wright@transportfocus.org.uk