REQUEST FOR QUOTATION FOR

Digital inclusion behavioural insights research



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# INTRODUCTION

## GENERAL REQUIREMENTS

The Council invites quotations for the provision of ethnographic, behavioural insights research among the digitally excluded population within Cambridgeshire and Peterborough, resulting in the delivery of a comprehensive report including methodology, and findings with some initial recommendations for interventions to support digitally excluded citizens to become more digitally included.

The Council’s detailed requirements are defined in Part 2 - Specification.

Please take care in reading this document in particular the Specification; In the event of any questions or queries in relation to this Request for Quotation (RFQ), please contact the buyer via the method stated below.

The Council reserves the right to:

* carry out due diligence checks on the awarded bidder, including but not limited to credit checks such as Dun & Bradstreet, valid and sufficient insurances as required;
* credit checks
* amend the conditions of Contract attached in Appendix 4
* abandon the procurement process at any stage without any liability to the Council; and/or
* require the bidder(s) to clarify its quotation in writing and if the bidder(s) fails to respond satisfactorily, this may result in the bidder(s) not being selected.
* Review any bids that appears to be abnormally low or unsustainably high in cost and reserve the right to reject such bid(s) without further evaluation or clarification.

For technical support when using the Procurement Portal, please contact the Proactis support desk:

* Email: [ProContractSuppliers@proactis.com](mailto:ProContractSuppliers@proactis.com)
* Telephone: 0330 005 0352

This facility is available Monday to Friday, 09:00 to 17:30

Alternatively, you may use the electronic ticket logging system which can be found [here](https://proactisservicedesk.com/CherwellPortal/Proactis%20Support%20System?_=6eed96cc#1).

## BACKGROUND

The Council provides county-wide services to all its citizens, has numerous statutory responsibilities, including in respect of the provision of education, and supports blue light services, the health sector, charities, and other local Authorities.

The Council’s strategic objectives are to provide a good quality of life for everyone living in the county, creating thriving places for people to live and give the best start for Cambridgeshire’s children.

Please see website [www.cambridgeshire.gov.uk](http://www.cambridgeshire.gov.uk)

Hosted by Cambridgeshire County Council and led by Cambridgeshire & Peterborough Combined Authority, the Connecting Cambridgeshire programme is working with Government and industry to improve digital connectivity across Cambridgeshire and Peterborough to drive economic growth, help our communities to thrive and make it easier to access public services.

Digital Inclusion is one of the major themes of the Connecting Cambridgeshire programme:

* Empowering our residents and businesses to develop the skills and confidence they require to make the most of the digital connectivity available to them and raising awareness of the benefits of being online.
* Working collaboratively to promote access to affordable connectivity and devices.

Please see website [Connecting Cambridgeshire - Connecting Cambridgeshire](https://www.connectingcambridgeshire.co.uk/), for a focus on digital inclusion see our ‘help to get online’ webpages [Help to get online - Connecting Cambridgeshire](https://www.connectingcambridgeshire.co.uk/about/help-to-get-online/).

## Overall Purpose/Outcome

* 1. Previously, LOTI (London Office for Technology and Innovation) and a consortium of London local authorities carried out research to develop a toolkit on how to map digital exclusion.[[1]](#footnote-2)
  2. In addition to this, Westminster City Council, Royal Borough of Kensington and Chelsea, and LOTI conducted further ethnographic research to segment the digitally excluded population into groups with shared characteristics.[[2]](#footnote-3)
  3. Two of the segments (‘Not for me’ and ‘Reliant on others’) made up over half of the digitally excluded population from the research, and they also constitute those who are most entrenched in digital exclusion and therefore the most difficult to engage.
  4. We would like to conduct further segmentation analysis of these two major segments to deliver behavioural insights findings which in turn would enable the development of behaviour change pilots and interventions to reach the most digitally excluded residents and engage them with digital support to increase and improve their digital confidence, ability, and sustainable skills.
  5. Previously, public sector stakeholders have recognised the importance of the research and pledged their support for further work.
  6. After the research has taken place, and the report has been delivered, we will look to engage other local authorities and public sector bodies to participate in this research study where appropriate. E.g., getting involved in hackathons to develop pilot proposals etc.
  7. Any findings and recommendations from this work would need to be scalable and replicable across local authorities and public sector bodies working to support digital inclusion across the UK.

## Value and Term of project

* 1. The contract will run for a period of 8 months from the date of the commencement of services.
  2. To be clear: this will be a 8 month term contract.
  3. The estimated value of this contract if taken to its full term will be up to a maximum of £50,000.
  4. Bidders should be aware that bid received in excess of the value stated may result in the Bidder’s whole submission being rejected.

## PROCUREMENT TIMETABLE

## The timetable below is Indicative and its subject to change

|  |  |
| --- | --- |
| **Request for Quotation Issued** | 14/06/2024 |
| **Deadline for Clarification Questions** | 21/06/2024 |
| **Deadline for Quotation Responses**  **deadline will be at 12:00** | 30/06/2024 |
| **Quotation Evaluation – week commencing** | 01/07/2024 |
| **Contract Award (estimated)** | 04/07/2024 |
| **Contract Commencement (estimated)** | 08/07/2024 |
| **Contract End Date (estimated)** | 28/02/2025 |
| **Extension commencement (estimated)** | N/A |
| **Extension End date (estimated)** | N/A |

## QUTOTATION CLARIFICATION AND RESPONSES

Any queries about this document, the procurement process, or the proposed contract itself, should be submitted via the [ProContract](https://procontract.due-north.com/) messaging area, or emailed to [connecting.cambridgeshire@cambridgeshire.gov.uk](mailto:connecting.cambridgeshire@cambridgeshire.gov.uk).

Should you wish to take part in the procurement process please complete this the response document and Pricing Sheet and return via [ProContract](https://procontract.due-north.com/) messaging area by the deadline stated in the Procurement Timetable.

All compliant bid submissions will be considered held OPEN for the duration of thirty (30) days from the date of close of this Request to Quote opportunity.

## INSURANCE LEVELS

The successful bidder will be required to have in place by the commencement date of the contract, the following levels of insurances:

* + 1. **Public Liability** insurance with a limit of indemnity of not less than Two Million Pounds £2,000,000 in relation to any one claim or series of claims.
    2. **Employer's Liability** insurance with a limit of indemnity of not less than Five Million Pounds £5,000,000 in relation to any one claim or series of claims.
    3. **Professional Indemnity** insurance with a limit of indemnity of not less than One Million Pounds £1,000,000 in relation to any one claim and in the aggregate in any one period of insurance. and shall ensure that all professional consultants or Sub-Contractors involved in the provision of the Services hold and maintain appropriate cover.
    4. **Product Liability insurance** with a limit of indemnity of not less than One Million Pounds £1,000,000 in relation to any one claim or series of claims

## EVALUATION OF QUOTATIONS

Any bids not compliant or completed fully will be discarded. Based on the information provided by bidders, each compliant submission will be evaluated based on the following criteria:

|  |
| --- |
| **Award Criteria Questionnaire Weightings** |

The Award Criteria Questionnaire carries a total weight of 100%. This is split between the following sections:

* + 1. Price 30%
    2. Quality 70%

For the questions/sub-questions with a Pass/fail criteria, the Council may reject the bid in its entirety if it scores a fail on anyone of these.

**Pricing**

The Bidder with the lowest overall compliant price will be awarded the full score of 30%. All other bids will be scored in accordance with the following calculation:

For example, if the price evaluation carries 30% of the overall marks and there are three tenders priced at £35,000, £32,500, and £30,000 scores would be as in the following table.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Bid Price** | **Price Calculation** | **Price score** |
| Bidder 1 | £30,000.00 | =30% (lowest compliant price) | 30 |
| Bidder 2 | £32,500 | =30-((32,500-30,000)/32,500)\*100 | 22.30 |
| Bidder 3 | 35,000.00 | =30-((35,000-30,000)/35,000)\*100 | 15.71 |

This example is based on a 30% price weighting where the lowest compliant price is £30,000.

The above example is for illustrative purposes only and all scores have been rounded to two (2) decimal places.

Bidders who receive a minus score will be given a ‘ZERO’ (‘0’) score for the purpose of this procurement process.

In the event of a tie between two or more bids, the Council will award the contract to the bid with the Highest Quality score.

## Evaluation Method (Award Criteria Questionnaire)

An initial examination will be made to establish the completeness of submitted quotes reserving the right to disqualify any quotes which is incomplete. Information submitted by Bidder in response to this document may be subject to further clarification questions by the Council.

All quality questions will be scored independently by Evaluators.

The Bidder’s response to each question will be evaluated and scored a maximum of 10 marks as per the table below unless otherwise stated in the response document:

The Quality Questions will be scored using the following scale:

**Quality Responses**

Bidders’ responses to each question will be scored out of a maximum of ten (10) marks as per the table below:

|  |  |
| --- | --- |
| Score | Commentary |
| 0 | Very weak or no answer |
| 2 | Poor |
| 4 | Satisfactory |
| 6 | Good |
| 8 | Very good |
| 10 | Exceptional |

The evaluators will score using the marks as described above, with **NO ODD** marks being used.

The evaluated mark will be divided by 10 and multiplied by the sub weighting (%) of the question, to give a final score (%) for each question.

For example, if the sub weighting for the question is 20% and the bidder is marked a ‘2’, their final score (%) for that question will be:

2/10 X 20 = 4%

Bidders should note that each score will be based on the information provided in response to that specific question, evaluators will consider whether all parts of the question have been answered in sufficient detail to give a clear understanding of how well the contract will be delivered

Please note the word limit for each question, and this is the total word limit for the entire question not where there are individual sub questions.

Specification

1. Scope
   1. Previously, LOTI (London Office for Technology and Innovation) and a consortium of London local authorities carried out research to develop a toolkit on how to map digital exclusion.[[3]](#footnote-4)
   2. In addition to this, Westminster City Council, Royal Borough of Kensington and Chelsea, and LOTI conducted further ethnographic research to segment the digitally excluded population into groups with shared characteristics.[[4]](#footnote-5)
   3. Two of the segments (‘Not for me’ and ‘Reliant on others’) made up over half of the digitally excluded population from the research, and they also constitute those who are most entrenched in digital exclusion and therefore the most difficult to engage.
   4. We would like to conduct further segmentation analysis of these two major segments (‘Not for me’ and ‘Reliant on others’) to deliver behavioural insights findings which in turn would enable the development of behaviour change pilots and interventions to reach the most digitally excluded residents and engage them with digital support to increase and improve their digital confidence, ability, and sustainable skills.
   5. Previously, public sector stakeholders have recognised the importance of the research and pledged their support for further work.
   6. After the research has taken place, and the report has been delivered, we will look to engage other local authorities and public sector bodies to participate in this research study where appropriate. E.g., getting involved in hackathons to develop pilot proposals etc.
   7. Any findings and recommendations from this work would need to be scalable and replicable across local authorities and public sector bodies working to support digital inclusion across the UK.
2. Requirements
   1. This research should support local authorities, and public sector partners, across Cambridgeshire and Peterborough (and potentially across the UK), to deliver suitable, sustainable, robust digital inclusion support, to the most digitally excluded citizens, in a way that is appropriate to their circumstances, ambitions, needs, behaviours, motivations, and other demographic and ethnographic factors. The research must:
      1. Utilise the existing research from LOTI and their consortium to help identify the demographics and ethnographics of the two segments of the digitally excluded population to focus on, namely the ‘reliant on others’ and ‘not for me’ segments.
         1. Where the successful bidder thinks this might not be relevant, or other factors/data/methodologies could support better identification of the most digitally excluded citizens, this should be explained in their bid and/or discussed with The Council.
      2. Undertake the research in a way that is compliant with all relevant regulatory guidelines, and to the highest standards expected within the research sector.
      3. Provide clear and incisive analysis of the findings, with suggestions of what the findings might suggest in relation to the causality of digital exclusion, and what can/should be done in order to help engage these citizens and support them to become more digitally included.
      4. Provide initial recommendations for what a local authority could do to support these citizens to become more digitally included.
      5. Compile all methodologies, research, findings, recommendations, and other relevant information into a final report which can be published publicly, jointly by The Council and the successful bidder.
   2. The successful bidder may wish to deliver the research and outputs in milestones, for example:
      1. Development of proposed methodology for conducting the research.
      2. Recruitment period for citizens to take part in the research.
      3. Carrying out the research specific activities.
      4. Compiling the findings.
      5. Analysing the findings.
      6. Creating the final report.
      7. Delivery of the final report.
   3. Final payment schedule to be agreed upon award of contract, but it is anticipated to be along the lines of:
      1. 25% upon completion of research (including interviews and focus groups)
      2. 75% upon acceptance of the final report.
3. Contract management
   1. The Council will require the successful bidder to meet at a frequency agree by the Contract Manager at award of the contract.
   2. This will be to monitor, discuss, but not limited to:
4. how the contract is performing
5. any issues that have arisen
6. delivery of the interviews and/or focus groups
7. publication of the report
8. any other issues, updates, or topics required to be discussed
   1. The draft KPI’s identified within this RFQ are subject to review/change. It is the council’s intention to work with the successful bidder to review/adapt these indicators following contract award and throughout the contract terms as it may be required.
9. Quality and Performance Standards
   1. The successful bidder must comply with all agreed timescales and report against these on a fortnightly basis.
   2. Where the successful bidder expects any delays to agreed timescales, they must let The Council know immediately, along with any mitigations to be implemented.
   3. The successful bidder must identify their expertise and ability to successfully undertake the research and deliver the report. This could include qualifications, previous research experience, and any similar studies carried out at a similar level.
   4. The research should be carried out in accordance with relevant professional guidelines and to a high standard.
   5. The report and all its contents should be transparent, and reviewable by peers/third parties for quality assurance.
10. Subcontracting Arrangements
    1. The Council believes that this solution does not require the need for subcontracting arrangements.
    2. Where subcontracting arrangements are allowed by the Council, it is expected that the sub-contractor will also abide by all requirements of this RFQ and the resulting Contract.
    3. If a Bidder believe sub-contracting is required, this should be made clear in their bid and it is expected that the sub-contractor will also abide by all requirements of this RFQ and the resulting Contract.
11. Confidentiality
    1. It is expected that in the course of the research to take place, personal data will be collected to allow for full ethnographic insights to be drawn. The Council require the successful bidder to agreed to keep any personal data strictly confidential, and in accordance with English and Welsh GDPR legislation (see section 11).
    2. If, as in previous segmentation and persona analysis, personas need to be developed to help convey the personal aspects of digital exclusion, the impacts it has on the lives of citizens, and how it can improve outcomes for them personally, all efforts should be made by the successful bidder to make clear that these personas are for illustrative purposes only, and not representative of any single individual who took part in the study.
12. Vetting and Barring/ Disclosure & Barring Service (DBS) Checks
    1. The successful bidder should have in place their own safeguarding policy. Where the successful bidder does not, they should make themselves familiar with the Life Education service’ policy on Safeguarding.
13. Social Value
    1. The Public Services (Social Value) Act 2012 requires public authorities to have regard to economic, social and environmental wellbeing in connection with public service contracts; and for connected purposes.
    2. As such the Council may allocate a weighting in the Award Criteria Questionnaire to social value. The weighting(s) applied for social value questions can be found in the table for Award Criteria Questions.
    3. Bidders should take this opportunity to consider what other value can they bring to this contract over and above the requirements in the Specification. Whether this is assisting in reading campaigns, offering free access to educational materials for primary school children, or helping with the environmental challenges we all face to name a few.
14. Modern Slavery, Child Labour and Inhumane Treatment
    1. Tackling modern slavery requires everyone to be vigilant and active in addressing this issue effecting our communities. The Council will expect as a minimum, that all Bidders comply in full with the Morden Slavery Act where necessary, and have in place sufficient policies, procedures and systems.
15. Equality, Diversity and inclusion
    1. Ensuring that all in the UK have equal access, and can contribute, to society, The Council will expect as a minimum, that all Bidders comply in full with the Equality Act and all regulations relating to Equality, Diversity and inclusion, where necessary, and have in place sufficient policies, procedures and systems.
16. Data Protections and UK General Data Protection Regulations
    1. It is expected that personal data would be collected in the course of this contract. Cambridgeshire County Council expect all bidders to abide by English and Welsh GDPR legislation.
    2. Any breaches, suspected or otherwise, must be reported to the Council as immediately and in any event within 72 hours.
    3. Please refer to the English and Welsh GDPR schedule for further details.
17. Payment schedule
    1. To ensure the payment process is smooth and simple for both parties, the Council operates a purchase order system.
    2. This will be issued by the Contract Manager at the start of the contract.
    3. No invoice will be paid without a valid and current purchase order.
    4. All invoices must state the purchase order number and be sent to [CCC.invoices@cambridgeshire.gov.uk](mailto:CCC.invoices@cambridgeshire.gov.uk).
    5. Where a clear payment schedule is not agreed based on milestones with the Contract Manager, all invoices will be paid in arrears and within a thirty (30) day period.
    6. Where a clear payment schedule based on agreed milestones with the Contract Manager, the Contractor must meet the milestones as agreed, and the quality to the satisfaction of the Contract Manager.
    7. Upon confirmation from the Contract Manager, the Contractor should issue an invoice against the issued purchase order for payment.
    8. Please Note and to be clear there will be no pre –payment or a form of a deposit made by the Council.

1. [Mapping Digital Exclusion with Data - LOTI](https://loti.london/projects/cif-data/) [↑](#footnote-ref-2)
2. [Mapping Digital Exclusion in London - LOTI Toolkit - Google Docs](https://docs.google.com/document/d/1GSByTNfYJ_ACIkTwSHBiNN2cn0PqszElJ4bL-3oB5Vc/edit#heading=h.iqiuxadc99e4) pp.22-28 [↑](#footnote-ref-3)
3. [Mapping Digital Exclusion with Data - LOTI](https://loti.london/projects/cif-data/) [↑](#footnote-ref-4)
4. [Mapping Digital Exclusion in London - LOTI Toolkit - Google Docs](https://docs.google.com/document/d/1GSByTNfYJ_ACIkTwSHBiNN2cn0PqszElJ4bL-3oB5Vc/edit#heading=h.iqiuxadc99e4) pp.22-28 [↑](#footnote-ref-5)