

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

### Part 1: Letter of Appointment

Dear Sirs

#### Letter of Appointment

This letter of Appointment dated 8<sup>th</sup> January 2020 is issued in accordance with the provisions of the DPS Agreement (RM6018) between CCS and the Supplier.

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

Order Number:	TBC
From:	Department for Work and Pensions ("Customer")
To:	Market & Research International Limited ("Supplier")

Effective Date:	13 <sup>th</sup> January 2020
Expiry Date:	End date 12 <sup>th</sup> July 2021

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: the Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B;
--------------------	--

Key Individuals:	Supplier: REDACTED – Quality Director REDACTED – Project Director REDACTED – Deputy Project Director  Customer: REDACTED – Social Researcher REDACTED REDACTED
------------------	--

[Guarantor(s)]	N/A
----------------	-----

Contract Charges (including any applicable discount(s), but excluding VAT):	The contract charge is £296,245.00 (Exc VAT) (See Part 3 – Supplier Costings, of this document for details).
Insurance Requirements	Product liability insurance cover all risks in the provision of Deliverables under the Contract, with a minimum limit of TRIN1 million for each individual claim
Liability Requirements	<b>Suppliers limitation of Liability</b> (Clause <b>Error! Reference source not found.</b> of the Contract Terms);
Customer billing address for invoicing:	DWP SSCL Accounts Payable REDACTED

GDPR	See Schedule 7 Processing, Personal Data and Data Subjects
Alternative and/or additional provisions (including Schedule 8(Additional clauses)):	N/A

#### 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: REDACTED

Name and Title: REDACTED

Signature: REDACTED

Signature: REDACTED

Date:

Date:

## ANNEX A

### Customer Project Specification

#### 1. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 1.1 Universal Credit (UC) is the largest programme of welfare reform for a generation, and is being introduced to simplify the benefit system, and improve financial incentives to work. UC replaces six working-age benefits and tax credits – Jobseeker’s Allowance (JSA); Income Support (IS); Employment and Support Allowance (ESA); Housing Benefit; Working Tax Credit (WTC); and Child Tax Credit (CTC).
- 1.2 In 2014 UC began a staged geographical roll-out. UCFS finished rolling out to all job centres in December 2018. From July 2019, existing ‘legacy’ benefit and tax credit claimants will gradually be migrated over to UC, with Full Service for all pre-existing and new claimants due to be established by December 2023.
- 1.3 Universal Credit attempts to move claimants towards work through support and a number of incentives:
  - 1.3.1 A work allowance – the amount that claimants can earn before their UC payments start to be affected.
  - 1.3.2 After this allowance has been exceeded, UC payments are tapered off at a rate of 63% - for every £1 earned over the work allowance, the UC payment is reduced by 63p.
  - 1.3.3 Meetings with a work coach where the steps needed to get a claimant into work will be discussed, and they may be referred to development opportunities.
  - 1.3.4 Claimants can claim up to 85% of the cost of childcare if they are in paid work.
- 1.4 The Authority’s previous research has focussed on the start of the UC claim. There are now sufficient claimants to look at individuals who first claimed UC some time ago and to explore their attitudes and experiences, including their labour market journeys and the role of UC (and its different elements) in prompting that journey.
- 1.5 The Authority has committed to testing and learning from UC. Part of this commitment is to evaluate the impact of UC on employment. We see this survey complementing wider work being undertaken by the Authority to evaluate the impact of UC, as well as to understand in-work progression under UC.
- 1.6 The Target Group:
  - 1.6.1 Those with work conditionality requiring them to engage in work preparation or actively look for work, and those claimants who are in-work.
  - 1.6.2 Claimants across a broad spectrum of labour market journeys (e.g. rapid / slow movement off benefits, increasing / decreasing income, stagnation, changeable employment / earnings).
  - 1.6.3 Lone parents.
  - 1.6.4 Self-employed claimants are *not* a target group for this research and shall be excluded from sampling.
- 1.7 Other relevant research:

- 1.7.1 A Future Cohorts study is being conducted alongside this research, looking at the labour market attitudes and behaviours of pre-UC claimants who are currently claiming tax credits or Housing Benefit.
- 1.7.2 Previous research including a UCFS Claimant survey (publication June 2018) have examined claimant experiences of UC and their awareness of key elements. These surveys focused primarily on the start of the claim, in contrast with this research.

## 2. DEFINITIONS

Expression or Acronym	Definition
DWP	means Department for Work and Pensions
UC	means Universal Credit
JCP	means Jobcentre Plus
JSA	means Job Seekers Allowance
ESA	means Employment and Support Allowance
WTC	means Working Tax Credit
CTC	means Child Tax Credit
IS	means Income Support
Taper	means a reduction to Universal Credit based on earned income.
Conditionality	means persons who receives Universal Credit being placed in a conditionality group based on their circumstances and work capability. What group they are in will make a difference to what they are expected to do to get their Universal Credit.

## 3. SCOPE OF REQUIREMENT

- 3.1 The Supplier shall undertake a quantitative survey and qualitative research on individuals who claimed UCFS 12+ months ago, including those who have now moved off the benefit.
- 3.2 The following items are in scope for this research:
- 3.2.1 Quantitative survey, including questionnaire design, data collection, and analysis of survey data.
- 3.2.2 Qualitative interviews and focus groups, including topic guide design, data collection, and analysis of qualitative data.
- 3.2.3 Research report, setting out findings from quantitative and qualitative analysis, including subgroup analysis where sample sizes allow.
- 3.3 The following items are out of scope for this research:
- 3.3.1 Sampling list – The Authority will provide a named sample (although the Supplier shall provide input to finalise the sampling frame and number of interviews required).
- 3.3.2 Linking to, and analysis of, administrative datasets – this will be conducted by the Authority's analysts.

3.3.3 Regression analysis on the relationship between UC elements and claimant labour market behaviours – this will be conducted by the Authority’s analysts.

#### 4. THE REQUIREMENT

4.1 Through this research, the Supplier shall identify to the Authority the attitudes and behaviours of individuals who first claimed UCFS 12+ months ago, their labour market journeys and their experiences interacting with the DWP. This information shall provide part of the evidence base for the employment impact evaluation of UCFS.

4.2 The Supplier proposes that the fieldwork for this research is conducted between November 2019 and February 2020. All outputs shall be provided to the Authority by the Supplier no later than the 30<sup>th</sup> June 2020.

4.3 For the research, the Supplier will answer the following key research questions:

Research area	Quantitative research questions	Qualitative research questions
<b>Labour market behaviours and attitudes</b>	<p>What labour market behaviours and attitudes do claimants have 12+ months after claiming UC (including lone parents and those on- and off- the benefit)?</p> <ul style="list-style-type: none"> <li>E.g., what work / work search activities have claimants undertaken recently? What are their perspectives on work or increasing their earnings? How confident are unemployed claimants in their ability to get back to work?</li> </ul> <p>How do labour market behaviours and attitudes differ across different claimant groups and demographic factors, e.g. education, age, gender, age of children, conditionality group, and employment type?</p>	<p>What are the reasons claimants have or haven’t moved in and out of work or changed their earnings while on UCFS?</p> <p>Why do claimants have particular behaviours and attitudes? What motivates claimants to engage in these behaviours?</p> <p>(For those on benefit) What do claimants believe will bring them closer to work and independence from UCFS?</p> <p>(For those off benefit) What motivated claimants to move off UCFS?</p> <p>(For those off benefit) What helped claimants to move off UCFS?</p>
<b>Barriers and motivations</b>	<p>What barriers and motivations to work / increase earnings do claimants on UCFS have?</p>	<p>How do barriers and motivations to work impact claimant’s labour market behaviours and attitudes?</p>
<b>UCFS elements</b>	<p>What UCFS incentives are claimants aware of and (where appropriate) accessing? (e.g. work allowance, taper rate, childcare element, additional conditionality, simplification, single work coach contact)</p> <ul style="list-style-type: none"> <li>What associations are there between knowledge and access of these incentives and labour market attitudes, behaviours and outcomes?</li> </ul>	<p>How do UCFS customers understand different UCFS incentives and elements?</p> <p>How do customers find out about UCFS incentives and elements?</p> <p>How do different UCFS elements and incentives appear to impact claimant motivations to work or increase their earnings?</p>
<b>DWP interactions</b>	<p>What interactions have claimants had with DWP and other partners while on UCFS?</p> <ul style="list-style-type: none"> <li>E.g., work coach advice, meetings, use of the journal, access of Universal Support delivered locally (USdl) <i>[budgeting and digital support</i></li> </ul>	<p>Why are claimants engaging / interacting (or not engaging / interacting) with DWP?</p> <p>What are claimant perspectives on the usefulness of interactions? What impact do claimants feel these interactions have had on their labour market behaviours?</p>

<i>progression trial and research</i>	<p><i>funded by DWP and contracted to Local Authorities]</i></p> <p>To what extent do people believe interactions with the DWP (e.g. work coach advice / requirement to engage) influenced their labour market behaviours?</p> <ul style="list-style-type: none"> <li>• What was the time / cost of visiting the JCP?</li> </ul> <p>(For those for whom support is not mandatory) Do claimants want support (from DWP) to help them enter and progress in work?</p>	<p>What are claimants' support needs and preferences to help them enter and progress in work?</p> <p>What do claimants believe a 'good quality' intervention from the DWP looks like?</p>
---------------------------------------	---	---

4.4 The Supplier shall provide input to the Authority to further develop and refine this question set to best address the core research objectives.

#### 4.5 Proposed methodology

REDACTED

#### 4.6 Research outputs

REDACTED

#### 4.7 Ethical and legal issues

4.7.1 The Supplier shall ensure that the research it supports is carried out to high ethical standards. This includes adhering to the principles laid out in Government Social Research Ethical Assurance Guidance. (<https://www.gov.uk/government/publications/ethical-assurance-guidance-for-social-research-in-government>).

4.7.2 The Supplier shall obtain participants' informed consent to take part in the research and consent to having their anonymised responses shared with the Authority. The approach to obtaining informed consent from prospective research participants will be agreed between the Supplier and the Authority before the commencement of fieldwork. The Supplier will send the final informed consent statement used to the Authority for approval before the fieldwork begins.

4.7.3 The Authority intends to link data from the survey to wider administrative datasets, for further analysis by the Authority's analysts. In order to do this, the Authority requires the consent of survey respondents for their data to be linked. The approach to obtaining this consent shall be agreed between the Supplier and the Authority before the commencement of fieldwork. The Supplier shall provide anonymised survey data to the Authority to facilitate any data linking and subsequent analysis.

#### 4.8 Risk management

4.8.1 Suppliers should outline potential risks and mitigating arrangements for carrying out this research in their proposal.

4.8.2 A risk shall be defined as any factor that may delay, disrupt or prevent the full achievement of a project objective. The Supplier shall provide a report to the Authority which shall include an assessment of each risk, together with a rating of

the risks likelihood and its impact on a project objective. The risk assessment should also identify appropriate actions that would reduce or eliminate each risk or its impact.

## 5. KEY MILESTONES AND DELIVERABLES

5.1 Suppliers shall be aware of the following project milestones the Authority shall measure the progress of delivery against.

5.2 Timeframes given in the table below are approximate. Suppliers are asked to expand upon these milestones and suggest detailed timings for the key stages in their recommended timetable for the programme of research. Time

Milestone/Deliverable	Description	Timeframe or Delivery Date
1	Project inception meeting: Kick off meeting with the Authority and Supplier's project manager/project team	October 2019 (Within 1 week of Contract Award)
2	Questionnaire approval meeting: <ul style="list-style-type: none"> <li>The Supplier shall provide final questionnaire, including format and duration for the Authority to approve</li> <li>The Authority and Supplier shall agree measures to achieve high response rate</li> <li>The Supplier shall provide topic guides for qualitative research for the Authority to approve (Feb 2019)</li> </ul>	November 2019
3	Sample data transfer: <ul style="list-style-type: none"> <li>The Authority to send sample to Supplier</li> </ul>	November 2019
4	The Supplier shall conduct survey field work including: <ul style="list-style-type: none"> <li>Conduct survey fieldwork with 5,000 claimants</li> <li>Establish consent for follow-up qualitative research</li> <li>Review any additions to the qualitative research that emerge from initial quantitative findings</li> </ul>	November 2019- January 2020
5	The Supplier shall conduct qualitative research field work including: <ul style="list-style-type: none"> <li>Conduct interviews with claimants</li> </ul>	January 2019-March 2020
6	The Supplier shall provide a fieldwork update including: <ul style="list-style-type: none"> <li>Meeting with the Project Manager and key stakeholders from the Authority</li> </ul>	End of January 2020

	<ul style="list-style-type: none"> <li>Update on response rates and any emerging findings/ issues</li> </ul>	
6	<p>The Supplier shall conduct end of fieldwork review including:</p> <ul style="list-style-type: none"> <li>Presentation reviewing quantitative and qualitative fieldwork</li> <li>Brief review of any emerging findings</li> </ul>	March 2020
7	<p>The Supplier shall conduct Survey and qualitative research analysis including:</p> <ul style="list-style-type: none"> <li>Conduct analysis of quantitative and qualitative data</li> <li>Conduct segmentation of sample based on subgroups of interest</li> <li>Provider to meet with DWP to discuss emerging findings</li> </ul>	March-April 2020
8	<p>The Supplier shall present headline findings including:</p> <ul style="list-style-type: none"> <li>Present a summary of key findings from all claimant research to internal audience</li> </ul>	May 2020
9	<p>The Supplier shall provide a draft report including:</p> <ul style="list-style-type: none"> <li>Produce draft report bringing together evidence from quantitative and qualitative strands</li> </ul>	May 2020
10	<p>The Supplier shall provide a final report including:</p> <ul style="list-style-type: none"> <li>Produce final report, for publication by the Authority</li> <li>Transfer anonymised datasets to the Authority</li> </ul>	By end of June 2020

## 6. AUTHORITY'S RESPONSIBILITIES

- 6.1 The Authority will act as a final approver for all research instruments, and ensure that any sign-offs and/or approvals will be timely.
- 6.2 The Authority will ensure that all sample frames are delivered ahead of fieldwork (to timings agreed by the Authority and the Supplier).
- 6.3 The Authority will publish analysis based on the research as an ad hoc research report in accordance with Government Social Research commissioned research protocols. This report will be published in late-2020.

## 7. REPORTING

- 7.1 The Supplier shall give regular updates on progress through weekly progress review meetings by teleconference. The Supplier shall provide more detailed updates at key points in the Contract as outlined in the milestones in paragraph 7.2.

- 7.2 The Supplier shall present interim analysis of the quantitative and qualitative research in the form of a summary slide pack and presentation to the Authority.
- 7.3 The Supplier shall present the full analysis of this research in a final research report, which will be published by the Authority. This report shall include headline findings from both quantitative and qualitative research.

## 8. VOLUMES

<b>Claimant Volumes by Conditionality Group as of September 2018</b>	
Working Enough	212,000
No Work Related Requirements	204,000
Light Touch	171,000
Work Focused Interview Only	27,000
Work Preparation	45,000
Intensive	530,000

## 9. CONTINUOUS IMPROVEMENT

- 9.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 9.2 The Supplier should present new ways of working to the Authority during Contract review meetings.
- 9.3 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.

## 10. QUALITY

- 10.1 The Supplier shall adhere to Social and Market Research and Data Protection standards.
- 10.2 The Supplier shall have sound processes for quality assurance in place. They shall outline their internal procedures for assurance and quality control in reference to all aspects of the programme of research, including:
- 10.2.1 Procedures for working closely with the Authority.
  - 10.2.2 Procedures for quality assuring methodological design proposals, sampling methods and outputs, research instruments, questionnaire scripting.
  - 10.2.3 Interview quality control procedures, including details of interviewer training and briefing, how response rates are maximised, how accessibility is ensured for Health and Disability (H&D) respondents and how interviewer and respondent error is managed;
  - 10.2.4 Procedures for data processing and coding of survey data;
  - 10.2.5 Procedures for qualitative and quantitative analysis and reporting;
  - 10.2.6 The approach to report writing, ensuring deliverables meet key objectives;
  - 10.2.7 Procedures for handling complaints from potential and actual respondents.

## 11. DATA SECURITY, PROTECTION AND DESTRUCTION

- 11.1 All data security processes must be compliant with the General Data Protection Regulation (GDPR).
- 11.2 The Supplier shall complete a Generic Security Assurance Document to provide assurances that data security procedures meet the Authority's standards upon award.
- 11.3 All transfers of personal data to and from the Authority must meet the Authority's security standards as agreed in the Generic Security Assurance Document.
- 11.4 Any transfers of data to and from the Supplier and a subcontractor (for example, a subcontracted transcription services provider) shall meet the Authority's security standards, using PGP encryption software or equivalent.
- 11.5 Data must be processed in the United Kingdom.
- 11.6 The Supplier shall destroy personal data (e.g. sample files) relating to the project within one month of data collection completion, and provide a data destruction certificate to the Authority as confirmation.
- 11.7 The Supplier shall destroy all other data relating to this project (including interview recordings) at the end of project or when instructed to do so by the Authority's project manager, and provide a data destruction certificate to Authority as confirmation.

## 12. STAFF AND CUSTOMER SERVICE

- 12.1 The Supplier shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.
- 12.2 The Supplier's staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.
- 12.3 The Supplier shall ensure that staff understand the Authority's vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.
- 12.4 Proposals should also detail appropriate succession planning/cover plans for any personnel changes during the programme, which are to be approved by the Authority.

## 13. SERVICE LEVELS AND PERFORMANCE

- 13.1 The Authority will measure the quality of the Supplier's delivery by the following Key Performance Indicators (KPIs):

KPI/SLA	Service Area	KPI/SLA description	Target
1	Research Design	The Supplier shall deliver signed-off qualitative and quantitative research instruments, and fieldwork timeline to agreed deadlines	100%
2	Quantitative fieldwork	The Supplier shall achieve the target number of respondents delivered to agreed deadlines.  The Supplier shall take all reasonable steps to: <ul style="list-style-type: none"><li>Ensure that the required number of respondents (at an overall level and for agreed subgroups) is achieved.</li></ul>	100%

		<ul style="list-style-type: none"> <li>Maximise response as outlined in their proposal, and review with the Authority as appropriate throughout fieldwork</li> </ul>	
3	Qualitative fieldwork	<p>The Supplier shall achieve the target number of interviews, with agreed sample, achieved by agreed deadlines.</p> <p>The Supplier should take all reasonable steps to ensure that the required number of qualitative interviews (at an overall level and for agreed subgroups) is achieved.</p>	100%
4	Analysis and interim presentation for quantitative research	The Supplier shall deliver and present a slide pack on headline findings from the quantitative research.	100%
5	Analysis and interim presentation for qualitative research	The Supplier shall deliver and present a slide pack on headline findings from the qualitative research.	100%
6	Final reporting	The Supplier shall deliver the signed-off final report.	100%

13.2 Any mechanisms for remedies used to manage poor supplier performance will be in alignment with the Terms and Conditions, which can be viewed at Attachment 5 C – Terms and Conditions.

13.3 Any exit strategy to be applied where poor research supplier performance requires early termination of the Contract will be in alignment with the Terms and Conditions, which can be viewed at Attachment 5 – Terms and Conditions.

#### 14. INTELLECTUAL PROPERTY RIGHTS (IPR)

14.1 The resulting outputs shall be the intellectual property of the Authority. The analysis, and the interim and final reports, shall be the property of the Authority. The Supplier shall not disclose the report (either in part or in full) to any third parties prior to publication by the Authority, unless the Authority gives expressed written consent to do so.

#### 15. SECURITY AND CONFIDENTIALITY REQUIREMENTS

15.1 Suppliers are expected to follow security requirements as set out in their individual Generic Security Accreditation Documents.

#### 16. PAYMENT AND INVOICING

16.1 Payment will be made in milestones dependent upon key stages being completed.

16.2 Payment schedules are provided in Attachment 4.

16.3 Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.

16.4 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.

16.5 All invoices shall include the appropriate purchase order number and shall be sent to the following address:

DWP SSCL Accounts Payable  
REDACTED  
Shared Services Helpline: REDACTED

#### **CONTRACT MANAGEMENT**

16.6 The Authority's Project Manager for the research is REDACTED, Universal Credit Analysis Division.

#### **17. LOCATION**

17.1 The majority of services shall be carried out at the Supplier's premises.

17.2 Occasional travel to the Authority's offices will be required. The Universal Credit Analysis team is located at REDACTED and REDACTED.

17.3 Qualitative interviews may be carried out in other locations across the United Kingdom.

**ANNEX B**  
**Supplier Proposal**  
REDACTED

## **Part 2: Contract Terms**

Please refer to copy of Terms and Conditions of Contract provided separately.



### **Part 3: Supplier Costings**

**REDACTED**

