

LETTER OF APPOINTMENT AND CONTRACT TERMS

Part 1: Letter of Appointment

Market & Opinion Research International Limited
REDACTED

Dear Sirs

Letter of Appointment - Claimant Service and Experience Survey 2019/2022 – CCZZ18A24

This letter of Appointment is issued in accordance with the provisions of the DPS Agreement (RM6018) between CCS and the Supplier dated Thursday 4th April 2019.

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

Order Number:	To be provided post award
From:	Department for Work and Pensions ("Customer")
To:	Market & Opinion Research International Limited ("Supplier")

Effective Date:	The Contract period will be for 3 years and 9 months from 23/4/2019, with no option to extend.
Expiry Date:	29/12/2023

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

<p>Contract Charges (including any applicable discount(s), but excluding VAT):</p>	<p>Annex 1 - Contract Charges - Contract Terms.</p> <ol style="list-style-type: none"> 1. For the avoidance of doubt, the total contract value shall not exceed £1,457,785.41 (excluding VAT but inclusive of all expenses) and will be paid on completion of the following deliverables as detailed in the table below: 2. Invoices to be submitted in line with milestone payments to be agreed with the Customer. 3. Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs. 4. The performance will be monitored and assessed through quarterly project 'update' meetings with the CSES team, 5. Work completed will be paid for in arrears. All invoices must include the Purchase Order number assigned to the contract, the full SSCL DWP address and detail on the work being paid for.
<p>Insurance Requirements</p>	<p>(Clause 19.1 of the Contract Terms);</p>
<p>Liability Requirements</p>	<p>Suppliers limitation of Liability (Clause Error! Reference source not found. of the Contract Terms);</p>
<p>Customer billing address for invoicing:</p>	<p>Invoices should be submitted to: REDACTED</p> <p>A copy shall be sent to CSES team leader REDACTED</p> <p>REDACTED</p>
<p>Alternative and/or additional provisions (including Schedule 8(Additional clauses)):</p>	<p>The Department for Work and Pensions Generic Security Accreditation terms shall apply Schedule 8 (Additional clauses):</p>

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:

Name and Title:

REDACTED

REDACTED

Signature:

Signature:

REDACTED

REDACTED

Date: REDACTED

Date: REDACTED

ANNEX A
Customer Project Specification

1. PURPOSE

- 1.1 The Department for Work and Pensions (hereafter referred to as "the Customer") wishes to re-commission the Claimant Service and Experience Survey (CSES). The CSES was first commissioned in 2012 and is an ongoing cross-sectional study with quarterly fieldwork since 2014/15.
- 1.2 The survey is designed to monitor claimant satisfaction with DWP's services and to enable claimant views to inform improvements in the delivery and design of benefits and services. The research will be drawn primarily from telephone-based interviews, but the Customer welcomes innovation in bids and consideration of other modes of data collection, for example.
- 1.3 The survey will focus on the main benefits DWP administers. Child Maintenance will also be included in this survey contract, for the first time.
- 1.4 The primary aims of the research are to:
 - explore overall claimant satisfaction with the services offered by DWP, and more specifically its Customer Charter areas (Ease of Access, Getting it Right, Keeping you Informed, Right Treatment) and Jobcentre services
 - provide operational insight to inform delivery improvements and measure performance over time, particularly in relation to the key metrics aligned to the DWP customer charter (right treatment, getting it right, keeping you informed, easy access)
 - detect variations in the experiences of different categories of claimants (e.g. disabled claimants, older claimants, BME groups)
 - understand how different channels of communication are used, received and experienced by claimants and accordingly inform the customer's strategic approach to service delivery
 - identify the digital propensity (literacy, accessibility, desire) of different groups of its claimants (whether by service lines or demographic groups) in order to develop services that best match the needs of claimants whilst providing the Customer the opportunity to benefit from the efficiencies available from delivering services through digital
 - provide insight into areas of preventable contact that are a consequence of a failure in the customer's strategy, design or operations

- be flexible in obtaining timely data on new and specific areas of policy interest in a rapidly changing benefit landscape
- 1.5 The DWP Customer Charter was commissioned to: provide a focus for driving improvements in customer service delivery; and support the customer's ambition to become an exemplar of effective service delivery, as expressed in its Strategic Objectives. Details of the customer charter can be found here:
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/292673/customer-charter-dwp.pdf.
- 1.6 The customer's aim in commissioning this research is to provide rigorous, robust, relevant and timely evidence so that the customer can design and deliver its policies to achieve its vision and objectives, both of which can be found within its Areas of Research Interest (ARI) document.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/673987/dwp-areas-of-research-interest.pdf
- 1.7 Most specifically, the survey shall provide evidence that allows the customer to 'transform the way we [the Customer] deliver our services to improve quality and reduce costs' (Objective 5 within the ARI document referred to in Section 1.6).
- 1.8 The survey will provide evidence to:
- i) build knowledge and understanding to best inform decisions on operational delivery
 - ii) address evidence gaps in operational delivery, both short and long term

2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.1 DWP is the UK's largest public service department: it develops policy and delivers services on work, welfare, pensions and child maintenance.
- 2.2 The customer's vision is for an affordable and sustainable welfare system that provides financial security & supports economic growth, and improved productivity through the extension of opportunity & promotion of personal responsibility to help people transform their lives.
- 2.3 There have been a number of changes to the benefit regime and delivery services in recent years:

- Since 2013, Personal Independence Payment (PIP) has replaced Disability Living Allowance for people aged 16 to 64.
- Universal Credit (UC) is replacing means-tested social security benefits ('legacy benefits') and tax credits for people of working age. The customer accepted new 'Live Service' claims in 2013 and started to roll out 'Full Service' (the full digital version of Universal Credit) in 2016. The roll out of Full Service for new claims was completed by December 2018. No further new claims for 'Live Service' have been accepted since January 2018.

2.4 A process of 'managed migration' is scheduled to start in July 2019, in which remaining claimants in receipt of legacy benefits and all HMRC-administered tax credit claimants will be moved on to UC (90% of these cases will be income-based ESA or tax credit claimants). These claimants will be directed, and required, to make a new claim for Universal Credit. When fully rolled out, around 7 million households will receive Universal Credit. In the past decade, the customer has expanded the digital services available to claimants. (e.g. Find a Job, Universal Credit Online, Check your State Pension, Get your State Pension and the Pension Credit Calculator). Measuring claimant satisfaction with these and newly introduced digital services is essential.

3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

Existing approach

- 3.1 CSES is an on-going cross-sectional study designed to monitor claimant satisfaction with the customer's services and is intended to inform improvements to the delivery of benefits and services. The most recent CSES annual report, data tables and methodological note (for 2017/18) can be found here: <https://www.gov.uk/government/publications/dwp-claimant-service-and-experience-survey-2017-to-2018>
- 3.2 The 2018/19 survey (the last year of the existing three-year contract) currently surveys nine main benefits, including: Universal Credit (UC – Full Service claimants only), Employment and Support Allowance (ESA), Jobseeker's Allowance (JSA), Pension Credit (PC), Income Support (IS), Carer's Allowance (CA), Personal Independence Payment (PIP), Attendance Allowance (AA), Disability Living Allowance for Children (DLA child), and State Pension (SP).

Higher sample sizes have historically been required to allow for quarterly results since 2014/15.

New contract

- 3.3 The focus in 2019/20 will remain on the main benefits ('core' fieldwork). In Year 1 of this contract, the main benefits will be Universal Credit Full Service, Employment & Support Allowance, Attendance Allowance, Carer's Allowance, Personal Independence Payment, Disability Living Allowance (child), Pension Credit, and State Pension, Maternity Allowance and Bereavement Support Payment. For the first time, the survey will also include individuals who receive or pay Child Maintenance.
- 3.4 Flexibility will be required to allow for changes to the benefits over the lifetime of the contract, for instance in the coverage and frequency of data collection and interview content (themed approach).
- 3.5 Fieldwork will consist of core interviews and themed interviews.
- 3.6 Quarterly results are required for Child Maintenance only, with 6-monthly results for other service lines.
- 3.7 The Customer assumes data collection will continue to be quarterly but welcome your proposals.
- 3.8 The survey only interviews claimants who have had contact with the customer in the preceding two months to the sample being drawn.
- 3.9 The Survey focuses on the four key areas of the customer's customer charter:
 - Ease of Access: claimants' experiences of the availability and accessibility of services provided to the claimant
 - Getting it Right: the customer's performance in delivering accurate, clear decisions, information and payments and providing remedy when the customer gets it wrong
 - Keeping you informed: claimant experience in receiving a timely response to requests as well as having clear and regular communications on progress
 - Right Treatment: the level of service provided by DWP staff as well as protecting personal information and where appropriate, investigating fraud.

Coverage	Frequency of reporting
1. Core interviews:	
<ul style="list-style-type: none"> • Main benefits • Child Maintenance 	<p>Six-monthly</p> <p>Quarterly</p>
2. Themed interviews	Twice yearly

4. DEFINITIONS

Acronym	Definition
DWP	Department for Work and Pensions
CSES	Claimant Service and Experience Survey
ARI	DWP's Areas of Research Interest
UC	Universal Credit
HMRC	Her Majesty's Revenue and Customs
PIP	Personal Independence Payment
ESA	Employment and Support Allowance
PC	Pension Credit
IS	Income Support
CA	Carers Allowance
AA	Attendance Allowance
DLA	Disability Living Allowance
SP	State Pension
GDPR	The EU General Data Protection Regulation
QA	Quality Assurance
SPSS	IBM SPSS software platform (statistical platform for the social sciences)
SAS	Statistical Analysis System (analytics software)
CV	Curriculum Vitae
GSAD	Generic Security Accreditation Document

5. SCOPE OF REQUIREMENT

RESEARCH METHODS

- 5.1 The research will measure satisfaction amongst benefit claimants who have had contact with the Customer within the preceding two months prior to the sample being drawn.
- 5.2 The primary component of the project has historically been a large number of telephone interviews. The Customer welcomes bids that explore different or mixed modes of data collection that may include telephone. If a researcher chooses to use different modes of data collection, they must advise within their proposal what those methods are and highlight the steps to be taken to ensure comparability of data.
- 5.3 The Potential Provider must set out how they will seek to maximise response rates, whether through technology, or in other ways.
- 5.4 The survey must produce data which allows for robust analysis across all benefit types, which can be sub-analysed by different time periods, geographies and demographics.
- 5.5 The Potential Provider must make reasonable adjustments to allow claimants with health conditions or impairments, or those with appointees to participate.
- 5.6 The Potential Provider must make clear its approach to complaints handling.

Interview / questionnaire content

Core interviews

- 5.7 The type of transaction is currently identified during the interview; in the new contract, the Customer proposes to move away from a transaction-based survey to a survey that considers a claimant's experience in the whole, in effect reflecting on all recent transactions.
- 5.8 The use of an online account in Universal Credit means that a claimant often has multiple transactions or contact with DWP. It also has seemed over time that respondents find it difficult to distinguish between questions that require responses relating to their chosen recent transaction and questions that relate to their overall experience of DWP.
- 5.9 The Customer has therefore decided to drop the transaction-based approach, and as such the questionnaire will require a complete re-write. The Customer will provide direction on questionnaire content, but the Potential Provider will provide expertise in the questionnaire design, scripting, routing and question design.

- 5.10 The core interview should ask respondents to base all responses on their experiences of contact with DWP in the last two months. A dual objective will be to simplify the questionnaire in its routing, filtering and content.
- 5.11 The mean interview length across the core interview components of the survey will be up to a maximum of 15 minutes. The Potential Provider must provide a report after each component of fieldwork, providing data on mean interview length (broken down by benefit type), variances and where applicable, guidance to the customer on areas which would reduce the length of the questionnaire (for example identifying long questions, questions not easily understood, or improved routing).
- 5.12 The core interview questionnaire will be broken down into discrete sections; for example, channel preference, digital propensity, customer charter, Jobcentre+ experience and demographic information.
- 5.13 The questionnaire will be an iterative document; whilst wholesale changes are not expected in-year, the Potential Provider should expect changes in line with operational and policy priorities and where required, to fill emerging evidence gaps.

Themed interviews

- 5.14 The CSES steering group asked for themed insight twice a year (the steering group is made up of all operations directors). The themed approach mainly came out of our stakeholder consultation on our products and a desire for some deeper insight into specific areas, but allowing for flexibility in a rapidly moving benefit space.
- 5.15 The themed approach is therefore regarded as an opportunity to have a vehicle to obtain data on key evidence gaps (to be identified) in an easy and timely fashion. Potential areas which have already been identified and included, but not limited to are:
- Benefit focussed e.g. UC or PIP
 - Life-stage focussed e.g.
 - Older claimants including bereavement
 - Early years (including emphasis on children, childcare etc)
 - A particular aspect of service delivery where more insight is required e.g. the experience of claimants reporting a change of circumstances.
- 5.16 The mean interview length across the themed interview components of the survey will be up to a maximum of 20 minutes.

Questionnaire

- 5.17 The Customer invites the Potential Provider to outline any measures (i.e. piloting, cognitive testing) they will take to ensure the core and themed questionnaires are fit for purpose

Eligible respondents

- 5.18 The research will focus on benefit claimants who have had contact with the customer in the two months prior to the sample being drawn. Contact between the claimant and the customer can be identified through the customer's administrative datasets and will be divided into three overarching categories of contact (making a new claim, reporting a change of circumstance, and having some form of face-to-face contact (usually in a Jobcentre)).

Sampling

- 5.19 The customer will draw and provide a sample in line with a pre-agreed sampling specification.
- 5.20 The sample frame has historically been established by including eligible claimants using administrative datasets and the three categories of contact. 'Contact' is defined as any time a claimant has phoned, written a letter, emailed, visited a jobcentre, filled in an online form, or otherwise (UCFS online account) got in touch with any representative of DWP. In-bound modes of those communications are also defined as 'contact' i.e. where DWP contacts the claimant.
- 5.21 The contact period will ideally be two months prior to the sample draw date to aid claimant recall. Occasionally, this may need to be extended to three months depending on availability of contact data.
- 5.22 The sample will be stratified by contact type to ensure the proportions of each contact group are as representative as possible to the 'contact population' for each benefit. The sample for each benefit is equally stratified by region so the potential for geographic analysis is maximised.
- 5.23 There will be a process of de-duplication undertaken by the customer to remove cases where a claimant has claimed more than one benefit, or had more than one type of contact.
- 5.24 Further cases are removed where relevant contact details are not available, for instance a claimant's name, address or telephone number is missing.
- 5.25 Once the sample has been transferred the Potential Provider must conduct its own checking and cleaning processes to ensure that they are satisfied the sample variables are appropriately populated. The Potential Provider must satisfy themselves that the contact types, demographic and geographic

breakdowns of each benefit sample are representative of the claimant contact population.

- 5.26 The Potential Provider must provide the Customer with their required sampling frame requirements for each benefit after taking account of non-response and ineligibility, to be able to complete for each fieldwork period the proportionate amount of required interviews for each benefit. For example, the ratio required for some benefits to convert to achieved interviews will be higher in some cases e.g. Income Support.
- 5.27 Due to the changing benefit landscape, the Customer may require a change in the breakdown of sample sizes for each benefit dependent on operational priorities and/or required frequency of reporting.
- 5.28 The Potential Provider has the option of proposing the frequency of fieldwork (see point 3.6) but with the proviso that it is able to provide the outputs required by the Customer. The Potential Provider must evenly split the number of annual interviews required by the number of fieldwork periods. The Potential Provider will agree such timescales with the Customer in advance of each survey year.

Advance letter / opt-out process / GDPR compliance

- 5.29 The survey currently employs a mix of advance letter and short introduction to the survey to advise claimants of survey aims, risks and benefits and the nature of their involvement. The Customer is currently using public interest as the legal basis for collecting and processing claimant data.
- All data security processes must be compliant with the General Data Protection Regulation (GDPR). Please refer to Schedule 7 of Attachment 5 - Contract Terms. The advance letter must use GDPR-compliant templates and must include the following Assurance that all data will be kept securely and confidentially
 - That data will only be used for research and analysis purposes
 - Assurance that participation will not impact upon any benefit awards or government services now or in the future
 - That participation in the survey is entirely voluntary
 - A clear framework for raising queries, concerns and complaints
 - Details of how to opt out from taking part, including a phone line, email and address to contact.

Weighting

- 5.30 There is a current weighting strategy in place for the survey to account for design and non-response – taking into account gender, age, geography, length of claim. See methodological note for 2017/18 survey for further details: <https://www.gov.uk/government/publications/dwp-claimant-service-and-experience-survey-2017-to-2018>
- 5.31 The weighting strategy does not currently extend to disability, ethnicity, religion, marital status or sexual orientation, although there are significant variances in findings across these characteristics. The Potential Provider must consider the inclusion within any weighting strategy of these characteristics where feasible.
- 5.32 The Potential Provider must specify how they would approach this area of work to ensure the validity and reliability of the survey findings through an appropriate weighting strategy that ensures findings are generalizable for DWP's contact population.

Alternative modes of data collection

- 5.33 Potential Providers are invited to consider alternative or mixed modes of data collection. The customer welcomes innovative proposals in the appropriate use of online methodologies for a pilot, whether in combination with existing processes (for instance a sequential mixed-method mode to fieldwork) or as a methodology in its own right. The aim of offering alternative formats is to drive value for money and achieve efficiency gains.
- 5.34 This element is optional and requirements would need to be firmed up with the successful Supplier. For instance, the Customer invites your ideas for testing a switch to an online mode although it is unlikely this would work for all benefits as accessibility would be an issue for some benefit claimants as well as lower potential response rates.
- 5.35 If proposing alternative modes of data collection, the Potential Provider must specify how they would address the challenges associated with that methodology, specifically:
- a) How they would test any new methodology employed
 - b) Whether there is a sub-set of the claimant population that they believe it would suit best
 - c) How they would maximise response and mitigate the risk of low response rates

- d) How they would check the validity and comparability of different methodologies
- e) The risk of non-response sample bias due to issues of accessibility and digital literacy
- f) The risk of self-selection bias

6. THE REQUIREMENT

- 6.1 The key contract deliverables are set out in the table below, broken down by each strand of the project and detailing frequency of requirements. It does not include lower-level requirements e.g. creation and mailing out of advance letters.

Project strand	Key contract deliverable	Frequency
Core interviews		
Main benefits	Agree questionnaire	Annual (with review at each stage of fieldwork)
Main benefits	Agree sampling strategy	At outset (with annual review)
Main benefits	Agree weighting strategy	At outset (with annual review)
Main benefits	Agree scorecard /reporting format	Annual
Main benefits	Infographic / visualisation format	Annual
Main benefits	Provide six-monthly and annual dataset	Six-monthly
Main benefits and Child Maintenance	Provide draft and six-monthly report (including executive summary and methodological report)	Six monthly
	Provide draft and annual report (including executive summary and methodological report)	Annual
	Agree questionnaire	Annual (with quarterly review)

Child Maintenance only	Agree sampling strategy	At outset (with annual review)
	Agree weighting strategy	At outset (with annual review)
	Provide quarterly dataset	Quarterly
Themed interviews		
Themed strands	Agree questionnaire	At outset of each theme
	Agree sampling strategy	At outset of each theme
	Agree weighting strategy	At outset of each theme
	Provide dataset	At conclusion of each fieldwork
	Provide draft/final research report (including executive summary and methodological report)	At conclusion of each theme
<p>The Potential Provider must ensure that research is conducted in accordance with the latest Market Research Society (or equivalent) Code of Conduct and that new and experienced interviewers are familiar with the 'Responsibilities of Interviewers' (or equivalent) document.</p> <p>Potential Providers should outline, for each strand, the requirements to:</p> <ul style="list-style-type: none"> • agree with the Customer the process for quality assurance which as a minimum will be reviewed annually for the purposes of continuous improvement (see section 8.11) • deposit the data into the UK data archive. 		

7. KEY MILESTONES AND DELIVERABLES

7.1 The following Contract milestones/deliverables shall apply:

The draft key milestones are illustrated for Year 1 only but would follow the same timelines throughout the contract. The dates are indicative and will be agreed once the contract is let. The Customer would expect to receive the respective dataset and scorecards within 4 weeks of the end of fieldwork. As above in section 6, this is not an exclusive list of deliverables (for instance, dispatch of advance letters, depositing annual data to the UK data archive).

Core interviews: Main Benefits (six-monthly results)	Date
Questionnaire Agreed	July 2019

Sampling strategy agreed	July 2019
Weighting strategy agreed	July 2019
Scorecard / reporting formats agreed	September 2019
Infographic / visualisation agreed	September 2019
Biannual Sample 1 transferred	September 2019
Biannual dataset 1 transferred	November 2019
Biannual 1 findings and scorecard	December 2019
Biannual Sample 2 transferred	March 2020
Biannual dataset 2 transferred	May 2020
Biannual 2 findings and scorecard	June 2020
Final annual combined dataset provided	May 2020
Overall satisfaction score provided	May 2020
Draft annual report	July 2020
Final annual report	August 2020
Core interviews: Child Maintenance (quarterly fieldwork and results)	Date
Questionnaire Agreed	July 2019
Sampling strategy agreed	July 2019
Weighting strategy agreed	July 2019
Quarter 1 sample transferred	August 2019
Quarter 1 dataset transferred	October 2019
Quarter 2 sample transferred	September 2019
Quarter 2 dataset transferred	November 2019
Six-monthly dataset transferred	November 2019
Quarter 3 sample transferred	December 2019
Quarter 3 dataset transferred	February 2020
Quarter 4 sample transferred	March 2020
Quarter 4 dataset transferred	May 2020
Final combined annual dataset provided	May 2020
Overall satisfaction score provided	May 2020
Draft annual report	July 2020

Final annual report	August 2020
Themed interviews (six-monthly fieldwork and results)	Date
Questionnaire Agreed	2 months prior to fieldwork
Sampling strategy agreed	2 months prior to fieldwork
Weighting strategy agreed	2 months prior to fieldwork
Sample transferred	1 month prior to fieldwork
Dataset provided	Within 1 month after fieldwork is complete
Draft report	Within 2 months after fieldwork
Final report	Within 3 months after fieldwork

8. MANAGEMENT INFORMATION/REPORTING

The Potential Provider will work collaboratively with the Customer to ensure that the data is presented in a manner that is accessible to its users, and made available in the UK data archive (anonymised data).

The following products are required for each year of the contract and are subject to change.

Data and documentation

- 8.1 **Quarterly datasets (for CM only)** – four complete and cleaned datasets of findings; reflecting quarterly findings (used to analyse and QA the scorecards). Included in the datasets should be appropriate weights for use in analysis.
- 8.2 **6-monthly and annual datasets (for CM and all other main benefits)** – one complete and cleaned dataset of findings; containing the annual results of core fieldwork (used to QA the report and further analyse any annual findings of interest).
- 8.3 **Programming syntax** – syntax must be provided wherever variables are new to the survey and/or for derived variables. Syntax must also be provided to demonstrate how outputs have been calculated. Currently all syntax provided is in SPSS format.
- 8.4 **Metadata** – standardised metadata must be provided for each of the output files in addition to data dictionaries. A quarterly questionnaire process map should also be provided where change has occurred.

Quarterly, six-monthly and annual analytical scorecard calculation logic and content specification will need to be agreed and provided. These are currently supplied as Analysis Summaries. They are currently broken down by sections of the questionnaire and include the scorecard label, the variable name in the dataset, questionnaire variable, weight to be used, cross-tabulated variable,

whether to cross-tabulate by region, base size, filters, significance tests and details of derived variables.

8.5 **End user license data** – the Potential Provider will produce:

8.5.1 anonymised data according to the customer's requirements

8.5.2 in addition to supplementary documentation consistent with UK data archive requirements

The Potential Provider will be required to make it available in the UK data archive within one month of the annual report being published.

8.6 Each dataset delivered to the customer must have undergone successful QA so the customer can be assured the dataset supplied is robust. The Potential Provider will agree and share the QA process with the customer. Historically, this has comprised checking the consistency of variables, variable values, data types and formats across periods. It has also included checking variable frequencies and the number of entries achieved during fieldwork.

8.7 The Potential Provider will work collaboratively with the customer to ensure that the data is presented in a manner that is accessible to users.

Results

8.8 **Overall Satisfaction Score** – the Customer is required to publish the annual overall satisfaction score as a Single Departmental Plan measure and will seek the Potential Provider's co-operation in a timely fashion (within two weeks of the end of fieldwork of Q3) to meet the customer's publication timescales.

8.9 **Scorecards / reports** – the Customer has historically provided scorecards (an Excel report) to internal colleagues and directors. These provide data on key areas (such as customer charter, Jobcentre Plus services, failure demand) and allow for timely interventions where appropriate in our operational delivery arm. The Potential Provider will provide input into optimising the design, accessibility and visualisation of internal products. The content format will need to be agreed between the Customer and the Potential Provider.

8.9.1.1 Scorecards for each quarter of CM fieldwork.

8.9.1.2 Scorecards every six months for all benefits.

8.9.1.3 Annual scorecard for all quarters of core fieldwork.

- 8.9.1.4 Reports for each wave of 'themed' fieldwork for external publication – these should comprise an executive summary, key findings and where appropriate, data tables and a technical report

All outputs as stated above should be supplied within two to four weeks of the end of the respective wave of fieldwork to allow for timely QA and internal dissemination.

As welfare reforms roll out further, there will need to be flexibility to produce scorecards for the benefit(s) of most interest, and in line with the customer's priorities.

- 8.10 **Annual Report for external publication relating to 'core' fieldwork** – a report summarising annual findings for the survey year providing a time-series of high level results (overall satisfaction, communication, digital services, customer charter metrics, resolving difficulties) of the latest survey with those of the two previous survey years.

- 8.10.1 **Data tables** – the Potential Provider will be responsible for the provision – and quality assurance – of up to 80 data tables providing more in-depth analysis relating to claimant satisfaction, customer charter metrics, Jobcentre Plus services, online services and equality measures.

- 8.10.2 **Technical/methodological report** – the Potential Provider will be responsible for providing a high-quality methodological note that covers the background to the survey (including its rationale), the sampling approach, the questionnaire (its structure and changes), the fieldwork process, as well as data management, coding and weighting.

- 8.11 Core and themed results – the Potential Provider will share and agree the QA process to check the accuracy and robustness of analytical outputs. The Customer will undertake a secondary QA process and expect any identified discrepancies to be resolved in a timely fashion, with outputs redelivered where appropriate.

- 8.12 Output formats: currently survey data processing occurs in SPSS with internal reporting outputs in MS Excel.

- 8.13 The Customer requires all datasets to be provided in both SPSS and SAS formats with appropriate data dictionaries.

- 8.14 The software to be used to provide format of reports, scorecards can be agreed with the customer.

- 8.15 All scorecards, reports and infographics (internal and external) must be provided in accessible formats.
- 8.16 The Potential Provider must ensure that publications follow the DWP Research Reports style guide.
<https://www.gov.uk/government/publications/dwp-research-reports-style-guide>

Data visualisation

- 8.17 All reports and scorecards should be accompanied by well-designed data visualization graphics which allow readers to better understand the data – and the overarching narratives – by placing it in easy digestible visual contexts. Data graphics should nevertheless be simple and allow information (patterns, trends and correlations) to be communicated clearly and efficiently to users.

9. VOLUMES

Volumes provided are the minimum required across the contract, split as follows between the main benefits, Child Maintenance and themed interviews. The breakdown of core interviews between each benefit may be subject to change, dependent on operational requirements. The Customer welcomes bids that provide for additional numbers of interviews over and above the minimum, and accordingly allows the best opportunity to break down results. The Potential Provider must therefore include the number of interviews they will provide for each project strand.

Core interviews – all main benefits (six monthly results)	6,500 per annum
Core interviews for Child Maintenance (quarterly results):	
• receiving parents	2,100 per annum
• paying parents	2,100 per annum
Themed interviews	3,000 per annum (1,500 each wave)

10. CONTINUOUS IMPROVEMENT

- 10.1 The Potential Provider and Customer will work together to identify ways of improving the quality, security, impact and cost-effectiveness of the processes and products themselves.
- 10.2 Continuous improvement is a process that requires both the Customer and the Potential Provider working in partnership. It relates to all aspects of the

contract from for example, day-to-day communications, iterative improvements to innovative ideas that improve the products and outputs.

- 10.3 As well as weekly catch-up meetings to review progress on specific areas of the contract, the Potential Provider and Customer will meet face to face after each scorecard has been supplied by the Potential Provider. The agenda will include a review and reflection on the previous quarter to identify better ways of working and will also include a forward look to identify how the parties may improve the quality and impact of the survey. Those meetings require both parties to prepare and think through ideas. Action points for the respective parties will be agreed and reviewed as fit in either weekly catch-ups or alternatively at the next quarterly meeting.
- 10.4 The Claimant Service and Experience Survey steering group will meet quarterly to monitor the key outputs expected from the survey. The steering group is made up of the Customer's Operations Director who provide overarching governance and high-level decisions when required (for instance, in selecting the themed interview topics). The Potential Provider will be required to provide an update report for each meeting and likely attend meetings where a key milestone is reached (for example, after publication of a themed or annual report).
- 10.5 There will be a separate working-level project steering group – with clear terms of reference - which needs to be established. The Potential Provider will be expected to provide input into this group to enable it to make and ratify decisions and attend meetings when required or handle by correspondence.
- 10.6 Whilst the Customer will be responsible for questionnaire content through a process of consultation with its key stakeholders and in liaison with its internal steering group, the Potential Provider is required to collaborate with the Customer to agree the most effective design and scripting to maximise respondent engagement and understanding.
- 10.7 The Potential Provider will facilitate listening in to one day of fieldwork interviews each quarter to allow the Customer and Potential Provider to observe the quality of interviewing in addition to identifying areas in which the delivery of the survey could be improved.
- 10.8 The Customer will attend a pre-fieldwork briefing prior to each strand of fieldwork (e.g. core benefits, CM, themed fieldwork) at the Potential Provider's address to provide information, background and context for interviewers.
- 10.9 The Potential Provider and Customer should jointly consider improvements in other areas as the contract proceeds; whilst not exclusive, these include ethical considerations, security, safeguarding, data destruction, data visualisation and presentation.

- 10.10 Changes to the way in which the Services are to be delivered must be brought to the Authority's attention and agreed prior to any changes being implemented.

11. SUSTAINABILITY

Not applicable

12. QUALITY

- 12.1 Quality requirements are included within the remainder of this document, particularly in section 5 (scope of requirement) and section 8 (management information / reporting).
- 12.2 The Potential Provider should outline any accredited quality standard scheme for which they are members or subscribe to, for instance the Interviewer Quality Control Scheme, ISO 20252 or ISO 26362.

13. PRICE

- 12.1 The Customer estimates that the Survey shall not exceed £1.5m over the term of the contract. The Customer seeks value for money and invites bids that generate efficiency gains, not only in conducting the research but also in ways of working.
- The Customer requests that potential bidders break down their bids between the different strands contained within the contract (e.g. core interviews – main benefits, core interviews – Child Maintenance and themed interviews)
- 13.1 Prices are to be submitted via the e-Sourcing Suite [Attachment 4 – Price Schedule excluding VAT and including all other expenses relating to Contract delivery.

14. STAFF AND CUSTOMER SERVICE

- 14.1 The Potential Provider should provide information about the skills and experience of the project team deemed relevant to the survey. The following information is requested:
- 14.2 For the project lead (the most senior person on the project team responsible for project delivery):
- Major surveys undertaken in the last five years

- Names of two individuals for whom they have done similar work and who could be approached for a reference
- Brief details of any previous research for DWP (no more than 200 words per project)

14.3 For each member of the project team:

- Name and position
- Experience of related research (either within the subject area or with methodological relevance)
- Any supervisory experience

All project staff will be requested to produce a CV as this allows further opportunity to show relevant skills and experience in addition to the detailed information above.

14.4 The Potential Provider should provide detailed information on how the contract will be managed. This will include information on who will be the day to day contract manager and act as the main point of contact for the customer. Furthermore, the Potential Provider should detail staffing issues including, if applicable, clear details on whether staff need to be recruited onto the survey and contingency arrangements in the event of staff changes.

14.5 The Potential Provider shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.

14.6 The Potential Provider's staff (including interviewers) assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.

14.7 The Potential Provider shall ensure that staff understand the Customer's vision and objectives and will provide excellent customer service to the Customer throughout the duration of the Contract.

15. SERVICE LEVELS AND PERFORMANCE

15.1 The Customer will measure the quality of the Potential Provider's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Questionnaire design	To work with customer to design high-	To be completed four weeks prior to

	For all project strands (Core interviews: main benefits and Child Maintenance; and each strand of themed interviews)	quality questionnaire that suits methodology employed. To provide feedback to improve quality of questionnaire	commencement of each strand of fieldwork, and throughout the fieldwork process
2	Sampling strategy For all project strands	To work with customer to design high-quality sampling strategy that is representative of the specific population of that strand of fieldwork.	To be completed four weeks before samples are scheduled to be drawn.
3	Weighting strategy For all project strands	To work with customer to design high-quality weighting strategy that improves the precision of estimates through accounting for different demographic characteristics and differential non-response	To be completed four weeks before samples are scheduled to be drawn.
4	Fieldwork For all project strands	Schedule of fieldwork to be agreed for core benefits and CM – no. of planned interviews completed	See section 9 – detailed schedule to be agreed.

5	Datasets For all project strands	Datasets to be provided upon completion of fieldwork	Quality assured datasets to be supplied within 2-4 weeks of completion of fieldwork
6	Scorecards/ infographics (historically scorecards have been for internal use although the Customer requires the option to publish the six monthly scorecard) For Core interviews: Main benefits; and each strand of themed interviews	Scorecards / infographics to be provided for core benefits six-monthly	Quality assured scorecards / infographics to be supplied within 2-4 weeks of completion of fieldwork
6	Draft report For all project strands	Draft report of each tranche of fieldwork	Draft report to be supplied within two months of completion of annual or themed fieldwork
7	Final report (published externally) For project strands	Annual report of each tranche of fieldwork	Final report (including where applicable executive summary, methodological document, data tables) to be supplied within three months of completion of fieldwork

15.2 The Potential Provider may terminate a Project by written notice to the Customer if:

- a) the Customer has not paid any undisputed amounts falling due under that Project, and
- b) the undisputed sum due remains outstanding for forty (40) days after the Customer has received a written notice of non-payment from the Supplier.
- 15.3 Any mechanisms for remedies used to manage poor supplier performance will be in alignment with the RM6018 Research Market Place Terms and Conditions, which can be viewed at Attachment 5 – Contract Terms
- 15.4 Any exit strategy to be applied where poor research supplier performance requires early termination of the Contract will be in alignment with the RM6018 Research Market Place Terms and Conditions, which can be viewed at Attachment 5 – Contract Terms.

16. SECURITY AND CONFIDENTIALITY REQUIREMENTS

Ethics

- 16.1 Both parties shall abide by the Civil Service Code in displaying the values and behavioural standards contained within; namely integrity, honesty, objectivity, impartiality.

<https://www.gov.uk/government/publications/civil-service-code/the-civil-service-code>

- 16.2 Both parties shall also abide by the Government Social Research Ethical Assurance Guidance (specifically its five overriding principles outlined below) which can be found here

<https://www.gov.uk/government/publications/ethical-assurance-guidance-for-social-research-in-government>

- Sound application and conduct of social research methods, and interpretation of the findings
- Participation based on informed consent
- Enabling participation
- Avoidance of personal and social harm
- Non-disclosure of identity and personal information

Guidelines

- 16.3 The Potential Provider must agree clear guidelines with the Customer before fieldwork commences to deal with the any of the following circumstances raised by respondents:
- A request for assistance or an alternative mode to complete the survey (e.g. to enable participation)
 - They raise a safeguarding concern for themselves or others
 - They wish to raise a complaint about DWP services
 - They wish to raise a complaint about the survey
 - They make a Subject Access Request
 - They make a request that the Supplier deletes all data held on them
- 16.4 The Potential Provider should note that some respondents are excluded from the survey for ethical reasons in line with Government Social Research practice (for instance potentially violent, a prisoner).

Security requirements

- 16.5 The Potential Provider will need to engage with the Customer to fulfil all secure [Official Sensitive] data storage, in addition to periodic outbound and inbound transfer requirements. Potential Providers must agree to use the Customer's accredited data transfer tools. Currently these are Symantec PGP Desktop and the customer's SIEM (based on Symantec). Requirements for Potential Providers are specified in the Generic Security Accreditation Document (GSAD) as outlined in Attachment 5 – Contract Terms, Schedule 8.
- 16.6 The Potential Provider will be required to complete a Generic Security Assurance Document to provide assurances that data security procedures meet DWP standards upon award.
- 16.7 All transfers of personal data to and from DWP must meet DWP security standards as agreed in the Generic Security Assurance Document.
- 16.7.1 A copy of the Generic Security Assurance Document will be provided as a separate document titled, Annex C - Generic Security Assurance Document.
- 16.8 Data must be processed in the United Kingdom.

- 16.9 The successful research supplier must destroy personal data (e.g. sample files) relating to the project within one month of the annual report publication date, and provide a data destruction certificate to DWP as confirmation.
- 16.10 The successful research supplier must destroy all other data relating to this project (including interview recordings) at the end of project or when instructed to do so by DWP's project manager, and provide a data destruction certificate to DWP as confirmation.
- 16.11 The Potential Provider (Data Processor) may be asked to implement additional data requirements and handling to meet the Customer's (Data Controller) requirement, for example, to allow for data matching to administrative data.
- 16.12 The Potential Provider must also ensure that all research project working practices are compliant with GDPR requirements.

Intellectual property rights (ipr)

- 16.16 The Customer will own and retain all Intellectual Property Rights arising from this Research Project. This includes any modifications or adaptations of the Customer Materials produced by the Potential Provider in the course of delivering the project.
- 16.17 Outcomes of this research will be published by the Customer under Crown Copyright.

17. PAYMENT AND INVOICING

- 17.1 Invoices to be submitted in line with milestone payments to be agreed with the Customer.
- 17.2 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.
- 17.3 The successful research supplier's performance will be monitored and assessed through quarterly project 'update' meetings with the CSES team, review of progress against the agreed project timeline / milestones (see Section 7.1)
- 17.4 Work completed will be paid for in arrears. All invoices must include the Purchase Order number assigned to the contract, the full SSCL DWP address and detail on the work being paid for.

17.6 Invoices should be submitted to: apinvoices-dwp-u@sscl.gse.gov.uk

SSCL Accounts Payable Team
Phoenix House
Celtic Springs Business Park
Newport
NP10 8FZ

18. CONTRACT MANAGEMENT

- 18.1 The Potential Provider will be expected to attend review meetings as set out in section 10, specifically action-orientated weekly review meetings (to be conducted by Skype) and face to face quarterly meetings to review progress of the contract. The Potential Provider will be expected to attend other meetings (for example, steering group meetings) to deliver the contract to the required standard.
- 18.2 Attendance at Contract Review meetings shall be at the Potential Provider's own expense.

19. LOCATION

- 19.1 The location of the Customer is Caxton House, Tothill Street, London SW1H 9NA. The Customer's claimants are located across the United Kingdom (although not Northern Ireland) but fieldwork will be carried out at the Potential Provider's address.

ANNEX B
Supplier Proposal

REDACTED