

Defra Group Management Consultancy Call off Contract: Project Engagement Letter

Completed forms and any queries should be directed to Defra Group Commercial (DgC) at [REDACTED]. Please do not complete this form until you have liaised with DgC, and they have allocated you a lot to access Consultancies within and subsequent reference number.

Engagement details					
Engagement ref #	DPEL_61538_010				
Extension?	N	DPEL Ref.	N/A		
Business Area	Floods and Water				
Programme / Project	Consultation on the proposed ban of the manufacture, supply and sale of wet wipes containing plastic				
Senior Responsible Officer	[REDACTED]				
Supplier	KPMG				
Title	Consultation on the proposed ban of the manufacture, supply and sale of wet wipes containing plastic				
Short description	Consultant support to code, analyse and summarise responses to the consultation on a proposed ban of plastic wet wipes.				
Engagement start / end date	Proposed start date 24/10/2023	Proposed end date 22/12/2023			
Consultancy Spend approval reference	N/A				
Expected costs 23/24	£125,000 (excluding VAT)				
Expected costs 24/25	£0				
Expected costs 25/26	£0				
Dept. PO reference	TBC				
Lot #	Lot 1				
Version #	0.1				

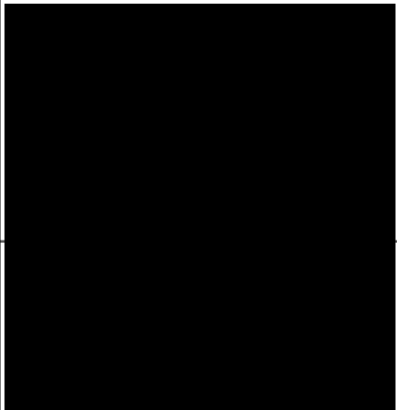
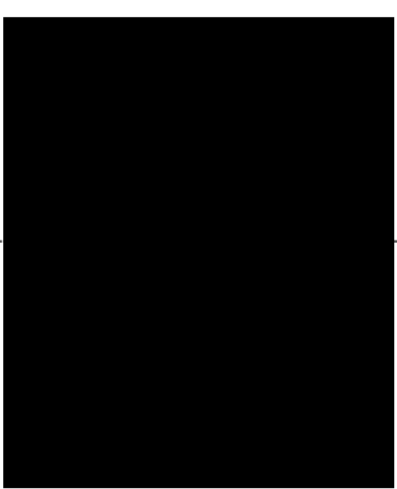
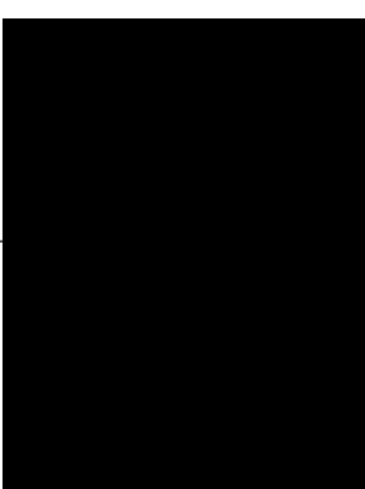
The parties agree that this DPEL is governed by the MCF2 RM6008 Call Off Order Form entered into by the Customer and the Supplier dated 17/05/2021 for the provision of Defra Group Management Consultancy Support Arrangements.

Liability - Subject to Clause 37.1 (Unlimited Liability) of the MCF2 call off terms, the Supplier's total aggregate liability, in respect of all other Losses incurred by DEFRA under or in connection with this PEL shall in no event exceed a sum equal to one hundred and twenty-five per cent of the Call Off Contract Charges payable in connection with this PEL.

Approval of Project Engagement Letter



By signing and returning this cover note, Defra Floods and Water accepts the contents of this Project Engagement Letter as being the services required and agrees for KPMG to provide the services in accordance with the agreed Supplier Proposal under the overarching contract (), with Defra Group and confirms the availability of funding to support recharge for the services.

Signatures		
Supplier	Business Area	Defra Group Commercial
		
20 October 2023	19 October 2023	23 October 2023
Supplier engages with Business Area to complete. Once agreed, Supplier signs front page and sends to Business Area	Business Area signs front page and sends to DgC	On approval, DgC signs and returns copy to Business Area and Supplier

Supplier contact:

Business Area contact:

General Instructions

Defra are to issue a consultation in July 2023 seeking opinions from the public on the proposal to implement a ban of plastic wet wipes in the United Kingdom. In order to acquire sufficient insight and to facilitate the production by the department of a consultation report, Defra require assistance to conduct analysis on and summarise the response data. The consultation will include a mix of:

- Question responses; a set of responses to 37 survey questions; 17 for members of the public (18 for campaigns), 22 closed and 15 open (free text) issued using Citizen Space (CS).
- Question responses provided outside of the formal CS submission; it is understood that these will be shared in a consistent CS structure/format.

Based on similar recent consultations there is an expectation of up to 50,000 responses. The nature of the questions will require both a quantitative and qualitative approach to the analysis.

1. Background

We expect up to 50,000 responses to the consultation. Available standing resources in the Floods and Water Directorate are not sufficient to appropriately analyse this number of responses.

Ministers wish to implement this policy by no later than April 2024. To achieve this ambitious timeline it will be necessary to publish a government response, and RPC-cleared economic impact assessment, by October 2023. Additional consultant resources are required to achieve the consultation analysis in this timeline.

Defra does not currently have a means to sift 'campaign' responses to the consultation. Consultants have technology that can isolate duplicate and near-duplicate responses, thereby reducing the administrative burden associated with analysis of the consultation responses.

This is a one-off consultation on this topic, and we do not expect to undertake a further consultation on this subject. The consultant resources are filling a temporary resourcing gap on a one-off basis. Consultants will have access to proprietary technology that allows for rapid automated analysis and interpretation of large volumes of survey data, which will be necessary to achieve the timeline for this policy. We will request a full set of coded responses as part of the analysis that consultants are undertaking. This will allow Defra staff to carry out further analysis in-house in slower time.

2. Statement of services

Objectives and outcomes to be achieved

The engagement aim is to analyse the responses to the range of questions in the consultation on the ban of plastic wet wipes and summarise the response data (as detailed in the Deliverables section), taking into account potential campaign responses, and unstructured responses (free text).

Scope

The scope of the services are as follows:

- Receiving and ingesting the response dataset extract from Citizen Space and cleansing and preparing the data for analysis.
- Using automated data analysis technology to summarise high-volume survey data.
- Providing a summary of the coding and analysis approach and methodology for DEFRA.
- Identifying and segmenting campaign responses, and reporting on these to DEFRA.
- Performing a quantitative analysis of the responses segmented by respondent group (as agreed with DEFRA) and a qualitative analysis of free text responses, which is comprised of a thematic analysis based on pre-defined expected themes, as well as sentiment analysis.
- Investigate any hypotheses or focus areas as agreed with DEFRA.

It is not in KPMG's scope to interpret or provide any expert analysis on the responses beyond what is clearly evidenced in the response data, nor to comment on policy. Additionally, it is not in KPMG's scope to produce or publish a government response or publicly shared analysis of the consultation responses.

Assumptions and dependencies

Deliverables

Notwithstanding any other provision of this Contract, unless required by Applicable Law, the Client shall not without the Supplier's prior written consent:

- disclose any Supplier branded Deliverable to any third party; or
- alter any Supplier branded Deliverable.

Subcontracting

KPMG Global Services (Private) Limited are engaged by KPMG LLP to assist with the provision of the Services

Additionally:

- KPMG will depend on open channels of communication with key DEFRA personnel to answer questions and provide guidance on aspects of the consultation that may support our analysis.
- It is assumed that data will be received in a timely fashion to support the timelines expected as part of this engagement.
- It is assumed that data will be received in Excel format as extracts from the Citizen Space system, KPMG are comfortable for this to be chunked into more than one file where volumes mean that this is convenient.
- It is assumed that external responses received outside of Citizen Space will be parsed into the same format as the Citizen Space extract by DEFRA prior to sending to KPMG for analysis.

Risk management

Provide further details of any foreseen risks with this project and how they could be mitigated:

- Tight timelines for delivery – can be mitigated through prompt and open communications between DEFRA and KPMG to enable agile re-prioritisation of activities.
- Data loss – mitigated through enforcing an information protection plan ensuring your data is safe at all times of our stewardship. Ensuring that any unrequested data is deleted promptly and DEFRA notified.

Deliverables

The deliverable is an analysis summary of responses . This will primarily be composed of tabulated results and charts, focussed on key areas identified by DEFRA and supported by the data, highlighting the opinions regarding the ban of plastic wet wipes.

Underpinning this summary will be an analysis of up to 50,000 consultation responses, undertaken by the supplier in a consistent and technology driven manner.

Deliverable	Success Criteria	Milestone / Date	Owner (who in the delivery team?)
Project Stage A			
Analysis summary of responses	Agreement of DEFRA team lead	December	■■■■ ■■■■
Project Stage B (additional stages can be added)			
NA			
Internal Capability Development Outcomes			
NA			
Social Value Outcomes			
NA			

Limitations on scope and change control

Unless instructions to the Supplier are later amended in writing, the work undertaken will be restricted to that set out above. In providing the services detailed above, the Supplier will be acting in reliance on information provided by the Business Area.

The Project Engagement Letter is the agreed contract of work between the Defra Group Business Area and the Supplier and can be varied under the change control process. Any changes to timescales, scope and costs will require approval by DgC.

3. Delivery team

Provide details of the agreed team members including their roles and responsibilities during the project.

Total					£125,000
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Total resource	Total days* Engagement Length**	
*Total days worked across all resources **Total working days in engagement		

Business Area's team

4. Fees

Defra Group will reimburse the Supplier for approved work done according to the table below. The total fees for the scope of work detailed in this Engagement Letter will be £125,000, inclusive of expenses and excluding VAT.

Stage	Cost	Due (link to milestone dates)
A		
Summary Analysis of Responses	£125,000	December
B (additional stages can be added)		
NA	NA	
Expenses		
None expected and only in accordance with expenses statement below	NA	
Grand total	£125,000	

Business Area considerations:

- Are the costs and fees appropriate (costs linked to deliverables, rates and drive value for money)?

Expenses statement

Defra Group overarching contract rates include expenses for any travel to/from any UK location defined by the Business Area as the base office for the work. Only expenses for travel at the Business Area's request from this base can be charged. If appropriate, define permissible expenses to be charged.

Payment

The Supplier should invoice fees monthly in arrears. Defra Group will reimburse fees monthly on confirmation of approval of work delivered by the Business Area. The Supplier will keep an accurate record of time spent by staff in providing the services and provide this information and supporting narrative, if requested.

5. Governance and reporting

As part of the Call-Off Contract, the Supplier and Business Area agree to provide reporting on the following:

- The project will be governed through regular progress update meetings with the Defra
- Weekly status updates which will be shared amongst the team and will detail progress against the plan alongside any risks identified.

Key Performance Indicators

KPI	KPI Requirement	Description	Reporting Frequency	Who Measures	Method of Measurement	Performance Target
	See Deliverables					

Feedback and satisfaction

Defra Group reserves the right to hold review meetings during the assignment, discussing what went well, opportunities for improvement on future assignments and similar. This will incorporate any 'Show and Tell' documentation or transferable products that have been produced.

A post-engagement quality review of the engagement will be arranged where the Business Area rates the services provided.

Non-disclosure agreements

The overarching MCF2 framework include NDAs.

6. Exit management

The agreed actions and deliverables by the Supplier for when the contract ends are as follows:

See Deliverables

Notice period

The nature of these engagements require that Defra Group have the ability to terminate an engagement with notice. Defra Group's termination rights for this engagement are marked below.

The minimum notice period for termination is 5 working days regardless of engagement duration.



1. Business Area identifies a potential need for delivery support, initiates a conversation with DgC, confirms which approvals are required for an engagement to occur, e.g. Consultancy Governance Board if over £100k or DgC Corporate Services Delivery Board if under £100k.
2. Request Form completed by Business Area and submitted to DgC at:
3. The form is reviewed by the DgC team around which resource route is most appropriate (e.g. Lots 1/2/3) and may request additional information/edits from the Business Area if required.
4. Lot / Supplier is selected and briefed on the request by DgC, then introduced to the requesting Business Area for further discussion and confirmation of work to be delivered
5. A Project Engagement Letter is completed by the Business Area with input from the Supplier (with supporting proposals as appropriate) and then finally agreed between the two parties, including evidence of all required approvals either being in place or being progressed (e.g. PO) and forwarded to the DgC for review by the Consultancy Governance Board (CGB). Approval states are:

Approval state	Definition	Permissions
Full approval	<ul style="list-style-type: none"> ▪ DPEL agreed ▪ DPEL signed: Supplier, Dept and CO ▪ Purchase Order number 	<ul style="list-style-type: none"> ▪ Work can start ▪ Supplier can invoice for work

