



Llywodraeth Cymru
Welsh Government

Travel for All user research

C221/2025/2026

TECHNICAL EVALUATION RESPONSE

Please read Section 1 – Instructions to Bidders and Section 2 – Specification prior to completing this template. You must submit your response using this template in Microsoft Word, arial font, font size 11.

Bidders are requested to read the questions carefully before considering their response.

Each question has a specific response limit. Please ensure you adhere to the response limits as indicated. Any information provided by bidders that is over and above the limits will not be evaluated. Tables, pictures and diagrams must be included within word counts.

The response to each question must be stand alone and must not rely on references to responses to other questions and / or additional attachments unless explicitly stated as allowed.

Where examples of your existing documents or policies are requested, these will not count towards response limits.

Appendices will not be permitted unless requested.

The evaluation methodology, which will be adopted for assessing the technical submissions, can be found at the bottom of this document.

Section & Question Weightings

Q1	Understanding of the policy and legislative context – Demonstrate a clear understanding of the Policy/Legislative context of & need for the research.	10%
Q2	Research Methodology - Proposed methodology, which clearly outlines a detailed research design and demonstrates how the aims of this study will be met.	25%
Q3	Staff Resource - Staff roles and suitability of staff for those roles: A clear and detailed description of the resources to be deployed, task allocation (including evidence of the suitability of the personnel proposed for this contract in terms of their expertise and skills) and time allocated to the project for each.	25%
Q4	Project Management - Understanding of, and ability to meet, project timetable and dependencies/risks: A clear description of the project management plan for the evaluation (including a timetable detailing key milestones; an outline of a robust management, delivery and reporting structure; detailed risk register).	20%

Question 1 - Understanding of the policy and legislative context

Demonstrate a clear understanding of the policy and legislative context, the challenges and priorities associated with the research work.

Total: 10% of section
Minimum Score Threshold: 60

Please demonstrate your understanding of the policy environment based on your reading of the relevant section of the specification as well as your expertise and existing evidence. Set out your understanding of any data sources you think are relevant to this research. Set out your understanding of the rationale for undertaking the research, with reference to the background and context.

1,500 Maximum Word Limit

Supplier Response

Policy and legislative context

The proposed research sits at an important point in the development of Welsh Government’s transport policy. Travel for All (2025) marks a shift towards placing lived experience, accessibility and inclusion at the centre of service design. To deliver on this, Welsh Government needs robust evidence on how the transport system currently performs for different groups, what barriers persist, and what changes would make travel safer, more welcoming and more accessible for all users. This research directly supports Welsh Government’s statutory duties on equality, accessibility and the Welsh language and is intended to provide the insight required to guide future investment and service development.

The Travel for All plan (April 2025) emphasised that access and inclusion are central to the transport system, outlining 5 principles (and associated actions) which should be central to the design, development and delivery of transport in Wales ([Welsh Government, 2025](#)):

- Feeling safe
(e.g. improve lighting at transport hubs and along active travel paths)
- Feeling welcome
(e.g. improve training for frontline staff)
- Accessibility
(e.g. understand accessibility challenges)
- Involvement
(e.g. engage a wider and more diverse range of people in shaping services and policy)
- Embedding change
(e.g. ensure changes have a lasting impact)

The rationale for the research is clear. Although the Travel for All plan sets out the principles and ambitions for an inclusive system, there is currently limited qualitative evidence that shows how the system feels and functions for different users in practice. There is also limited insight on intersectional experiences, or how confidence, safety and accessibility vary for people with different support needs

or identities. This research will fill these gaps and help Welsh Government understand where improvements are most urgently needed.

The proposed research aims at understanding lived and embodied experiences of accessibility on transport networks and, in doing so, responds to commitment to increase and widen involvement of the public in design and delivery of the transport network and associated policy. Travel for All will involve collaboration between Welsh Government, Transport for Wales, Corporate Joint Committees, Local Authorities, Welsh Local Government Association and other stakeholders. As well as stakeholders with transport responsibilities, in particular commercial and third-sector operators ([National Transport Delivery Plan 2022](#)), it will be important to involve stakeholders who represent the interests of particular social groups and identities who have a higher likelihood of experiencing disadvantage and inequity when using the transport system, some of who are identified below. Travel for All aligns with a range of other government policy and strategy around inclusion, equality, accessibility and the environment, including key ones outlined below.

As a research agency who regularly work with the public sector, we are familiar with the importance of the policy environment created by the [Well-being of Future Generations \(Wales\) Act 2015](#) (WBFGA). While WBFGA is meant to provide a context for other policy and guidelines, we find that links to WBFGA are not always well set out in policy and strategy. With a focus on achieving greater equity in travel experience, this research aligns strongly with WBFGA’s focus on sustainable development and the well-being goals that recognise the importance of equity. The research also addresses some of the 5 ways of working by involving a range of people who help better reflect diversity of Welsh transport users in service development. Contrary to what we sometimes find, links to WBFGA are clearly outlined in the most recent transport strategy, [Llwybr Newydd - The Wales Transport Strategy 2021](#).

This 2021 and most recent transport strategy (mandated by the [Transport \(Wales\) Act 2006](#)) emphasised the need for an accessible system, defining this as:

“a system that meets the relevant policy and regulatory standards on equality, access, human rights and the Welsh language, and aims to remove the physical, attitudinal, environmental, systemic, linguistic and economic barriers that prevent people from using sustainable transport services and infrastructure” (p.12)

The [National Transport Delivery Plan \(NTDP\)](#) outlined how Welsh Government will deliver against the transport strategy with Priority 2 including an accessible, user-centred transport system based on inclusive design principles involving public transport users in the design and development of services.

By exploring lived and embodied experience of service users, the research will explore challenges to accessibility within this system for a range of people. It will also explore whether and how barriers are changing, as well as how they could be improved. In this way the project will generate insight to support progress towards the current transport strategy’s vision of an accessible transport system. This includes development of supportive infrastructure such as the [Inclusive Travel Board and the Disabled People’s Travel Panel](#).

As outlined in 3.6 of the research specification, exploration of accessibility necessitates consideration of which social groups will be represented in the study. Getting an appropriate representation of service users or the general population should be discussed at inception. Conversation should be guided by some key legislation and guidance including:

- [The Equality Act 2010](#) legally protects people from discrimination based on defined protected characteristics
- [Disabled People's Rights Plan 2025 to 2035](#) (draft) recognises that disabled people face multiple forms of discrimination including in relation to transport and sets out ambitions for an accessible, safe, welcoming and inclusive transport system
- [Anti-Racist Wales Action Plan 2024](#) reflects Welsh Government's commitment to building a fair and equitable society for all Black, Asian and Minority Ethnic people and communities in Wales
- [LGBTQ+ Action Plan](#) framework to support LGBTQ+ policy development to help improve inclusion in all areas of life by engaging with LGBTQ+ communities
- Lack of a replacement for [Advancing Gender Equality in Wales Plan \(2020-2023\)](#)
- [Strategic Equality and Human Rights Plan 2025-2029](#) brings together national equality objectives with work to protect human rights. Highlights the importance Welsh Government places on intersectionality (i.e. individuals belong to multiple social categories within many social contexts which overlap to create different experiences of disadvantage) which increasingly appears in policy and guidance

Finally, by improving accessibility and making the transport network more welcoming and safe for a wider range of people, use of public transport as part of the sustainable transport hierarchy (see [Llwybr Newydd - The Wales Transport Strategy 2021](#) page 19) may increase, making positive contributions to Welsh decarbonisation and [Net Zero](#) agendas.

Challenges and priorities

Challenges and priorities will be discussed at inception and will evolve with the project. However, the following are likely to be important:

Priorities

- Understanding embodied, lived experiences of the transport system
- Achieving an acceptably representative sample of identities and social groups
- Research informed by experts
- Accessible and appropriate methods
- Consideration of intersectionality
- Understanding choices of non-service users
- 360-degree picture – multi-mode approach
- Clear and insightful findings
- Clear and accessible reporting

Challenges

- Agreeing extent of representation possible within sample size

- Exploring the nuances of intersectionality
- Ensuring equitability via accessible research
- How to analyse intersectionality
- Identifying and engaging non-service users
- Engaging participants (e.g. different groups face different barriers that need to be negotiated; overlap in groups; engaging hard-to-engage groups; accessibility of groups including language barriers)
- Building a holistic 360-degree picture
- Generalising findings to whole population

Relevant data sources

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Local access groups and community disability networks could also provide support. We would also seek to engage with the TfW [accessibility panel](#).

Population demographics

Population data ensures sampling achieves an acceptable level of representation from the general population. Potential data sources include:

- [StatsWales](#) (also new beta version) including [Welsh Index of Multiple Deprivation](#) (WIMD) stats
- [Office for National Statistics](#) (though reports are often for Wales and England)
- [Nomis](#) (ONS data which can be explored by country and region)
- Expert groups (e.g. see above)

Background data

Data sources about the Welsh transport system, and public use of it, in addition to those already mentioned include:

- [Wales National Travel Survey 2025-26](#) (forthcoming)
- [National Survey for Wales](#)
- TfW accessibility audits
- <https://www.gov.wales/draft-disabled-peoples-rights-plan-2025-2035.html>

(1,374 words)

Question 2 – Research Methodology

Proposed methodology which clearly outlines a detailed research design and demonstrates how the aims of this study will be met.

**Total: 25% of Section
Minimum Score Threshold: 60**

Please set out a detailed account of the methodology to be used in the project, making clear if you are suggesting different or additional methodology to that set out in the specification as well as how any specific methodological requirements will be met.

Outline your understanding of the specific aims and objectives and research questions for this work, as outlined in the specification. Set out how your proposed methodology fits each of these and provides the required evidence against each and how this will in turn meet the overall aims and objectives.

Set out how any primary data will be collected and analysed and what methods and modes of data collection will be employed.

Set out how participants for the focus group, mystery shopper and site visits will be recruited.

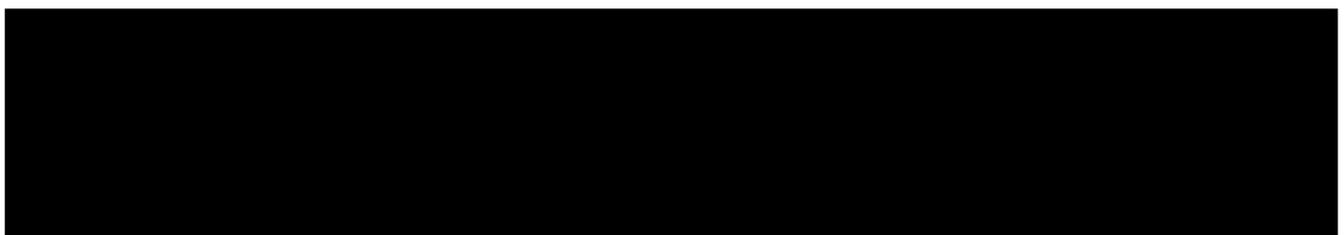
Set out your rationale for adopting the methodological approach you propose and how the resource set aside (e.g. number of days and budget profile) will allow you to undertake the proposed work.

Highlight any dependencies (e.g. co-operation from different groups, access to data) and other feasibility issues.

Set out how any secondary qualitative and quantitative data will be collated and analysed and which data sources you will access. Provide evidence of your ability to access the required datasets.

4,500 Maximum Word Limit

Supplier Response



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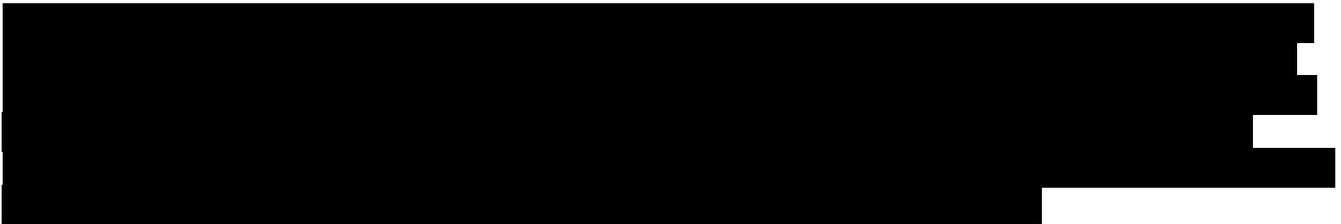
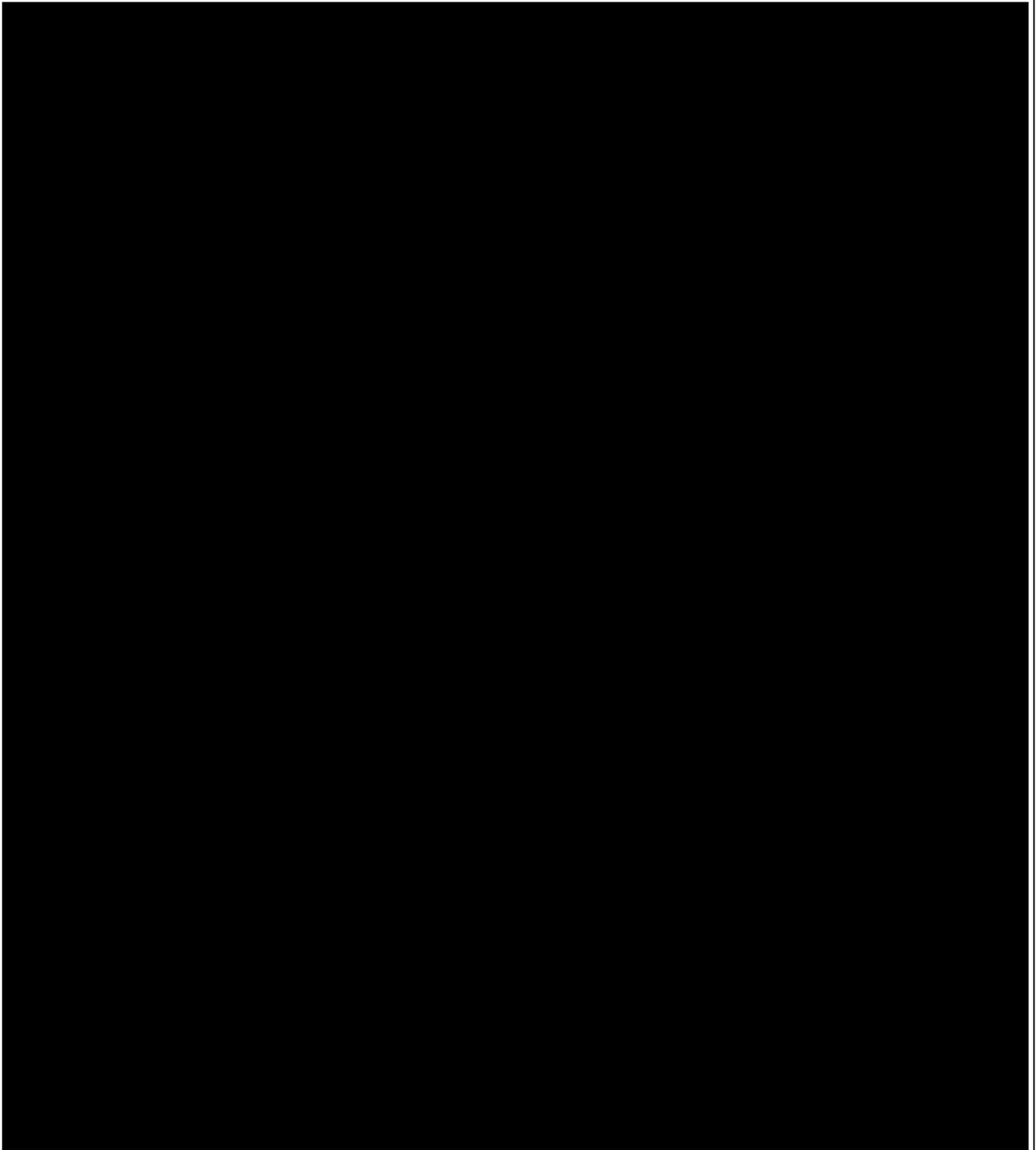
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Question 3 – Staff Resource

Staff roles and suitability of staff for those roles: A clear and detailed description of the resources to be deployed, task allocation (including evidence of the suitability of the personnel proposed for this contract in terms of their expertise and skills) and time allocated for each over the course of the project.

Please demonstrate:

- **Ability to deliver concise reports, written in an accessible style, directly addressing the terms of reference given, to deadlines agreed.**
- **Systems in place on quality assurance, including output at each stage, and supervision of staff.**
- **Ability to plan, conduct and analyse semi-structured interviews, discussions and surveys, and to analyse and report on quantitative data.**
- **Ability to meet all language requirements related to this evaluation.**
- **Track record of producing concise research reports under all the requirements listed above.**

**Total: 25% of Section
Minimum Score Threshold: 60**

Please provide a list of the staff that will be involved in the project at all levels, as well as their specific role in this project. The list should briefly highlight their relevant expertise, their estimated time to be spent on the project and the length of time they have been working with your organisation. Specifically, it should be included any experience of working with diversity groups. Please do not include CVs or covering letters as additional support, all information in this section should be kept in this section only.

State the name of the project manager and a designated deputy.

Designate a quality assurer and detail how they will ensure that all the deliverables are delivered to standard. The bid must also set out how the quality assurance of outputs in Welsh and English will be met.

Set out how the language requirements set out in the methodology and deliverables sections will be met. Successful suppliers will have a good understanding of the requirements of providing bilingual services and will either offer in-house capability to deliver such a service or have in place a service level agreement with a sub-contractor to support its delivery of bilingual services.

Confirm that all employees (where appropriate, including agency staff working for your organisation) will at all times follow the SRA ethics guidance and will be fully aware of the GSR professional guidance. Additionally, complete the GSR DBS proforma attached separately.

Provide information on the data security processes, including storage and transmission of personal data and data protection that will be followed (where appropriate).

4,000 Maximum Word Limit

Supplier Response

Overview

We have a highly experienced, bilingual, access-aware team with the exact skills needed for this project. The team includes senior specialists in qualitative research, accessibility research, transport behaviour, inclusive recruitment, bilingual research and project management.

We have extensive experience working with disabled people, neurodivergent people, ethnic minority communities, low-income households, young/older people, LGBTQ+ groups and rural/urban audiences across Wales.

All staff involved are trained in GSR and SRA ethics, GDPR, safeguarding and accessible research practice. All participant-facing staff will hold an Enhanced DBS check and will be enrolled on the Update Service before fieldwork begins. Some are already enrolled on the Update Service and are assigned to be closely involved in this research.

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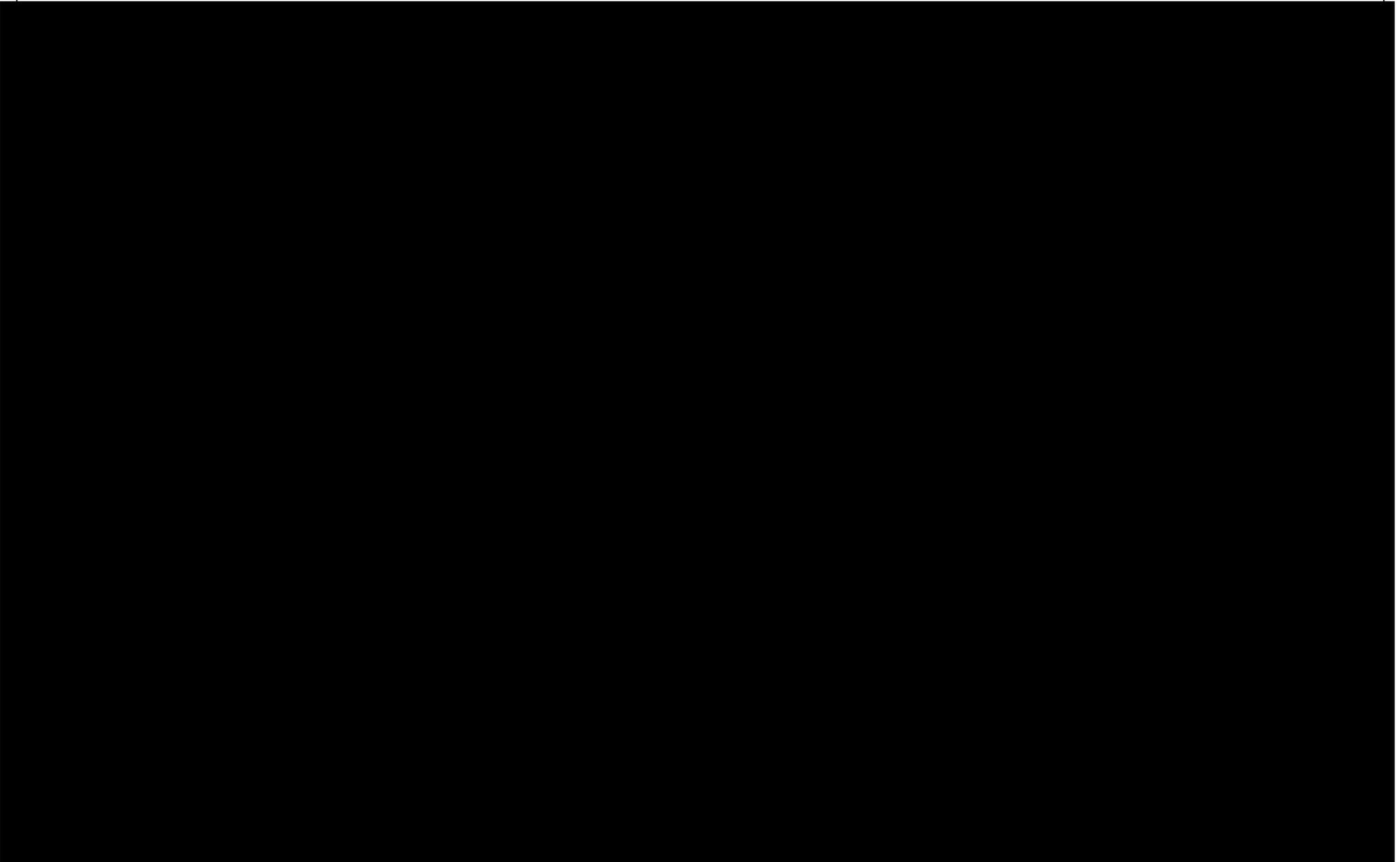
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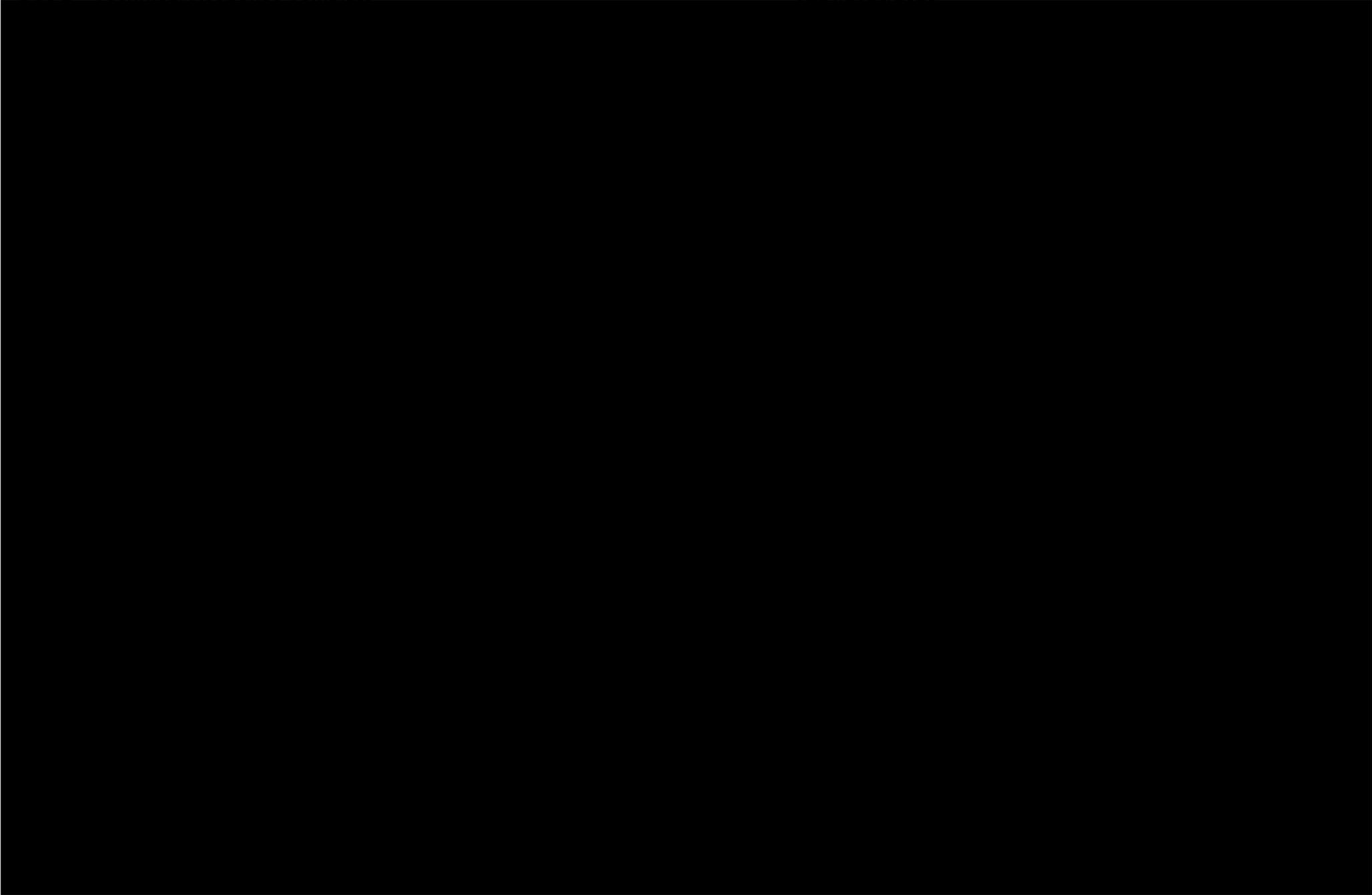
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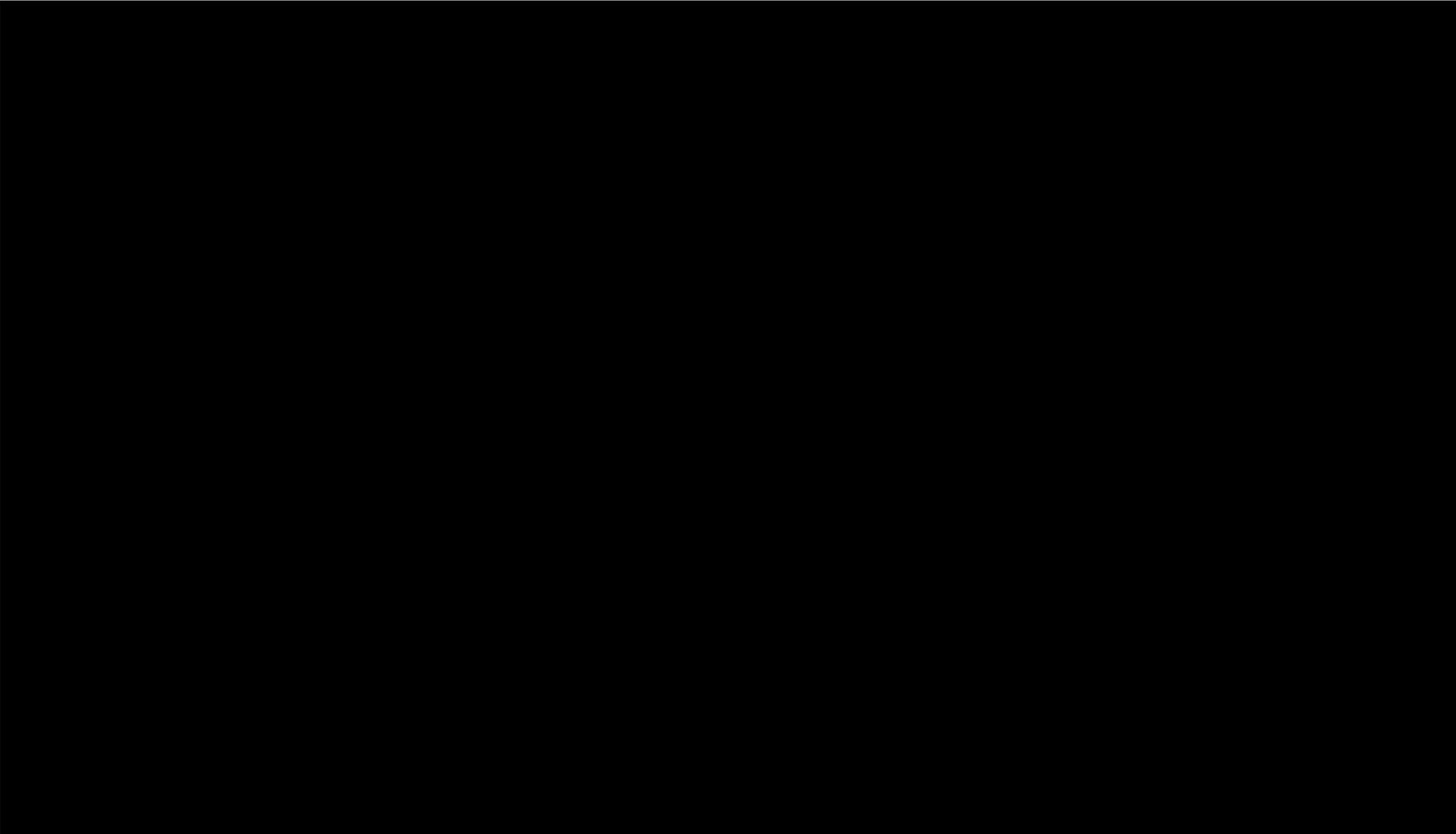
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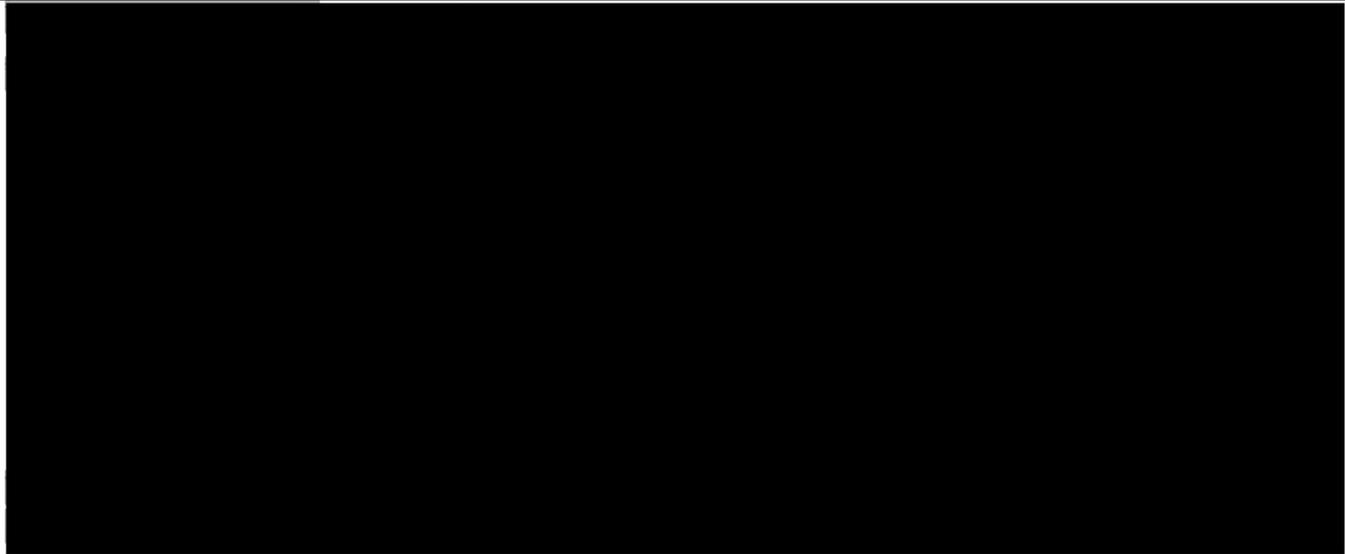
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Our team structure and quality processes directly address the requirements of this specification. We have the capability to produce concise, accessible and bilingual reports to tight deadlines; strong systems to assure quality at every stage; senior oversight; in-house Welsh-language capacity; and deep experience delivering semi-structured interviews, groups, mystery shopping, accessibility audits and mixed-method analysis for Welsh Government.



Question 4 – Project Management

Understanding of, and ability to meet, project timetable and dependencies/risks: A clear description of the project management plan for the evaluation (including a timetable detailing key milestones; an outline of a robust management, delivery and reporting structure; detailed risk register).

**Total: 20% of Section
Minimum Score Threshold: 60**

Please provide a detailed timetable for carrying out the work based on the proposed approach and method and the milestones set out in the specification. Highlight in particular any deadlines you identify as critical from the specification.

Include timing on turnaround of reports and information on how you will ensure smooth turnaround (e.g. once you have received comments on the first draft from the Welsh Government). The timings should allow for translation of research materials and outputs and any other translation requirements set out in the specification.

This section should also provide information on suggested meetings, contract monitoring, etc.

A risk assessment should be provided covering the main risks to the project and how these risks will be managed. This should also note any dependencies, e.g. feedback from Welsh Government officials on research materials and reports that would be needed in order to undertake and complete this project and the implications if this support is not obtained or timely.

Welsh Government have identified that the focus group and mystery shopper/traveller elements of the research may present a risk of harm to participants (e.g. disclosure of triggering prior experiences in

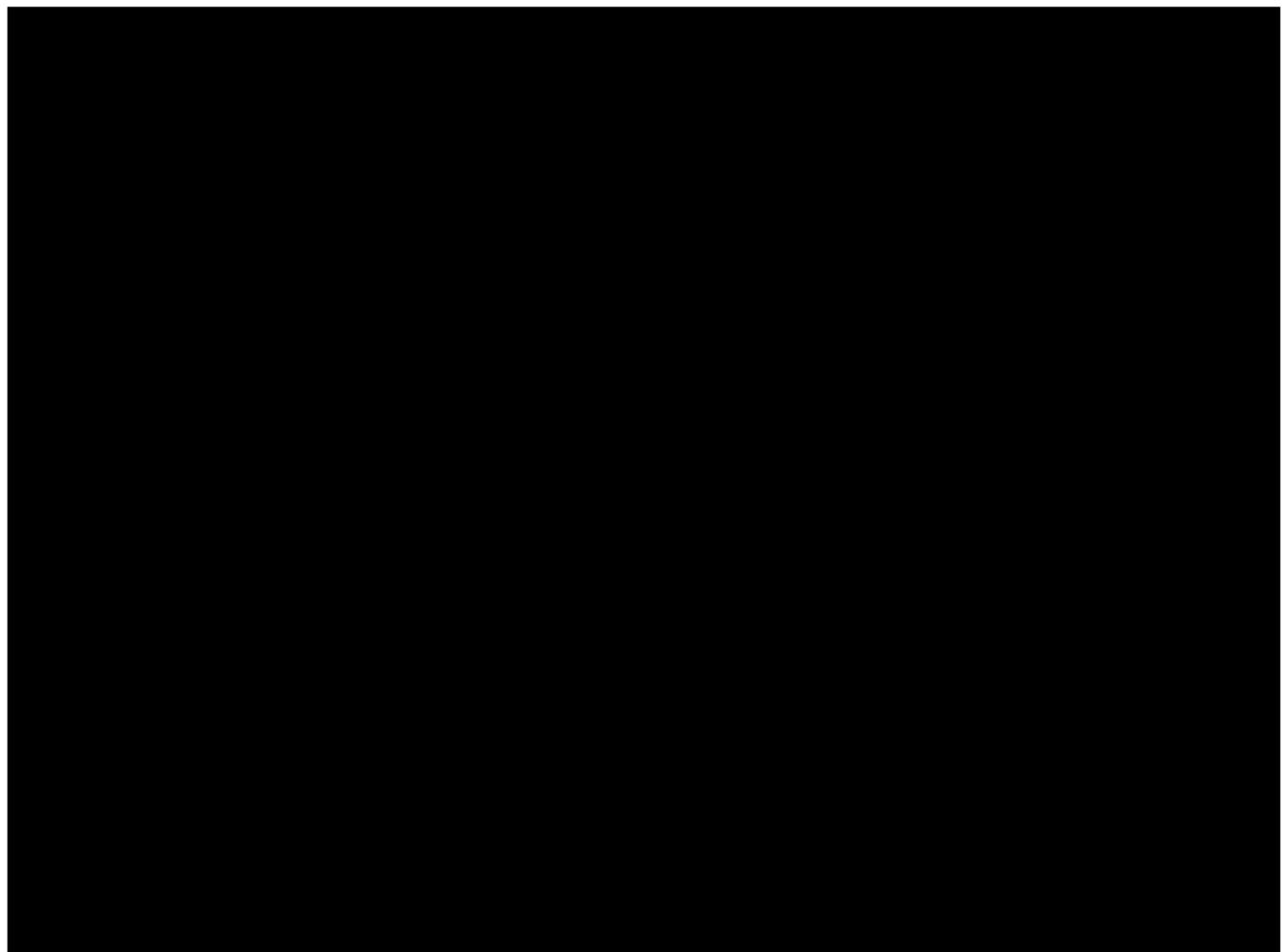
the focus groups, and potential negative interactions with other members of the public during the mystery shopper/traveller activity). Bidders should provide detail within their risk assessment on steps they will take to minimise this risk of harm, and follow-up support options they believe may be appropriate.

4,000 Maximum Word Limit

Supplier Response

Overview

Our project management approach is designed to keep delivery smooth, well-governed and fully aligned to Welsh Government expectations. It is structured, transparent and easy to work with, drawing on what has worked well for us on similar multi-strand projects such as the Council Tax Underrepresented Groups study, Cadw onsite visitor research and Transport for Wales accessibility and mystery-shopping programmes. We run tight, well-coordinated projects with clear roles, weekly internal reviews and predictable communication patterns, which helps keep everything on track and any risks resolved early.



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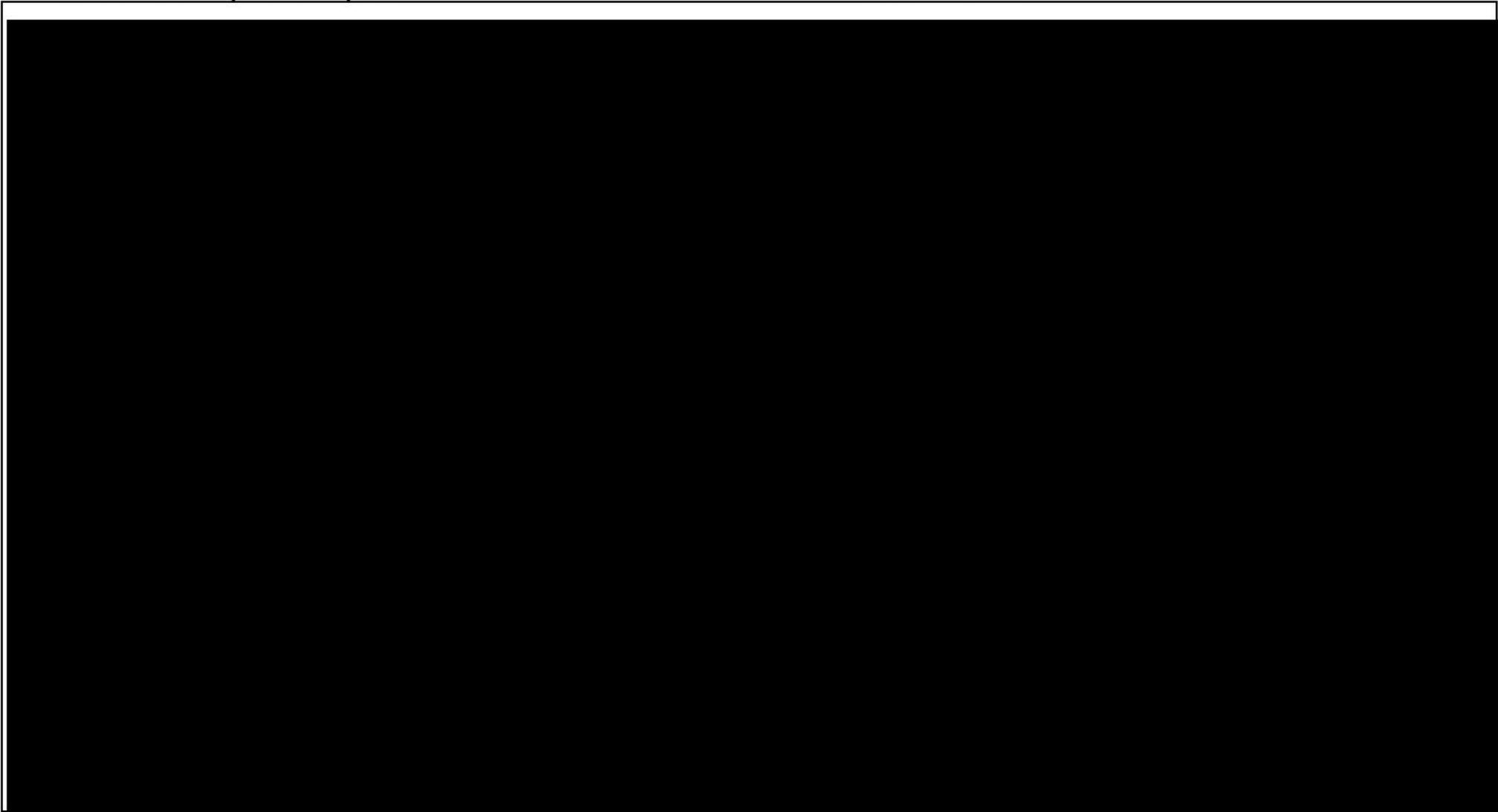
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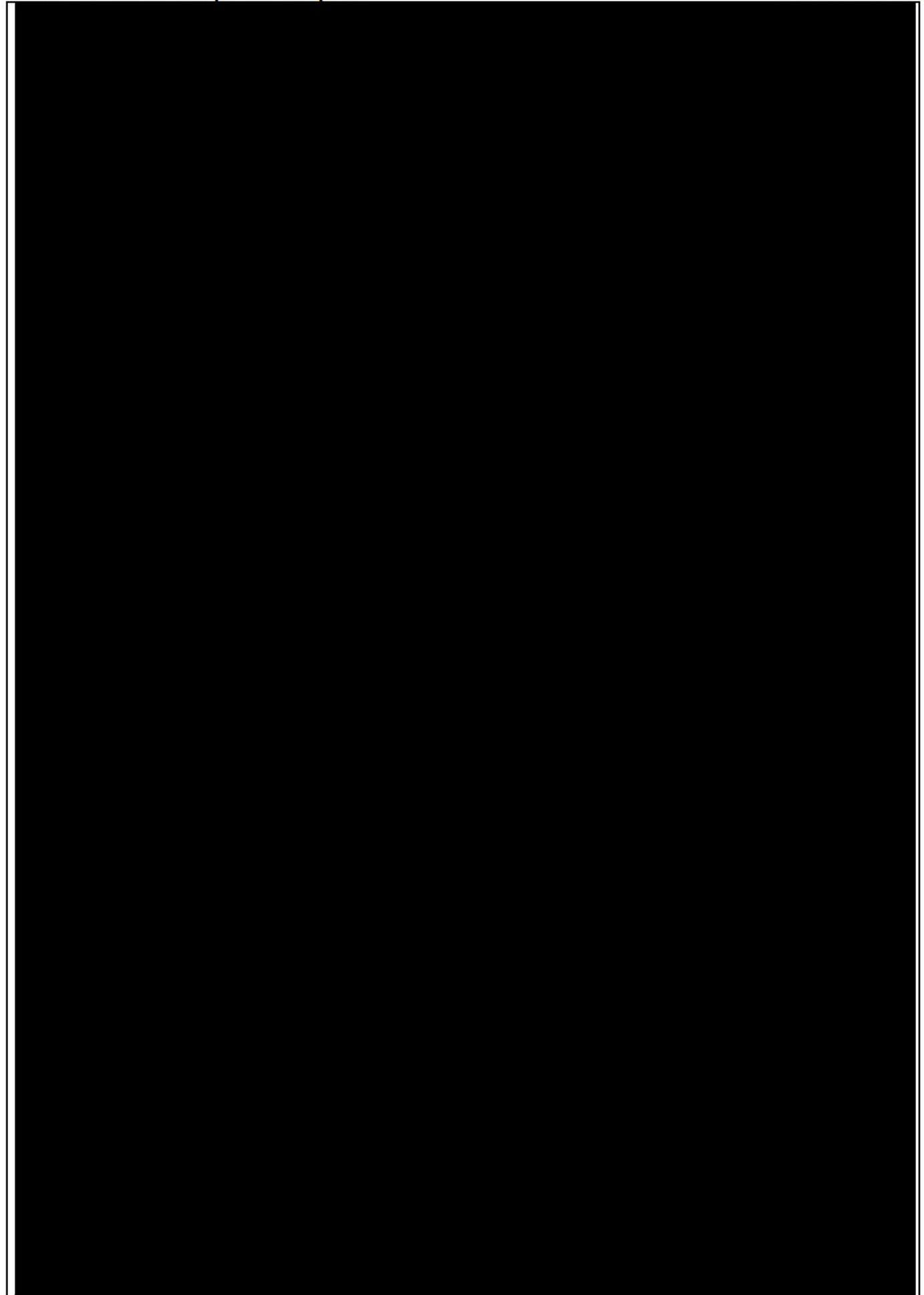
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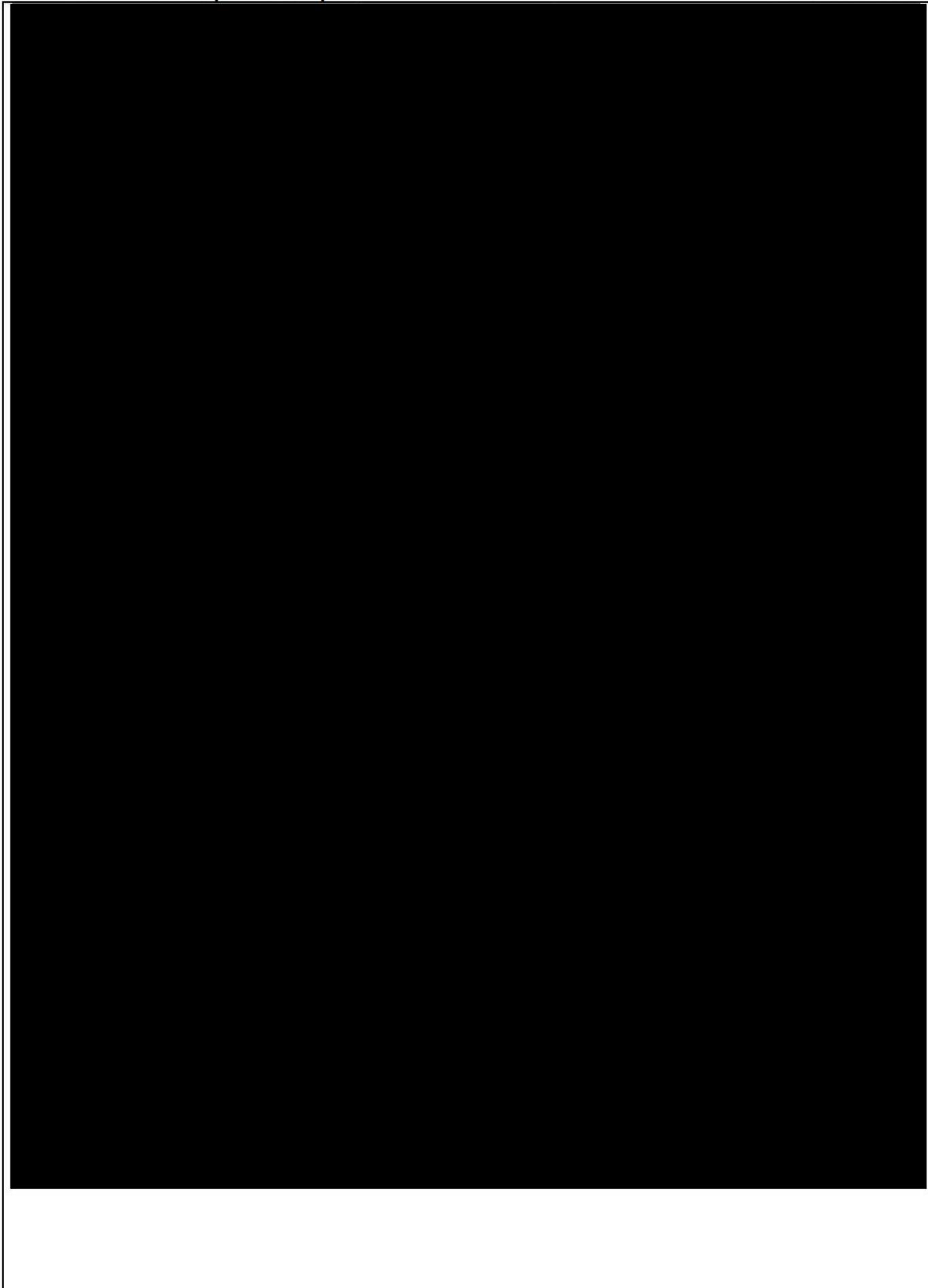






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Marking Scheme and Evaluation Guidance

Capability	Evidence Provided	Score	Remark
Bidder is likely to be able to meet the needs of the Authority.	Evidence is consistent, comprehensive, compelling, directly relevant to the project in all respects, highly credible and substantiated.	100	Absolute Confidence
	Evidence is sufficient, convincing and credible.	80	Confidence
Small risk that bidder will not be able to meet the needs of the Authority.	Evidence has minor gaps, or to a small extent is unconvincing, lacks credibility or irrelevant to the project.	60	Minor Concerns
Moderate risk that the bidder will not be able to meet the needs of the Authority	Evidence has moderate gaps, is unconvincing.	40	Moderate Concerns
Significant risk that the bidder will not be able to meet the needs of the Authority.	Evidence has major gaps, is unconvincing in many respects, lacks credibility, or largely irrelevant to the project.	20	Major Concerns
Bidder will not be able to meet the needs of the Authority.	No evidence or misleading evidence.	0	Not acceptable