

# Specification

## **Provision of Market Research Society Membership & Accreditation Services**

Operations and Customer Service Directorate

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## 1. Introduction

The Driver and Vehicle Licensing Agency (**DVLA**) invites proposals for the following **SERVICES**:

Provision of Market Research Society Membership & Accreditation Services

This contract will be subject to the Short Form Terms and Conditions of Contract.

## 2. Background to the Requirement

The DVLA is an Executive Agency of the Department for Transport (DfT), based in Swansea. The DVLA'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 (VED).

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 6 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 51 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

The timetable for this Procurement is set out in Invitation to Tender (ITT). This timetable may be changed at any time but any changes to the dates will be made in accordance with the Regulations (where applicable).

Potential tenderers will be informed if changes to this timetable are necessary.

## 4. Scope

4.1 DVLA are looking for a supplier to provide the following:

- Accreditation of our market research/customer insight function
- Support for staff in understanding the industry standards that must be adhered to

- Recognition of our customer insight function meeting industry standards and confirmation for our customers that this is the case
- Access to standards and professional advice to assist in the delivery of industry standards when we deliver customer insight
- Individual membership and access for individuals to customer insight materials and standards
- Renewal of existing 51 memberships .
- The option to transfer memberships to other users at the end of the 12 months
- The option to increase the amount of memberships if and when required. We estimate member numbers as follows:
  - Year 1 - a total of 51 members ,10 of which are currently included in the Company Partner Agreement.
  - Year 2 - - a total of 56 members, 10 of which are currently included in the Company Partner Agreement.
  - Year 3- a total of 61, 10 of which are currently included in the Company Partner Agreement.
- Accreditation of our use of and handling of customer data. (Fair data accreditation)
- To provide access to MRS events and annual research standards briefing.

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 1<sup>st</sup> May 2022. 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 Goods and / or Services**

- 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

### 8.1 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 Supplier 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**

Tenderers are required to acknowledge in their response that any Supplier 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 Suppliers and Subcontractors. Retention schedules will need to be defined and agreed prior to award of contract

## **Processing Personal Data**

Please note that the successful tenderer as part of the contract agrees to comply with all applicable requirements of UK Data Protection Legislation (including UK GDPR) and all applicable Law about the processing of personal data and privacy.

## **Offshoring of Government Data**

Government policy is that data it holds should be protected appropriately regardless of location.

Offshoring is defined as “Any arrangement where the performance of any part of the services or a solution under a contract may occur outside the UK for domestic (UK) consumption.”

When offshoring is described, the focus is typically on the physical location where data is hosted (such as where are the data centres located). Whilst physical location of data is a critical part of the offshoring question, it is important to understand how and where data might be logically accessed. Administrators or technical support staff may be located anywhere in the world, with logical access to data.

Tenderers must indicate in their response whether any DVLA data supplied as part of the contract, would be offshored. If so, tenderers must confirm the location(s) including the location of any business continuity, disaster recovery and technical support staff.

All Central Government Departments and Agencies are required to seek approval for any proposed offshoring activity, which ensures that information held offshore is appropriately managed and that pan-government risks are identified, tracked and managed, where appropriate.

In the event that the successful tenderer proposes to offshore any DVLA Data as part of the contract, they would be required to provide details about the processing to be carried out offshore, the privacy risks and the security controls in place to protect the data. If the intention is to store the information in a cloud environment outside the UK, the successful tenderer will also need to confirm the extent to which the environment complies with the cloud security principles. This information would be used to submit the offshoring proposal for approval.

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

## **8.2 Cyber Security**

N/a

## **8.3 Data Sharing**

N/ a

## 8.4 Sustainability

The DVLA is committed to reducing any negative impacts produced by our activities, products and services. This aligns to the Government's Greening Commitment which states we must: "Continue to buy more sustainable and efficient products and services with the aim of achieving the best long-term, overall value for money for society."

DVLA is certified to ISO 14001:2015 and more information is available in our Environmental Policy at:

<https://www.gov.uk/government/publications/dvlas-environmental-policy>

The DVLA require the Supplier to confirm their understanding and acceptance of each point **S1 – S4** and supply information if it has been requested.

**S.1** - The DVLA is committed to sustainability and as such the Supplier should consider this as part of their submission.

The DVLA requires the Supplier to:

- Comply with the DVLA's Environmental Policy:  
<https://www.gov.uk/government/publications/dvlas-environmental-policy>
- Where appropriate, assist the DVLA in achieving its Greening Government Commitments as detailed on  
<https://www.gov.uk/government/publications/greening-government-commitments-2021-to-2025> i.e. Reduce CO<sub>2</sub> emissions through energy consumption and travel, reduce water consumption and waste produced;
- Be able to evidence continual environmental improvements in their own organisation (ideally through an accredited EMS, i.e. ISO 14001, Green Dragon etc);
- Ensure its own supply chain does not have negative environmental or social impact and;
- Where required, be able to provide data on carbon emissions related to the products / services being supplied to aid with scope 3 emission calculations.
- Provide the specified goods / services without the use of single use plastic in line with Government commitments.

**S.2** - The Supplier shall provide their sustainability or environmental policy.

**S.3** -The Supplier shall be able to meet and evidence conforming to the relevant [Government Buying Standards](#).

**S.4** - The Supplier shall promote resource efficiency and waste avoidance, to reduce waste arising and consumption of natural resources. Any waste shall be disposed of correctly and accordance with the waste hierarchy and duty of care.

The DVLA is committed to reducing any negative impacts produced by our activities, products and services. This aligns to the Government's Greening Commitment which states we must: "Continue to buy more sustainable and efficient products and services with the aim of achieving the best long-term, overall value for money for society."

DVLA is certified to ISO 14001:2015 and more information is available in our Environmental Policy at:

<https://www.gov.uk/government/publications/dvlas-environmental-policy>

## **8.5 Health and Safety**

DVLA has an Occupational Health and Safety Management System that is certificated to ISO45001. Further information on our Health & Safety Policy, is available on request from the Commercial Advisor. (See Section 14 for Points of Contact):

## **8.7 Diversity and Inclusion**

The Public Sector Equality Duty (PSED) is a legal requirement under the Equality Act 2010. The Equality Duty ensures that all public bodies play their part in making society fairer by tackling discrimination and providing equality of opportunity for all. It ensures that public bodies consider the needs of all individuals in their day-to-day work – in shaping policy, in delivering services, and in relation to their own employees. DVLA is committed to encouraging equality, diversity and inclusion within our workforce and against unlawful discrimination of employees, customers and the public. We promote dignity and respect for all and we will not tolerate, bullying harassment or discrimination by staff, customers or partners we work with. Everyone working for us and with us, as partners in delivering our services, has a personal responsibility for implementing and promoting these policy principles in their day- to-day transactions with customers and our staff.

A full copy of our Equality, Diversity and Inclusion Policy is available on request from the DVLA.

## **8.8 Business Continuity**

The Supplier shall have robust Business Continuity and Disaster Recovery Plans, copies of which should be provided to the DVLA from the successful bidder. The Business Continuity and disaster recovery plans are required to be reviewed annually at a minimum and if necessary, amended to reflect current business practice and fitness for purpose.



## **8.9 Procurement Fraud**

A full copy of DVLA's Fraud Policy is attached Appendix B and is also available on the Intranet at the following page:

<http://dvl.net:81/procurement%20fraud%20statement>

## **8.10 Use of DVLA Brands, Logos and Trademarks**

The DVLA does not grant the successful Supplier licence to use any of the DVLA's brands, logos or trademarks except for use in communications or official contract documentation, which is exchanged between the DVLA and the successful Supplier as part of their fulfilment of the Contract.

Approval for any further specific use of the DVLA's brands, logos or trademarks must be requested and obtained in writing from the DVLA.

## **9. Management and Contract Administration**

To support the ongoing management of this contract the successful supplier must provide an Account Manager who will be the first point of contact for DVLA.

The Lead Officer and Contract Owner will review the contract performance with Members and feedback any relevant information to the supplier.

A Purchase Order Number for this requirement will be provided to the supplier. Invoices must be sent to DfT Shared Service Arvato and copied, with the relevant worksheets, to DVLA's Contract Owner with the specified Purchase Order number.

Further information on invoicing and payment procedures are contained within our Instructions to Tenderers document.

### **Subcontracting to Small and Medium Enterprises (SMEs):**

DVLA is committed to removing barriers to SME participation in its contracts, and would like to also actively encourage its larger Suppliers to make their subcontracts accessible to smaller companies and implement SME-friendly policies in their supply-chains (see the Gov.Uk [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 subcontract 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.

## **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 (email).

## **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

### Tender Evaluation

This will comprise of the following elements:

- 1) an evaluation of mandatory requirements, if applicable (**Mandatory Requirements**). These will be assessed on a pass/fail basis. Tenders that fail any of the mandatory requirements may be disqualified from further consideration
- 2) an evaluation of the tender based on the quality criteria and social value criteria (if applicable) (**Quality Criteria**)
- 3) an evaluation of the prices tendered (Financial / Price Criteria).

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.

Your tender will be evaluated using the following weightings **and** the criteria weightings set out at Annex 1, to obtain the optimal balance of quality and cost.

**NOTE: Only those tenders achieving a minimum overall quality score over 60 will be considered.**

### Mandatory Requirements (if applicable)

Annex 1 provides details of any elements/criteria considered as critical to the requirement. These are criteria, which will be evaluated on a pass/fail basis. A fail may result in the tender being excluded from further evaluation.

### Quality Criteria:

Annex 1 provides details of the quality criteria on which tenders will be evaluated. This will list the primary criteria along with the allocated percentage weighting and a description of the specific requirement. The overall percentage allocated for the Quality Criteria is outlined in the Table "Overall Weighting Allocation" and the method used to allocate scores is outlined below.

### Quality Criteria Scoring Methodology:

The scoring methodology used to assess and allocate scores to each criteria are included in the table below

Points awarded	Description
100	Fully meets/evidence provided that demonstrates the requirement can be met
60	Minor concerns/issues that the requirement can be met
30	Major concerns/issues that the requirement can be met
0	Does not meet the requirement, not addressed or no evidence provided

Based on the allocated score, a percentage will be calculated against each element using on the following calculation:

$$\frac{(\text{Allocated Score})}{(\text{Maximum Score})} \times \text{Weighting}$$

For example, “Quality Element 1” can be allocated a score between 0 and 100 but carries a weighting of 10%. Supplier A is given a score of 60 for this element so receives a score of  $(60/100 \times 10) = 6\%$ . The scores for each element will then be added together to calculate the overall Quality Criteria score.

### **Financial / Price Criteria**

Evaluation of the prices submitted will be performed separately by a Commercial Finance Accountant and details will not be made available to the Quality Evaluation Panel. This is to ensure fairness and avoid any subconscious influence of a lower price on the quality scoring. The overall percentage weighting allocated for the Financial/Price Criteria is outlined in the Table “Overall Weighting Allocation”.

### **Financial / Price Criteria Scoring Methodology:**

A Percentage Scoring Methodology will be used to evaluate all proposals for this requirement. This methodology is based on the following principles:

The lowest tendered price will be awarded the maximum score available. Each subsequent bid will be baselined to this score and will be awarded a percentage of the maximum score available. The calculation used is as follows:

$$\frac{(\text{Lowest Tendered Price})}{(\text{Tender Price Submitted per Supplier})} \times \text{Maximum Score Available (i.e. Weighting)}$$

For example, if the Financial/Price weighting allocation is 40%, the maximum score available is 40. Supplier A submits the lowest price of £100,000 and Supplier B submits a price of £180,000. Based on the above calculation Supplier A and B will receive the scores shown below:

Supplier A =  $100k/100k \times 40 = 40\%$

Supplier B =  $100k/180k \times 40 = 22.22\%$

### **Overall Weighting Allocation**

<b>Evaluation Criteria</b>	<b>Weighting</b>
<b>Quality Criteria and Social Value Criteria (if applicable)</b>	60%
<b>Financial / Price Criteria</b>	40%
<b>Total</b>	100%

**Calculation of Overall Score:**

The allocated score for the Quality and Social Value Criteria (where applicable) will be added to the Financial/Price Factor score to calculate the overall score for each tender (out of a max available 100%). The tender with the highest overall score will be deemed as successful.

**14. Points of Contact**

<b>Commercial Advisor</b>	Name	XXXXXX "redacted under FOIA section [No 40 – Personal Information]"
	e-mail	XXXXXX "redacted under FOIA section [No 40 – Personal Information]"
	Address	Driver & Vehicle Licensing Agency (DVLA) Longview Road, Morriston, Swansea, SA6 7JL
<b>Project Lead/Business Area Contact [Operational Customer Services Directorate]</b>	Name	XXXXXX "redacted under FOIA section [No 40 – Personal Information]"
	e-mail	XXXXXX "redacted under FOIA section [No 40 – Personal Information]"

**All queries/questions should be sent to the Commercial Advisor**

## 15. Annexes:

### Annex 1 – Evaluation Criteria:

#### Scored Quality Criteria

Primary Scored Criteria	Primary Scored Criteria Weighting (%)	Scored Sub-criteria Description	Individual Scored Sub - Criteria Weighting (%)
<b>Accreditation of our Customer Insight provision</b>  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%

#### Financial/Pricing Criteria

Primary Financial/Pricing Criteria	Financial/Pricing Weighting (%)	Description
Pricing Requirements	40%	Please complete the Pricing Schedule attached below
	Total = 100%	

#### Pricing Schedule



Pricing Schedule.xlsx