Appendix E: Completed Commissioning Letter

[redacted]
co-Director of Economic Policy,
The Behavioural Insights Team,
58 Victoria Embankment,
London,
EC4Y 0DS

Monday, 8th April 2024

Dear [redacted]

PS21172 – Energy and Climate Change Behavioural Science Framework -
PS24076 - The Impact of Misinformation on heat pump demand

Thank you for your response to the Specification for the above Commission by The Department for Energy Security and Net Zero (DESNZ) (the Customer) through PS21172 – Energy and Climate Change Behavioural Science Framework dated Monday, 8th April 2024 between (1) Department for Energy Security and Net Zero (DESNZ); and (2) The Behavioural Insights Team (the Framework Agreement).

Annexes
A. Call Off Quote Specification
B. GDPR Processing
C. Supplier Submitted Tender

Department for Energy Security and Net Zero (DESNZ) accepts your Tender from Annex C – Call off Quote submitted in response to our Specification, (Annex A).

The Call–Off Terms and Conditions applicable to this contract are those set out in PS21172 – S3 – Services Purchasing Contact to the Framework.

The agreed total charges are £89,931.25 exclusive of VAT which should be added at the prevailing rate. The agreed invoice schedule is as follows:

All invoices should be sent to - DESNZ c/o UKSBS, Queensway House, West Precinct, Billingham, TS23 2NF
[redacted]

You are reminded that any Customer Intellectual Property Rights provided in order to perform the Services will remain the property of the Customer. The following deliverables have been agreed:

Deliverables – Please see Annex A Specification.

The Services Commencement Date is Tuesday, 9h April 2024

The Completion date is Tuesday, 21st January 2025
Please note that the contract will run for an additional 12 weeks following delivery of final outputs. This is to allow for additional flexibility as well as time for final tweaks to the report and help with publication. However, there wouldn't be any remaining payments attached to this period.

The Contract may be terminated for convenience by giving 30 days' notice in accordance with clause A3-8 of the PS21172 – S3 – Services Purchasing Contract, Call-off Terms and Conditions.

Your invoice(s) for this work must include the following information:
Commission number: PS24076 - The Impact of Misinformation on heat pump demand

Where GDPR applies, The Supplier shall only process in accordance with the instructions as advised in Appendix B and comply with any further written instructions with respect to processing by the Contracting Authority.

The Authorised Representative for this Commission will be [redacted] who can be contacted at [redacted]

Congratulations on your success in being selected to undertake this Commission.

Yours sincerely

[redacted]
UK Shared Business Services Limited

BY SIGNING AND RETURNING THIS COMMISSIONING LETTER THE SERVICE PROVIDER AGREES to enter a legally binding contract with the Customer to provide to the Customer the Services specified in this Commissioning Letter and Annexes incorporating the rights and obligations in the Call-off Terms and Conditions set out in the Framework Agreement.

Signed on behalf of (Contracting Authority)

Name and Title	[redacted]
Signature	
Date	10/4/2024

Signed on behalf of (supplier)

Name and Title	[redacted]
Signature	
Date	8/4/2024

Annex A – Specification

Requirement

Please see below full details of our requirement:

Project Description:

1. Brief background and evidence gaps

HMG has a legally binding commitment to reach Net Zero by 2050. To achieve this, consumers will need to transition from fossil fuel heating systems to low carbon heating. Heat pumps are the primary technology that is ready and proven to decarbonise homes at scale, and DESNZ has a target to install 600,000 per year by 2028. To reach the target of 600,000 heat pump installations per year, public awareness and acceptance of the technology needs to increase as consumer demand cannot be driven by installers and manufacturers alone.

One issue that may be impacting acceptance of heat pumps is misinformation. This topic has been discussed by Minister Lord Callanan in the media.[1] Information about heat pumps is being shared by the media and stakeholders, which may be skewed to negative, incorrect or exaggerated stories of heat pump adoption. Some recent examples include:

1. They are noisy.[2]
2. They cost too much to install/run.[3]
3. They aren't reliable.[4] [5]
4. They don't work in the cold.[6]
5. They don't work in older homes.[7]

Some of these stories are generally well founded, such as believing that heat pumps are expensive. Some stories include incorrect misconceptions about heat pumps, such as believing that they might not work well in the cold[8]. Other stories may be exaggerated or skewed towards negative aspects, for example the noise, disruption, cost or thermal comfort[9] of a heat pump. Online information which is imbalanced or skewed towards incorrect and exaggerated claims could be considered an environment where misinformation is a problem.

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[1] https://news.sky.com/story/campaigns-of-misinformation-around-heat-pumps-says-energy-minister-amid-record-number-of-installations-13052428

[2] https://www.dailymail.co.uk/news/article-11972635/Britons-complain-problems-heat-pumps-amid-soaring-energy-bills.html

[3] https://www.telegraph.co.uk/news/2023/12/19/one-by-one-the-heat-pump-myths-have-crumbled/

[4] https://www.dailymail.co.uk/news/article-12989315/Parents-fury-primary-school-closes-SIX-times-just-three-months-brand-new-358-000-heat-pump-breaking-down.html

[5] https://www.dailymail.co.uk/news/article-12995569/elderly-disabled-forced-use-ovens-warm-sheltered-housing-heat-broke.html

[6] https://www.thetimes.co.uk/article/heat-pumps-fail-at-1c-say-people-of-eco-village-backed-by-king-c89gz2p0q

[7] https://inews.co.uk/inews-lifestyle/money/bills/heat-pump-regret-energy-bills-2859627

[8] https://www.ipsos.com/en-uk/decc-taking-more-efficient-heating-systems

[9] https://www.theccc.org.uk/wp-content/uploads/2018/11/Public-acceptability-of-hydrogen-in-the-home-Full-report.pdf

Misinformation about heat pumps may be affecting the public's beliefs about them and therefore could be having a negative effect on current and future demand. Understanding whether this is the case and why it is happening is needed to combat misinformation appropriately. This research would contribute to the department's understanding of the impacts of misinformation and its strategy for mitigating these, providing reassurance if misinformation of heat pumps is not occurring. If misinformation is having an impact on heat pump demand, the department would use this data in its communications strategy to counteract messages that have gained wide-spread acceptance and prevent further myths from spreading.

There is tentative evidence that misinformation may already be having an effect on heat pump uptake. In a DESNZ commissioned study on heat pump demand[10] (details to be shared with the supplier upon contract signage), individuals who self-reported they knew a fair amount or a lot about heat pumps were less likely to want one. However, people who correctly answered a simple knowledge question about heat pumps were more likely to want one. In our recent study on supporting consumers through the transition to low carbon heating, we heard first-hand accounts of consumers who knew about heat pumps not wanting one because of common myths (as described above). Survey research by Nesta which asked heat pump owners about their experience also found that 73% of heat pump owners are as satisfied or more satisfied with their heat pump compared to their previous heating system[11]. This could mean there is a proportion of the population who have incorrect or exaggerated beliefs about heat pumps which are leading them to not want a heat pump.

To date, evidence examining the most common heat pump myths does not meet our needs. For example, Good Energy conducted a survey of 2000 consumers who rated heat pump statements as true or false.[12] However, they used anecdotal examples from the media and social media channels and we are not aware of them assessing how these beliefs may impact uptake. We are not aware of other research which has explored the impact of misinformation on heat pump beliefs.

The aim of the project is to establish what myths are being circulated, understand where they are coming from and what impact they may have on consumers' heat pump beliefs.

2. Research Questions

This project aims to answer two overarching research questions:

1. What misinformation is being shared online?
   a. Which themes related to potential misinformation are being shared and to what frequency?
   b. Are there trends in which themes get shared more frequently?
   c. Where are these usually found (e.g. traditional media, social media)?
2. What is the impact of misinformation on the public's heat pump beliefs?
   a. Which myths or themes do the public believe and how widespread is this?
   b. Where are people getting this information from?
   c. What is the impact of these beliefs on likely uptake?

3. Rationale *(provide detail on how this is a behavioural science project, why using the framework will be useful for commissioning this project and how the project will inform policy development)*:

[10] HP WTP Presentation v3.pptx
[11] https://www.nesta.org.uk/report/heat-pumps-a-user-survey/
[12] https://specifierreview.com/2023/11/16/heat-pump-misinformation/

This project adheres to the requirements of Lot 2.
Misinformation is a complex behavioural issue that the global behavioural science community are striving to understand and solve13. This research uses a behavioural lens to misinformation, aiming to understand how individuals consume and interact with information shared via traditional media and social media. It also applies a behavioural lens in the survey research by understanding consumers beliefs on heat pump. This will be used to generate behavioural solutions to countering myths which may impact beliefs about heat pumps.

Lot 2: Understanding end users and developing behavioural solutions: *Using social research methods (qualitative and quantitative) to generate evidence about how people think, feel and behave to feed into policy development and generate solutions to behavioural issues. This could include: identifying the barriers and enablers of a behaviour (e.g. to consumer uptake of energy efficient products); understanding people's awareness and perceptions of policies (e.g. HUG or opt-out switching); mapping user journeys (e.g. adopting a heat pump).*

4. Suggested Approach

Methodology

We suggest a methodology which involves two parts:

1. An analysis of traditional media article and social media posts to identify potential misinformation about heat pumps.
2. A representative survey to identify the impact of believing potential misinformation on likely heat pump uptake.

Media analysis

We suggest media articles and social media posts would be recorded and analysed. Comments and responses to posts would also be useful to analyse. To minimise search and analysis requirements, this should be kept to a particular time period, such as the last 6 months. The exact outlets and media platforms will be agreed with the contractor, but we expect UK media articles will be restricted to major news outlets (e.g. BBC, The Guardian, The Sun, Daily Mail, The Times, Daily Telegraph). Social media posts would likely be restricted to platforms such as X (formerly Twitter) and Facebook. All posts should be limited to UK users / articles. Keywords / channels to be used for data collection will need to be finalised with the supplier. Collecting large amount of data from websites will likely require an automated process and therefore should follow all legal and GDPR requirements, we welcome the suppliers views on how best to go about this.

We are open to hearing from suppliers about the most appropriate analytical strategy, or combination of strategies. Possible approaches could include a sentiment analysis to identify the characteristics of heat pumps that are being shared and whether these are positive, negative or neutral; analysing the reach of posts, such as data on the number of 'reactions' to a post or article and how often it is shared; analysing how posts and articles are spreading and key accounts which influence the sharing of 'viral' posts or articles; or analysing the types of information using content analysis. The exact analytical strategy will need to be agreed with the supplier.

Survey

We expect a survey with a nationally representative sample (UK wide) of 1,000 homeowners will be conducted. The sample could be recruited from a panel or the questions added to an omnibus survey, and the supplier should stipulate which is more feasible and appropriate.

[13] https://www.oecd.org/publications/an-international-effort-using-behavioural-science-to-tackle-the-spread-of-misinformation-b7709d4f-en.htm

The survey would include the following questions:

- Demographics (e.g. age, region, income, ethnicity) and property characteristics (e.g. type, size, heating system, energy efficiency measures).
- General heat pump awareness and likely uptake (the wording will be aligned with the Public Attitudes Tracker questions).
- Understanding of and beliefs about heat pumps (e.g. how they work, costs, disruption, use in home). We expect that these will include a mix of open and closed questions to both test their understanding and capture the full range and detail of participants' beliefs.
- Sources where participants have heard information on heat pumps from (e.g. newspapers, social media, friends/family etc.).
- Attitudes and levels of concern towards climate change and related net zero behaviours. For instance, consumers may be hearing information about hydrogen for heating which could impact their heat pump beliefs, so we could ask questions about hydrogen awareness and beliefs.

Analysis

We would welcome the contractor to detail any statistical analyses that may be able to show the impact of online information / misinformation on likely heat pump uptake. As a minimum we expect the contractor to triangulate the findings from phases 1 and 2 of the project.

The supplier should produce descriptive data tables including all survey questions split by sub-groups of interest and with significance testing applied. We would expect the supplier to share a table specification with DESNZ for input. The supplier should also detail their quality assurance processes.

The supplier should detail how they would deliver the research, indicating how they would identify and recruit the necessary sample, as well as how they would build upon and adapt the approach where appropriate, especially the media analysis. We are open to the supplier submitting alternative methodologies if they feel they would be better suited to fulfilling the research objectives.

5. Desired Outputs

Phase 1 - **Interim findings presentation** - A 1 hour meeting with the immediate research and policy team, where the contractor would present initial findings from the media analysis and any amendments to the approach to Phase 2 would be discussed. The presentation should incorporate time for DESNZ colleagues to ask questions.

Full report (max 25-30 pages, this does not include annexes) that adheres to Government Social Research and accessibility standards.[14]

Internal document on recommendations /behavioural solutions based on the findings (1-2 pages).

Presentation for DESNZ policy colleagues presenting key findings and implications. Approx. 1-1.5 hour, including questions.

Additionally, we anticipate one round of reviews for survey scripts and screeners, the report skeleton and three rounds for the final report.

[14] https://assets.publishing.service.gov.uk/media/628f647d8fa8f5039107d502/2022-GSR_Publication_protocol_v4_Final.pdf

6. **Ethical Considerations/Delivery Risks** (please include any challenges the contractor may face, possible mitigations and where the contractor should consider additional mitigations)

Ethical

We appreciate that the media analysis is an innovative method. There could be ethical concerns around data extraction of media posts. DESNZ are currently in the process of obtaining the relevant information governance approvals required. Personally identifiable information (PII) is removed during the extraction of the posts and before the analysis. Best practice will also be taken in the analysis and dissemination stages.

Participants will have the opportunity to withdraw from the survey at any point and will be informed how and why their data is being used prior to consenting to participate in the focus groups/survey.

Participant data will be kept anonymous and confidential in all presented work.

Delivery

There can be challenges around developing appropriate survey questions to capture data on attitudes and beliefs. We will work with the contractor to develop survey questions, utilising standard wording (e.g., from the Public Attitudes Tracker where appropriate). The contractor should include cognitive testing of the survey questions.

Survey incentives should be proportionate to time needed by participants to complete the survey and the survey should not be too cognitively taxing (e.g., in recall of sources of information, completing questions of beliefs and attitudes).

6. **Project Management** *(common practice is weekly project meetings, email updates between meetings, occasional attendance at a wider meeting to share findings / updates, contractors manage a project tracker and risk log which BEIS has access to)*

We require the following project management activities:

- An hour-long kick-off meeting with DESNZ social research and policy colleagues.
- Weekly 30-minute project check-in meetings, with written minutes and actions circulated by the contractor afterwards.
- An extended meeting, following the social media analysis, to discuss any potential challenges that may have arisen and to feed into the survey design.
- Ad-hoc emails and meetings where necessary.
- Contractor to manage a project tracker and risk log which DESNZ has access to and can be referred to regularly in weekly meetings.

7. **Which DESNZ Colleagues Will Work on the Project?** *(you should also reach out to your team's social researcher [or other analysts if no social researchers are available] and request that they provide analyst support for the project – please confirm this here, with their name)*.

This will be a SABER led project.

8. **Funding and contract dates** *(if applicable)*

Funding Directorate[15]	Clean Heat
Finance Business Partner[16]	[redacted]

[15] This is the directorate which holds the budget for this research.

[16] The name of the finance business partner who can be liaised with in order to process payment.

Maximum value of the project[17]	£90,000 excluding VAT
Budget financial year[18]	2023-24 and 2024-25
Contract start date	Friday, 5th April 2024
Contract end date	October 2024
Are those dates flexible	Yes – 1-2 weeks on agreement with the Contracting Authority

[17] Annex II contains a list of average provider rates, which can be used to calculate the approximate value of the project.
[18] Please make clear the financial year from which budget for this research should be drawn.

Annex B – Schedule of Processing, Personal Data and Data Subjects

The Supplier shall only process in accordance with the instructions as advised below and comply with any further written instructions with respect to processing by the Contracting Authority. Any such further written processing instructions required by the Contracting Authority shall be incorporated into this Schedule and shall be a subject of a formal amendment to this Contract.

Description	Details
Subject matter of the processing	This project will process qualitative and quantitative responses related to participants attitude towards transmission infrastructure. The processing of names and business contact details of staff of both Contracting Authority and Contractor will be necessary to deliver the services exchanged during the course of the Contract, and to undertake Contract and performance management. The Contract itself will include the names and business contact details of staff of both the Contracting Authority and the Contractor involved in managing the Contract. The Supplier will need to confirm that they are UK GDPR or GDPR (if operating in the EEA) compliant when submitting a bid.
Duration of the processing	The data will be collected and processed between November 2023 and May 2024 (5/6 months total).

Nature and purposes of the processing	The nature of the processing: collection, storage, and analysis. Data will be collected in video calls/telephone calls, drawing from a panel of individuals residing in England and Wales. The raw data will be stored and analysed by the Supplier. The supplier will produce a non-disclosive summary report based on this analysis. The purpose of the processing is: to generate evidence to inform and justify the development of a public information campaign on transmission infrastructure. The nature of processing will include the storage and use of names and business contact details of staff of both the Contracting Authority and the Supplier as necessary to deliver the services and to undertake the Contract and performance management. The Contract itself will include the names and business contact details of staff of both the Contracting Authority and the Supplier involved in managing the Contract.
Type of Personal Data	**Sociodemographic characteristics:** A range of characteristics including socio-economic group. **Attitudes, behaviours, choices:** Responses to questions relating to transmission infrastructure. Name, date of birth, location, income bracket, Age, Gender, Work status, Work sector (if employed), Housing status (e.g., homeowner, renter), Rurality, Region, Length of time living in current location. Other factors to be determined with contractor (e.g. views towards net zero and renewables) Names, business telephone numbers and email addresses, office location and position of staff of both the Contracting Authority and the Supplier as necessary to deliver the services and to undertake the Contract and performance management. The Contract itself will include the names and business contact details of staff of both

	the Contracting Authority and the Supplier involved in managing the Contract
Categories of Data Subject	Members of the public in Great Britain.
Plan for return and destruction of the data once the processing is complete UNLESS requirement under union or member state law to preserve that type of data	The supplier should delete the Personal Data and erase the Personal Data from any computers, storage devices and storage media that are to be retained by the Supplier after the expiry of the Contract. The Supplier will certify to the Contracting Authority that it has completed such deletion. Where Personal Data is contained within the Contract documentation, this will be retained in line with the Department's privacy notice found within the Procurement Documents.

Annex C – Suppliers Tender

Supplier Response