

## DPS SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

### Part 1: Letter of Appointment



## Department for International Trade

Dear Sirs

### Letter of Appointment

This letter of Appointment is issued in accordance with the provisions of the DPS Agreement (R6018) between CCS and the Supplier dated 20<sup>th</sup> September 2018

Capitalised terms and expressions used in this letter have the same meanings as in the Contract Terms unless the context otherwise requires.

Order Number:	DN357271
From:	Department for International Trade ("Customer")
To:	[REDACTED]

Effective Date:	10th September 2018
Expiry Date:	End date of Initial Period 1st October 2019 End date of Maximum Extension Period n/a Minimum written notice to Supplier in respect of extension; 1 week

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: <ul style="list-style-type: none"><li>· the Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B; and</li></ul>
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Key Individuals:	[REDACTED]
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[Guarantor(s)]	n/a

Contract Charges (including any applicable discount(s), but excluding VAT):	
Insurance Requirements	<p>Additional public liability insurance to cover all risks in the performance of the Contract, with a minimum limit of £228,020 for each individual claim</p> <p>Additional employers' liability insurance with a minimum limit of £5 Million indemnity</p> <p>Additional professional indemnity insurance adequate to cover all risks in the performance of the Contract with a minimum limit of indemnity of £228,020 for each individual claim.</p> <p>[Product liability insurance cover all risks in the provision of Deliverables under the Contract, with a minimum limit of £228,020 for each individual claim</p>
Customer billing address for invoicing:	<p>UK SBS  Queensway House  West Precinct  BILLINGHAM  TS23 2NF</p>

Alternative and/or additional provisions (including Schedule 6 (Additional clauses)):	n/a
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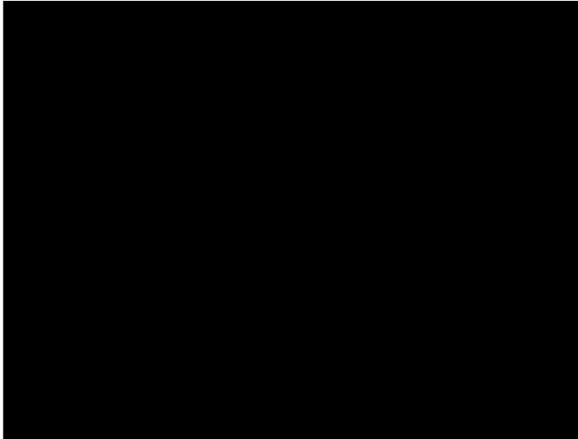
**FORMATION OF CONTRACT**

**BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Supplier agrees to enter a Contract with the Customer to provide the Services in accordance with the terms of this letter and the Contract Terms.**

**The Parties hereby acknowledge and agree that they have read this letter and the Contract Terms.**

**The Parties hereby acknowledge and agree that this Contract shall be formed when the Customer acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Supplier within two (2) Working Days from such receipt**

**For and on behalf of the Supplier:**



**For and on behalf of the Customer:**

Name and Title:

Tom Hyner Commercial Deputy Director

Signature:

A handwritten signature in black ink, appearing to be 'Tom Hyner', written over a horizontal line.

Date:

23<sup>rd</sup> October 2018

## ANNEX A

### Customer Project Specification

To be determined by the Customer at Call for Competition stage

#### 1. Background

- 1.1. This research project is being jointly commissioned by Trade Agreements Analysts and the Communication and Marketing Directorate.
- 1.2. Trade Agreements Analysts provide analytical evidence to support trade negotiations and transition existing trade agreements as part of their remit. The Strategic Communications and Planning function sit within the Communication and Marketing Directorate and provides insight and steering for departmental engagement with the public and other stakeholders.
- 1.3. The UK public are an important group of stakeholders for DIT and their views must be considered during the policy making process and in the development of communications. The Authority would therefore like to collect evidence to understand public opinion towards trade policy, sentiment towards a DIT free trade campaign, and how these change over time. This is to ensure there is a robust evidence base to inform the development of trade policy and to be aware of any contentious issues which may arise during trade negotiations. This is also to ensure free trade communication campaigns resonate with the UK public and deliver against campaign objectives.
- 1.4. The Government's policy is to pursue a liberal trade agenda. The Department wishes to communicate the benefits of this to the public. The Department wishes to understand the effectiveness of its communications, especially in light of previous research on public understanding of trade.
- 1.5. This trade agenda will extend to any future negotiations to support trade agreements between the UK and other nation states or trade blocs. Priorities and progress of these negotiations will be communicated to the public. The Department has a responsibility to seek feedback on the content and effects of trade policy from our largest stakeholder group, the UK public.
- 1.6. The Authority has already conducted some research into public opinion towards trade. In Autumn 2017 a series of focus groups were held with the UK public. These were to understand what issues the public associate with trade; who the public trusted to deliver messages about trade; and to understand how the public interprets trade terminology. Findings from these focus groups will be shared with the successful supplier and should be used to help inform the development of this research project. The Authority has also conducted literature reviews of existing research into public opinion towards trade in the

UK and overseas. The outputs from this will also be shared with the successful Bidder to help inform this research.

1.7. The Authority is currently seeking views from stakeholders through public consultations on possible UK-US, UK-Australia and UK-New Zealand free trade agreements, and possible UK accession to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership. The consultation documents and questions are available here: <https://www.gov.uk/government/news/liam-fox-launches-consultations-on-uks-trading-future-outside-of-eu>. This research project will complement that activity by reaching members of the public who do not respond to consultations, and by covering wider range of topics than free trade agreements with specific countries.

1.8. To date, the Authority has not conducted any quantitative research into public attitudes to trade and we rely on contributing questions to existing surveys to get an initial understanding of public views and on publications conducted by external organisations and research bodies.

## **2. Requirement**

2.1. The requirement is for a supplier to deliver DIT's Public Attitudes Tracker. This will involve providing regular survey data to understand UK public perceptions of international trade outside of the EU and how these change over time. Initially two waves will be awarded, with a break clause applying after the first. The successful bidder may be awarded up to one further wave of the survey by the Authority, subject to successful delivery and performance of the first and second waves.

## **3. Service Specifications**

3.1. Bidders will need to be experienced providers of quantitative research with the UK public, be able to meet the methodological challenges and to provide the deliverables summarised below in section 7, according to the agreed project timetable.

3.2. The Supplier will work with the Authority to develop the questionnaire and prepare the outputs of the research to meet departmental and governmental publication standards.

## **4. Research Objectives**

4.1. The research objectives for this project are:

- To understand the UK public's attitudes towards UK trade policy and strategy and how these change over time, and to spot emerging trends in perception towards policies and events

- To monitor the UK public's awareness of and sentiment towards DIT communication messages, and help to evaluate the effects of DIT communications campaigns on UK public support for trade policy.

4.2. Findings from this research will allow the Department to:

- Gauge public attitudes toward UK trade strategy and key policy issues, to inform strategy and policy development;
- Anticipate what issues might arise during trade negotiations and how sentiment to these is changing over time, to inform policy development and HMG communications;
- Measure awareness and understanding of, and sentiment towards DIT's communications and marketing campaigns (including message testing);
- Provide data for evaluating the self-reported impact of UK trade policy on citizens.

4.3. Findings from this survey would be used to measure public support for new trade agreements, inform a possible future consumer engagement strategy, and contribute to the development and evaluation of the free trade communications campaign.

## 5. Methodology

5.1. This research involves collecting robust and representative data from the UK public on their attitudes to trade. Bidders are expected to provide examples of previous work surveying the UK public and include descriptions of the issues they faced and how these were overcome. See below for more information on the specific elements of the research methodology.

5.2. The Authority seeks the recommendations of the Bidders on data collection method, survey length and sample size. However, Bidders are required to provide costs for the following options outlined in the table below:

Combination	Mode	Survey length	Sample size
1.	Online	10 min	2000
2.	Face-to-face	10 min	2000
3.	Telephone	10 min	2000
4.	Online	15 min	2000
5.	Face-to-face	15 min	2000
6.	Telephone	15 min	2000

### *Data collection method*

- 5.3. This research should be conducted using a quantitative data collection method. The Authority seeks recommendations from Bidders on the most appropriate data collection method for this research e.g. a face-to-face, telephone or online approach. Bidders should outline the advantages and disadvantages of different methods and explain why the survey mode they recommend is the most suitable for the objectives of the study.

### *Sampling*

- 5.4. Survey findings should be nationally representative of the Great Britain and Northern Ireland adult population aged 18+. The sample size chosen should be large enough to look at differences within sub-groups within the sample e.g. age, gender, ethnicity, region.
- 5.5. Bidders should outline how they would select an appropriate sample frame and explain the rationale for why this is the most appropriate one. Bidders should also detail any data cleaning that would be required for their chosen sampling frame before it is useable.
- 5.6. Bidders should also outline their recommended sampling method and the pros and cons of their chosen approach over other approaches, with reference to ensuring representation across different age groups and income brackets and how they would manage any bias in the sampling approach.

### *Questionnaire*

- 5.7. The questionnaire should be developed in conjunction with the Authority. The Authority will provide clear research questions and a list of suggested survey question topics to the successful Supplier. Using this as the basis, the Supplier will be required to develop these into fully formed survey questions. The Supplier would also be expected to recommend new questions or proxy measures for specific indicators where necessary.
- 5.8. Findings from DIT's focus groups with the public have shown that there is limited understanding of trade terms amongst the public e.g. free trade or free trade agreement. Therefore, interpreting or understanding trade terms within survey questions may be challenging for respondents. To mitigate this, the Authority would like to cognitively test some of the survey questions once they have been developed. This would be to ensure the questions are being asked in an easy to understand way and can generate useful data for the Authority. Bidders should outline their experience of conducting cognitive interviewing and how they would approach this in the context of this research study. This should include a proposed number of interviews required to fully test questions.
- 5.9. The Authority anticipates that most of the survey questions will be pre-coded but with some free text questions, although the number of these would be limited to allow easy comparisons of the survey findings over time. The majority of survey questions would not change between waves; however, Bidders should include costs for a module of changing questions at each wave. They should allow up to 25% of changes at each wave to respond to changing business needs.

- 5.10. The length of the survey at wave two may be shorter than at wave one if the Authority decides to track some survey questions less frequently. This will be decided with the successful supplier at the project inception meeting. For the purposes of bidding the Bidder should assume both waves will be the same length but provide a cost of a shorter wave (10 minutes maximum) as outlined previously.
- 5.11. To minimise the burden on respondents, the questionnaire should not exceed 15 minutes in length. Bidders should consider how they would mitigate against question order bias, where relevant in their response.

### *Fieldwork*

- 5.12. A high response rate will be important in ensuring that the survey sample attains adequate coverage of the population within the project timescales. Bidders Responses should indicate clearly how they will maximise survey response.
- 5.13. Bidders should estimate how long they expect the fieldwork to take for their proposed approach.
- 5.14. The Authority anticipates the survey to take place every six months. For the purposes of bidding the Bidder should assume this level of frequency. The exact frequency will be decided with the successful supplier at the project inception meeting.
- 5.15. Data must be processed securely. This will include having the appropriate technical and organisational arrangements to protect against unauthorised or unlawful processing, or accidental loss or damage to personal data. Bidders Responses should set out their organisations arrangements and security procedures for receiving, storing, and handling data, including securely destroying data when appropriate.
- 5.16. Bidders should demonstrate that they will achieve compliance with the General Data Protection Regulation (GDPR) throughout this research project.

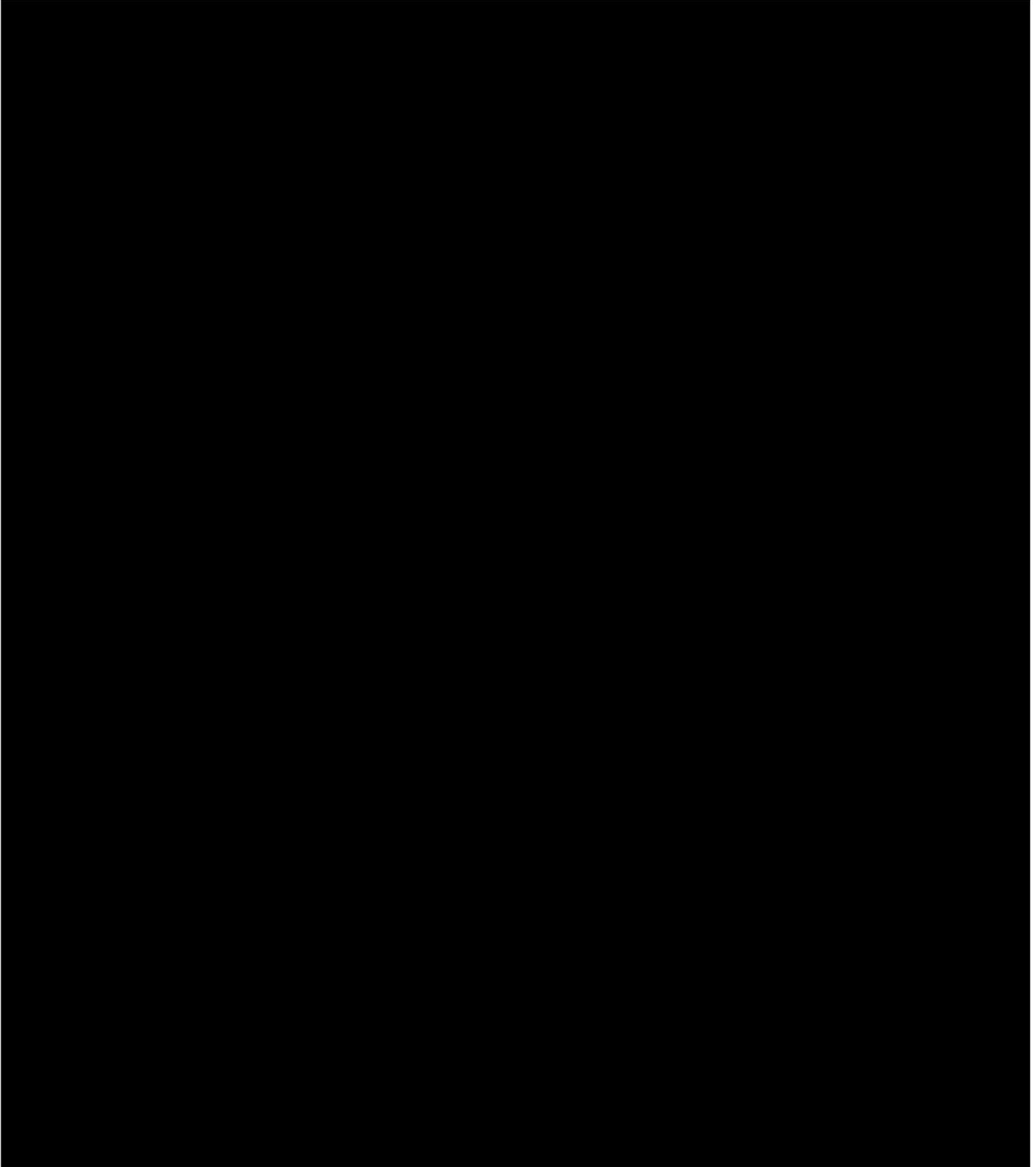
## **6. Deliverables**

- 6.1. **A publication-ready report** - This is required following each wave of the survey. This report should be updated with data from each wave of the survey and should be designed with this in mind. The Authority and Supplier will agree the structure of the report during the project. Some findings may not be appropriate for publication and would not be included in the report if they are sensitive to trade negotiations and campaign development. The report should follow DIT brand guidelines which will be provided to the successful Bidder. This report should meet all accessibility requirements and adhere to the publication style of government, see guidance: <https://www.gov.uk/guidance/style-guide>.
- 6.2. **A full technical report on the conduct of the survey** – This report is to contain the questionnaire, details of the sample design, surveying approach taken, and the documentation and derivation of weights where applied. It should also take a view of how

representative of the UK adult population the achieved sample is and incorporate a statement of all the sampling errors associated with estimates made. This report should meet all accessibility requirements and adhere to the publication style of government (see link to guidance above).

- 6.3. **Provision of a fully functional, error checked SPSS dataset**–This should be fully labelled and formatted, using agreed labels and coding frames together with SPSS syntax files used to generate any analysis (including any derived variables and weights). Survey data for subsequent waves should be added to the dataset so changes over time can be analysed.
- 6.4. **A set of PDF data tables (weighted and unweighted)** – These should show data for each survey question by a set of agreed cross breaks, including significance testing within sub groups. These tables should also include 95% confidence intervals to allow for significance testing between waves of the survey.
- 6.5. **A presentation to disseminate the findings of the study** - Suppliers should provide a PowerPoint report suitable for presenting to the Authority which clearly shows findings from survey questions in a visual way. This report should be updated with data from each wave of the survey and should be designed with this in mind. This report will not be published and is for internal use only. The Supplier should deliver an updated presentation after each wave of the survey.
- 6.6. HMG will retain ownership of all produced output from this research and final sign-off on all publications. All reports and presentations should be provided in a suitable electronic format (MS Excel, PowerPoint, Word, PDF).
- 6.7. The specific structure of all reports will be agreed during the course of the project between the supplier and the Authority.
- 6.8. The successful Supplier will need to provide the Authority with regular weekly updates on project progress (via phone or email). They will also need to be available for an inception meeting at the start of the project and a meeting following each wave of the survey to discuss findings, this should include the presentation of findings. All meetings will be held in central London.

## ANNEX B



## **Part 2: Contract Terms**

