



**SPECIFICATION TEMPLATE AND GUIDANCE**

**23\_01\_03 User Centred Design**

## 1. INTRODUCTION

The NHSBAS is looking for a partner who will provide additional capability to support the delivery of digital, data and technology (DDaT) services across the NHSBSA portfolio. The roles required will be from the User Centred Design family.

These roles will be required on existing and new services to support with strategic delivery and where there is a spike and/or urgent requirements to deliver a defined outcome.

## 2. BACKGROUND

We are looking for a supplier who can provide capability and expertise to deliver outcomes, working in multi-disciplinary teams across DDaT Directorate portfolio to build and deliver high-quality, User Centred Design (UCD) services from pre-discovery through to Live.

This requirement will enable the NHSBSA access to individuals or teams for support in delivering both planned and urgent digital projects where there is a requirement to deliver digital outcomes to support overall project delivery.

We expect this contract to fulfil two types of need:

- Provision of DDaT roles with specific outcomes to supplement blended/rainbow teams on urgent projects.
- Agile multidisciplinary teams.

Core capabilities for the proposed contract would be:

- Delivery management
- Service design
- User research

The contract will focus on (but not be limited to) the provision of the following roles which will be required to deliver the core capabilities:

- Delivery Manager
- User Researcher
- Service Designer
- Interaction Designer
- Content Designer

The Supplier will work as a part of the DDaT team, they will be viewed as part of the overall NHSBSA DDaT Delivery Team with a one team ethos. We work following Agile and GDS principles and it is expected that the successful supplier's people will work in this way.

### **3. SCOPE**

This tender is Stage 2 of the published CCS Digital Specialist and Programmes Framework, Lot 2.

|                          |  |
|--------------------------|--|
| Summary of the work      | <p>The NHSBAS is looking for a partner who will provide additional capability to support the delivery of digital, data and technology (DDaT) services across the NHSBSA portfolio from the User Centred Design Family.</p> <p>These roles will be required on existing and new services to support with strategic delivery and where there is a spike and/or urgent requirements to deliver a defined outcome.</p> |
| Latest start date        | 1 <sup>st</sup> May 2023   |
| Expected contract length | Contract length 24 months.   |
| Location                 | Combination of on site and remote.   |
| Budget Range             | There is no maximum spend, it is anticipated that approximate spend will be £5 million over the duration of the contract.  |

### **4. DETAILED REQUIREMENTS**

#### **4.1. Stage 1 CAM tool criteria**

Stage one of this procurement, using the CCS Digital Specialist and Programmes framework, identified the suppliers that would be invited to tender for this opportunity by population of the CAM tool. The CAM tool was populated as follows:-

| <b>DDaT Cluster</b> | <b>DDaT Family</b>   | <b>DDaT Role (at SFIA level)</b>           | <b>Resource Quantity</b> |
|---------------------|----------------------|--|--------------------------|
| User Centred Design | Content Designer     | lead Content Designer - SFIA Level 6       | 1                        |
| User Centred Design | Content Designer     | Senior Content Designer - SFIA Level 5     | 3                        |
| User Centred Design | Content Designer     | Content Designer - SFIA Level 4            | 6                        |
| User Centred Design | Content Designer     | Junior Content Designer - SFIA Level 3     | 1                        |
| User Centred Design | Interaction Designer | Lead Interaction Designer - SFIA Level 6   | 1                        |
| User Centred Design | Interaction Designer | Senior Interaction Designer - SFIA Level 5 | 3                        |
| User Centred Design | Interaction Designer | Interaction Designer - SFIA Level 4        | 6                        |
| User Centred Design | Interaction Designer | Junior Interaction Designer - SFIA Level 3 | 1                        |
| User Centred Design | Service Designer     | Lead Service Designer - SFIA Level 6       | 1                        |
| User Centred Design | Service Designer     | Senior Service Designer - SFIA Level 5     | 3                        |
| User Centred Design | Service Designer     | Service Designer - SFIA Level 4            | 6                        |
| User Centred Design | Service Designer     | Junior Service Designer - SFIA Level 3     | 1                        |
| User Centred Design | Technical Writer     | Content Strategist - SFIA Level 6          | 2                        |
| User Centred Design | Technical Writer     | Lead Technical Writer - SFIA Level 6       | 2                        |
| User Centred Design | Technical Writer     | Technical Writer - SFIA Level 5            | 2                        |
| User Centred Design | User Researcher      | Lead User Researcher - SFIA Level 6        | 1                        |
| User Centred Design | User Researcher      | Senior User Researcher - SFIA Level 5      | 3                        |
| User Centred Design | User Researcher      | User Researcher - SFIA Level 4             | 6                        |
| User Centred Design | User Researcher      | Junior User Researcher - SFIA Level 3      | 1                        |

**Security and vetting requirements:**

A security and vetting clearance of **Baseline Personal Security Standard** will be required of some (potentially all) staff engaged in the work.

**Service capabilities:**

The types of services required have the following classifications.

| # | Service domain | Service capability         |
|---|----------------|----------------------------|
| 1 | Parent         | User Experience and Design |
| 2 | Parent         | Service Delivery           |
| 3 | Parent         | User Research              |

**Location:**

The services are to be provided in the following locations:

- Services are to be provided both on site and remotely (hybrid working)
- North East England
- North West England
- Remote (Suppliers Own Site – UK)

**Subcontractors:**

Subcontractors are not to be used to deliver this contract.

**4.2. REQUIREMENTS**

| Quality Proposal |  |           |
|------------------|--|-----------|
| Question No      | Questions detail   | Weighting |
| 1                | Knowledge of, and experience using, appropriate development languages is essential. Please confirm that you have this for HTML5, CSS3 and Javascript as a minimum. | 0%        |
| 2                | Demonstrate your knowledge of Government Service Assessment Standards / NHS standards  | 4%        |
| 3                | Demonstrate how you will ensure proper data governance   | 3%        |

|                     |   |    |
|---------------------|---|----|
| 4                   | Describe and evidence the level of accreditation and experience (qualifications and/or number of years), that individuals across roles (Interaction Designer, Content Designer, Service Designer, User Researcher) in your organisation have.                                     | 3% |
| 5                   | Tell us about a similar engagement with an organisation, which did not go well. Detail the challenges you faced and how were these overcome.  | 4% |
| 6                   | Describe the level of experience within your team in relation to compliance with regulatory frameworks and best practice across government.   | 5% |
| 7                   | How will you ensure a non-disruptive onboarding/offboarding process for new contractors joining the NHS Business Services Authority   | 4% |
| 8                   | Describe how you will facilitate effective meetings and workshops, both remote and face to face, with the NHSBSA delivery teams.  | 4% |
| 9                   | Describe your approach to User Research, please include your approach and give an example of where you have been successful   | 5% |
| 10                  | Demonstrate how you will work as part of a rainbow team whilst ensuring the needs of the supplier are met.  | 4% |
| 11                  | Whether work is inside or outside of scope of IR35 will be assessed for each statement of work. When inside of scope this would mean the individual would need to be a direct employee or a contractor inside of scope. Detail how your business model can meet this requirement. | 4% |
|                     |   |    |
| <b>Social Value</b> |   |    |
| 12                  | Describe how your organisation will proactively promote workforce wellbeing of the contract workforce   | 3% |

|                     |  |     |  |
|---------------------|--|-----|--|
| 13                  | <p>Detail how, through the delivery of the contract you will commit to undertaking the following: (4%)</p> <ul style="list-style-type: none"> <li>To provide forecasted baseline for the emissions generated in contract year 1</li> <li>What activities you will undertake to reduce emissions generated in the performance of the contract (represented as both tCO<sub>2</sub>e and as a % of the baseline emissions)</li> <li>Annual carbon reporting for activities related to the contract.</li> </ul> | 4%  |  |
| 14                  | <p>At NHSBSA we view protecting the environment as a priority, for instance when any business travel is considered. Detail how, through the delivery of the contract, you will support environmental protection and improvement</p>  | 3%  |  |
|                     |  |     |  |
| <b>Cultural Fit</b> |  |     |  |
| 14                  | <p>Demonstrate how you will make sure that you provide a solution that is the right cultural fit for the BSA?</p>  | 10% |  |
| <b>Presentation</b> |  |     |  |
|                     | <p>Demonstrate an example where you have embedded user centred design into a service and delivered on user needs as a result of thorough user research. Share any challenges you encountered and how you overcame them.</p>  | 10% |  |

## 5. OTHER REQUIREMENTS

### 5.1. PERFORMANCE REQUIREMENTS

6. Deliverables will be detailed in each Statement of Work.

**6.1. SERVICE LEVELS AND KEY PERFORMANCE INDICATORS (KPIs)**

The following Material KPI's shall apply to this Call-Off Contract:

| <b>Material KPIs</b>   | <b>Target</b>  | <b>Measured by</b>  |
|--|--|---|
| Performance / Timelines<br><br>Commencement of Supplier Solution (roles starting) within 10 Working Days of SOW Requirements being agreed by the Buyer and the Supplier.   | Good Target – 90%<br><br>Approaching Target Threshold – 85%<br><br>Requires Improvement Threshold – 80%<br><br>Inadequate Threshold – 75%  | SOWs within previous 12 calendar months.                    |
| Accuracy / Performance / Timelines<br><br>Achievement of Fixed Price or Capped Time & Materials SOW within initial agreed time/cost. (or time/cost agreed by both Parties where scope has changed and recorded with a CCN) | Good Target – 90%<br><br>Approaching Target Threshold – 85%<br><br>Requires Improvement Threshold – 80%<br><br>Inadequate Threshold – 75%  | SOWs within previous 12 calendar months.                    |
| Accuracy / Performance / Quality<br><br>Completion of Sprint Points agreed / recorded at start of each Sprint (Where not applicable/achievable and agreed by the Buyer, an alternative criteria can be used)               | Good Target – 90% (achieving at least 90% of agreed Sprint Points)<br><br>Approaching Target Threshold – 85% (achieving at least 90% of agreed Sprint Points)<br><br>Requires Improvement Threshold – 80% (achieving at least 90% of agreed Sprint Points)<br><br>Inadequate Threshold | Sprints that have a completion date within a calendar month |



|   |   |   |
|---|---|---|
|   | - 75% (achieving at least 90% of agreed Sprint Points)  |   |
| Performance/Timelines<br>Timely Onboarding of new starters on Contract/SOW.                             | Good Target – 90%<br>Approaching Target Threshold – 85%<br>Requires Improvement Threshold – 80%<br>Inadequate Threshold - 75% | Achieve agreed NHSBSA criteria for completion of onboarding activity within 10 working days from start date of role |
| Accuracy /Timelines<br>Accurate billing by Supplier   | All SOWs are to achieve the required NHSBSA standard for the respective role/outcomes each month                              | The quality and delivery of the SOW is to be reviewed each month by the NHSBSA Delivery Manager                     |
| Quality<br>Achievement of NHSBSA quality and delivery standards.  | All SOWs are to achieve the required NHSBSA standard for the respective role/outcomes each month                              | The quality and delivery of the SOW is to be reviewed each month by the NHSBSA Delivery Manager                     |
| As applicable<br>For any Project/Service specific arrangement, SLA/KPIs can be included within the SOW. | For any Project/Service specific arrangement, SLA/KPIs can be included within the Statement of Work                           | On an individual SOW basis, to be reviewed by the NHSBSA Delivery Manager and Commercial Contract Manager.          |
| Social Value<br>For Social Value - SLA/KPIs   | For Social Value - SLA/KPIs will be mutually agreed with the successful supplier  | To be agreed within 3 months of contract signature  |

## 6.2. CONTRACT GOVERNANCE, MANAGEMENT AND REVIEWS

The contract will be on CCS Digital Specialist and Programmes terms and conditions. A draft contract is included in the tender documents.

Monthly contract reviews calls will be required to monitor delivery against requirements within each Statement of Work. Further monthly contract / performance review will also take place. Specifics will be detailed in each Statement of Work

Suppliers staff working on NHSBSA premises should conform to:

- the NHSBSA Environment Policy and Procedures; and
- NHSBSA Health and Safety Policy and Procedures

Monthly contract / performance reviews will also take place.

### **6.3. ADDITIONAL OPTIONAL REQUIREMENTS**

Paper with 100% recycled content should be used for work completed within the scope of the contract.

The Supplier is to ensure its staff have suitable lone working procedures in place.

Please see special terms on the order form in the draft contract.