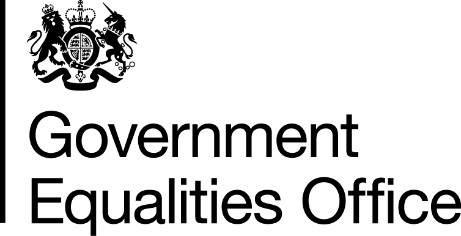
**DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS**

* 1. **Letter of Appointment**



Dear Sirs

**Letter of Appointment**

This letter of Appointment dated 21st October 2021, 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: | To Be Confirmed By Customer |
| From: | Government Equalities Office (“Customer”)  Sanctuary Building  Sixth Floor  Great Smith Street  London  SW1P 3BT |
| To: | Alma Economics Ltd ("Supplier")  24 Stoke Newington Road  London  N16 7XJ |

|  |  |
| --- | --- |
| Effective Date: | 25th October 2021 |
| Expiry Date: | 24th April 2022 |

|  |  |
| --- | --- |
| 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: | **REDACTED** |
| [Guarantor(s)] | Not Applicable |

|  |  |
| --- | --- |
| Contract Charges (including any applicable discount(s), but excluding VAT): | Maximum Contract Value - £75,000.00 exc VAT  Please see Contract Schedule 6 Annex 1 |
| Insurance Requirements | Additional public liability insurance to cover all risks in the performance of the Contract, with a minimum limit of £1 million for each individual claim.  Additional employers' liability insurance with a minimum limit of £1 million for each individual claim.  Additional professional indemnity insurance adequate to cover all risks in the performance of the Contract with a minimum limit of indemnity of £1 million for each individual claim.  Product liability insurance cover all risks in the provision of Deliverables under the Contract, with a minimum limit of £1 million for each individual claim. |
| Liability Requirements | **Suppliers limitation of Liability** (Clause 18.2 of the Contract Terms); |
| Customer billing address for invoicing: | Cabinet Office, PO Box 405, SSCL, Phoenix House, Celtic Springs Business Park, Newport, NP10 8FZ.  Email: [APinvoices-CAB-U@sscl.gse.gov.uk](mailto:APinvoices-CAB-U@sscl.gse.gov.uk) |

|  |  |
| --- | --- |
| GDPR | Contract Terms Schedule 7 (Processing, Personal Data and Data Subjects) |
| Alternative and/or additional provisions (including Schedule 8(Additional clauses)): | Not Applicable |

**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**

# SCOPE OF REQUIREMENT

## The Supplier will conduct the following research activities (further detail is available in “The Requirement” below):

### Data cleaning.

### Qualitative analysis - robust thematic analysis of all open consultation questions, including by key groups (and other demographic factors of interest).

### Quantitative analysis - robust analysis of all closed consultation questions with frequencies and cross-breaks, including by key groups (and other demographic factors of interest).

### Provide a synthesis of this analysis in a full report; accompanied by a summary report and slide pack which describe the key findings. The full report and summary will be of such a standard so that it is fit for external publication.

### A presentation of interim findings (exact format to be decided).

### A presentation of findings, summarising results for policy officials, to be delivered to an audience of GEO officials (exact format to be decided). A further presentation to Ministers or Special Advisors might also be sought. Bids should reflect the cost of this potential additional presentation.

* A full and cleaned dataset and code book containing responses to the questions likely to be as a .csv file (exact format to be decided).

# THE REQUIREMENT

## **Aim**

* 1. The aim of this project is to robustly and objectively analyse the responses received to the Conversion therapy consultation. This will involve quantitative analysis of responses to the multiple-choice questions, and qualitative analysis of the free-text responses to draw out key themes and exemplar quotes, in order to provide a summary of the variety of views provided on particular issues contained in the consultation, and associated strength of feeling.

## **Objectives**

## In order to achieve the project aim, the Supplier will need to:

### Clean the dataset of final consultation responses.;

### Collate and robustly analyse responses to the consultation questions to provide an overview of the views from both individuals and organisations, identify any campaigns; and

### Provide a final report and presentation on the consultation responses along with a clean dataset to the Authority.

## **Research questions**

* 1. The research questions for this project will closely reflect the content of the consultation questionnaire, which will be available either once the Supplier has been selected or when we have launched the consultation - whichever comes first. We anticipate these questions being developed in September 2021; however, given the timings needed to onboard a Supplier it is necessary to launch this invitation to tender before the consultation is finalised.

## **Methodology**

**Sample Size and Pricing**

* 1. It is not possible to accurately predict the final number of responses that will be received when the consultation closes, but based on previous experience from other consultations, we expect around 100,000 responses.
  2. As noted above, the consultation questionnaire contains a combination of closed-option items, and free-text items. Not all items will be applicable to all respondents, and not all respondents will provide a response to questions, even if they are applicable. When data cleaning has been completed the Supplier will need to ensure that they have an appropriate and consistent N number for each question.

**Data processing**

* 1. GEO will provide the Supplier with a dataset likely to be in .csv format, including all responses (to both multiple-choice and free-text questions) received via its online portal; along with a spreadsheet of non-standard responses received through email or hard copy. GEO will carry out the data entry for the non-standard responses. We will enter the data onto a database which mirrors the online consultation, but it will be up to the Supplier to merge these two datasets.
  2. Some cleaning of the dataset is likely to be required by the Supplier prior to analysis, but we envisage this to be relatively limited in scale. For example, it may become evident that there is a significant attempt to deliberately disrupt the consultation with irrelevant or disruptive responses. Alternatively, a single individual may attempt to skew the findings by intentionally submitting multiple identical responses. Our previous experience of the GRA suggested that the majority of the responses were not directly copied from campaigns, but were from individuals and written in their own words even if informed by campaign groups’ suggestions and templates.
  3. We advise that the Supplier should undertake an initial assessment of the quality of the data, with any emerging issues to be dealt with on a case-by-case basis. In order to avoid the risk of discounting any respondents’ views inappropriately, removing responses should be seen as a last resort, only if objectively justifiable, and should be avoided if at all possible.
  4. Data cleaning should involve the following, with both the quantitative and qualitative responses checked to:
* Identify any incomplete responses.
* Detect and remove not applicable/ does not apply responses.
* Identify the number of duplicate responses or extremely similar responses that might either be part of coordinated campaigns, those that fail screening checks, or from the same individual, and ‘speeders’; and
* Identify an appropriate N for each question.

The qualitative responses should be checked to:

* Separate individual terms, remove punctuations and numbers.
* Convert upper to lower case (*Tokenization*).
* Correct spellings, typos, abbreviations using dictionary function.
* Correct stemming – obtaining base or stem words.
* Detect (and discount from analysis) hate speech, sarcasm and trolling using software such as HateSonar hate speech detection library within Python (programming language).
  1. The Supplier will need to deliver a short methods paper (within the second week of the contract) which describes the proposed approach to data cleaning, and report on the numbers and proportions that have been affected.
  2. Bidders are invited to comment (ideally based on past experience) on what they believe would be the best approach for reviewing the dataset, assessing quality, and cleaning the dataset, and why.
  3. As part of the initial assessment of data quality, it may become evident that multiple respondents have submitted very similar or identical responses. These may be part of a coordinated campaign led by an organisation, which has provided template responses or guidance on how the questions should be answered. In these cases, the responses should still be treated and counted as individual cases (as we will assume the respondents agree with the responses they have provided), but we will expect the Supplier to provide a summary of the template responses received, and the source of these, if possible. Our previous experience of the Gender Recognition Act consultation showed that 1% of all submissions were removed as duplicate responses.
  4. In the consultation, respondents will be asked a range of demographic questions. Among these will be questions on sexual orientation and gender identity. Respondents will be allowed to write in their preferred response as open text if they chose the “other” option. As part of the data cleansing, the Supplier will be asked to develop a framework to analyse responses by sexual orientation and gender identity. Time should be allowed to recode the open responses into analysable categories.

**Qualitative analysis**

* 1. The Supplier will carry out qualitative analysis of the free-text responses as part of this project. We envisage that analysis will involve taking a random sample of free-text responses for each question and manually reviewing these, through an iterative process. This coding framework would then be used to code the remainder of the responses.However, we are open to alternative suggestions for how to do this.
  2. We require responses from organisations to be analysed separately to individual responses. We also require all organisational responses to be reviewed manually.
  3. Due to the number of responses anticipated, our recommended methodology would involve a semi-automated or machine learning approach, rather than coding all individual responses manually. While bidders may propose an entirely manual coding methodology if they wish, we do not believe this will be as cost-effective as an automated approach, given the timetable.
  4. We envisage that the final coded dataset would then be used to identify key themes emerging from the free-text responses and exemplar quotes, to be presented alongside the quantitative findings to the multiple-choice responses, providing context and explanation. We would expect key themes to be accompanied by some assessment of the strength of support for that view.
  5. Due to the lower level of accuracy involved in more complex analysis, we envisage that coding will be limited to thematic analysis only, rather than more advanced text analytics such as sentiment analysis. However, bidders are welcome to propose more advanced text analysis methods if they believe they would: add significant value; can demonstrate their successful application to similar projects; and can ensure that the final results will be completed before the project deadline. As the project is a national consultation informing planned legislation the deadline (and delivery of final products) is non-negotiable and cannot be moved under any circumstances.

**Quantitative analysis**

* 1. The Supplier will be required to undertake descriptive quantitative analysis of responses to the multiple-choice questions, as well as a range of cross breaks based on key demographics and descriptives. These will be agreed with GEO at a start-up meeting, or at a subsequent time prior to analysis. At a minimum, this will reflect the groups the consultation is targeted at (see section 3.7).
  2. The Supplier is required to provide results for individual responses and organisational responses separately.
  3. The Supplier is also required to conduct analysis on responses inspired or informed by campaign groups, and identify whether and how far this is a feature of the consultation. A key challenge for the Supplier to lead and advise on will be how to treat these responses in the wider data analysis.

## **Final report**

## The Supplier will be required to write up their findings in a final report, combining the quantitative and qualitative analysis and presenting them according to the sections and questions as set out in the consultation document.

## The report should draw out top line results for each of the quantitative questions, followed by relevant cross breaks (for individuals and for organisations). It should also present reasons given by respondents, where they were able to, for their responses to the multiple-choice questions (e.g. reasons respondents agreed with a proposal, or why they disagreed with it), along with anonymised, exemplar quotes where we have permission from the respondent to publish it (there will be a question in the consultation which specifically asks respondents to give their permission to do so).

## Analysis will be conducted by theme (themes will be mapped onto the research questions) and by ‘whole case’ analysis will explore the relationship between professional context, experiences and attitudes. Such analysis is also useful for generating detailed case studies (suitably anonymised) to illustrate key research findings.

## **Presentations**

## The Supplier will be expected to make at least two formal presentations on the work. The current dates given are based on our current timetable, and exact dates will be confirmed at the start up meeting. A further presentation to Ministers or Special Advisers might also be sought. Bids should reflect the cost of this potential additional presentation.

## The first presentation will be given w/b 10th January 2022. It will be intended to be an interactive session with key policy officials and analysts to shape the remainder of the analysis, and analytical products. The Supplier should be prepared to present:

## Top line findings from the quantitative analysis.

## Emerging themes/ early codes from the topic modelling analysis; and,

## Proposal for final methodological approach for topic modelling analysis.

## The second presentation will be expected in March 2022. The exact format of the presentation will be negotiated between GEO and the Supplier but it will likely present an overview of the analytical process, main findings and lessons learned across GEO, the Cabinet Office, and potentially other government departments and key stakeholders. However, this presentation could also be reserved for an alternative purpose and audience, negotiated between GEO and the Supplier.

* 1. We will also expect the Supplier to be responsive to requests for more informal discussions of findings throughout the project.

## **Delivery of the final dataset**

* 1. The final dataset will be presented to GEO in a format and standard which will make it easy to interrogate by GEO staff. The exact format will be agreed between GEO and the Supplier before the completion of the project but we anticipated that the most usable format would be as.csv file or files. We will require the Supplier to provide a user guide.

# KEY MILESTONES AND DELIVERABLES

## **Project Timetable**

## The Project timetable below sets out the timetable for the milestones and deliverables for this work. The final delivery date for this contract is fixed and unmovable. However, the Supplier is invited to discuss the timetable for the delivery of different elements *within* the project timetable. The current dates given are based on our current timetable, and exact dates will be confirmed at the start up meeting.

## As part of their tenders, bidders should provide as detailed a timetable as possible.

## The following contract milestones/ deliverables shall apply:

|  |  |  |
| --- | --- | --- |
| Milestone/ Deliverable | Description | Timeframe or Delivery date |
| 1 | Project start-up meeting (likely to be held virtually) | Within first week of Contract Award |
| 2 | Short method paper on approach to data cleaning | Within first week of contract |
| 3 | Weekly updates on progress and risks to the delivery of the project | From first week of Contract Award |
| 4 | Agree/share final cleaned dataset for analysis | w/b 13th December 2021 |
| 5 | Early presentation/workshop on emerging findings and methods covered in topic modelling given by supplier for GEO representatives | w/b 10th January 2022 |
| 6 | Progress meeting with GEO representatives to update on findings based on latest analysis | w/b 17th January 2022 |
| 7 | Delivery of first draft analysis report summarising and synthesising both qualitative and quantitative findings from the consultation | w/b 31st January 2022 |
| 8 | A final version of the analysis report, using the GEO publication template and compliant with the GEO style guide and accessibility rules. | w/b 21st February 2022 |
| 9 | A second presentation giving an overview of the methods main findings and implications for policy development. This will need to be provided with speaking notes. | March 2022 |
| 10 | A final quality assured and coded dataset and user guide, easily accessible for interrogation by GEO staff. | March 2022 |

# 

## **Deliverables**

## The research report must be accessible, concise and written in plain English, suitable for a non-specialist audience. The report must be written in an objective, unbiased way, and must follow the Authority’s style guidance and be written using the approved Authority report template, which will be made available to the Supplier. All reporting submitted to the Authority must be thoroughly proofread.

## The Authority will review and comment on at least three drafts prior to agreeing final versions and approving payment of related invoices, pending quality assurance. The Authority’s staff will require an amount of time to be agreed with the Supplier. The Supplier will be expected to redraft the report based on comments, and resubmit the report. The final report will be reviewed, accepted and signed off by the Authority’s Senior Analyst and the Deputy Director of LGBT policy. A timetable for doing this is presented above in the contract milestones/ deliverables timetable above

## In addition to the delivery of the research report, the Authority requires a final coded dataset (with user guide), which is easily accessible for interrogation by GEO staff, and a pack of presentation slides on the research findings with speaking notes.

# MANAGEMENT INFORMATION/ REPORTING

## The Supplier will be expected to work and report to the appropriate Authority staff. Full details of whom the Supplier will be required to report to shall be provided upon contract award.

## Progress reporting should take the form of a clear weekly progress email detailing progress against agreed work milestones and highlighting key tasks undertaken in preceding week, tasks to be undertaken in the following week, and any emerging issues or risks which need to be addressed. The frequency of the progress email may adapt relative to the work schedule, in agreement with the Authority. The Authority expects the Supplier to engage in discussions via telephone, video conference or face-to-face, when required.

# VOLUMES

9.1 This contract is for a one-off request for research services involving qualitative research, quantitative research, reporting, and delivery of a dataset.

9.2 At this time the number of questions in total and by type which the research is to be based on, have yet to be finally decided. It is however anticipated based on past public consultations, that the number of survey responses will be in the region of 100,000.

9.3 As part of the research the following will be required:

* Written weekly update reports.
* A method paper on the approach to data cleansing.
* An agreed cleansed data set for analysis.
* A presentation/workshop of early emerging findings
* A first draft analysis report.
* Final version of analysis report.
* Final presentation of methods, main findings and policy development implications (with speaking notes).
* Final quality assured and coded data base and user guide.

# CONTINUOUS IMPROVEMENT

## The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the contract duration.

## The Supplier should present any changes to the way they intend to work or deliver the contract during weekly updates.

## 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.

# SUSTAINABILITY

11.1 Not applicable.

# QUALITY

## Reports should be concise and written in plain English, and be presented in a way that is accessible and engaging for policymakers, ministers and wider stakeholders. The final research report must be written for non-specialists in an objective, unbiased way.

## The report should follow the Authority’s style guidance and be written using the Authority’s report template. This will be provided at post-contract award.

## The Authority will review and provide substantive comments drafts of the report, providing these comments have been addressed and the report is of sufficient quality the Authority will sign off/ agree a final version.

# STAFF AND CUSTOMER SERVICE

## The Supplier shall provide a sufficient level of resource throughout the duration of the contract in order to consistently deliver a quality service.

## The Supplier’s staff assigned to the contract shall have the relevant qualifications and experience to deliver the contract to the required standard.

## The Supplier shall ensure that project staff understand the Authority’s vision and objectives and will provide excellent customer service to the Authority throughout the duration of the contract.

# SERVICE LEVELS AND PERFORMANCE

## The Authority will measure the quality of the Supplier’s delivery by:

|  |  |  |  |
| --- | --- | --- | --- |
| KPI/ SLA | Service Area | KPI/ SLA description | Target |
| 1 | All components | Delivery of draft reports to agreed quality and timetable.The Supplier will deliver one objective, authoritative, succinct, well-written research report, summarising and synthesising relevant findings, to publication standards. The report must be well structured and use Plain English, avoiding technical jargon. A draft outline of the structure should be provided by the supplier and agreed with the Authority. The report will be quality assured by the Authority. The Authority will provide comments on the content and quality of the reports at least twice. The Supplier is expected to actively engage and respond to comments.The report will be accepted and signed off by one of the Authority’s Senior Analysts and the Deputy Director of LGBT policy.Research report to be presented to be delivered to and agreed by the Authority before the end of the contract (see contract milestones/ deliverables timetable above). | 100% |
| 2 | All components | The Supplier will need to provide:A dataset of all responses from the consultation in an agreed format; andTwo presentations on findings throughout the course of the project with specific dates to be agreed in advance with the Authority (see contract milestones/ deliverables timetable above). | 100% |
| 3 | Communication | The Supplier will need to provide weekly progress reports by email against agreed work milestones.The Supplier will need to contribute to virtual discussions as required.Attendance and active contribution to any meetings. | 100% |
| 4 | Project management | The Supplier will need to circulate all action points from meetings for agreement within two working days of meeting. | 100% |
| 5 | Account Management | Requests or queries from the Authority responded to within 24hrs. | 100% |
| 6 | Account Management | Complaints escalated within 24hrs and resolved within 72hrs. | 100% |

## The Authority will maintain a record of the Supplier’s adherence to the agreed service level and performance timelines. Any non-adherence will result in performance review meetings between the Authority and the Supplier, to provide a full debrief and explanation as to why the service level agreement was not met. Improvement plans will also be established here.

# SECURITY AND CONFIDENTIALITY REQUIREMENTS

## The Supplier will comply with the General Data Protection Regulation (GDPR) 2018 and all other applicable and appropriate laws of England and Wales. The Supplier shall have in place appropriate and up-to-date data security protocols, which are compliant with the Authority’s [Security policy framework](https://www.gov.uk/government/publications/security-policy-framework) standards.

# PAYMENT AND INVOICING

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

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

## Invoices should be submitted to: Cabinet Office, PO Box 405, SSCL, Phoenix House, Celtic Springs Business Park, Newport NP10 8FZ. Email: [APinvoices-CAB-U@sscl.gse.gov.uk](mailto:APinvoices-CAB-U@sscl.gse.gov.uk). Please copy all invoices to the Authority’s project manager.

## Payment will be made within 30 days following receipt of a correctly submitted invoice as specified above.

# CONTRACT MANAGEMENT

## Contract management activities shall be undertaken by the Authority in partnership with the appointed Supplier.

## A formal Contract Management Plan should be established to provide the key components of a management and operations plan for this Contract.

## Progress reporting will take the form of a weekly email update. An initial inception meeting and meetings involving presentations of findings will need to take place. It is anticipated that these will be carried out via video conference.

# LOCATION

## The Services will be carried out at the Supplier’s premises. The Supplier will not be expected to attend the Authority’s offices at any point, for any contract or project meetings, unless otherwise agreed, for example for presentations of findings.

**Annex B**

**Supplier Proposal**

**REDACTED**

* 1. **Contract Terms**

See Attachment 5b Contract Terms