

DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

Part 1: Letter of Appointment

[Letterhead of Customer]

Dear Sirs

Letter of Appointment

This letter of Appointment dated 12/06/2020, 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:	The Department for Transport ("Customer")
To:	Kantar UK Limited ("Supplier")

Effective Date:	17/06/2020
Expiry Date:	End date of Initial Period 16/06/2023 End date of Maximum Extension Period 16/06/2024 Minimum written notice to Supplier in respect of extension: 1 month

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 andthe Supplier's Proposal attached at Annex B;
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Key Individuals:	Kantar UK Limited: REDACTED Department for Transport: REDACTED
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Guarantor(s)	Not Applicable

Contract Charges (including any applicable discount(s), but excluding VAT):	The maximum contract value including all extension options is £2,000,000.00. As this is a call off contract, volumes are not guaranteed.
Liability Requirements	Suppliers limitation of Liability (Clause Error! Reference source not found. of the Contract Terms);
Customer billing address for invoicing:	Supplier' invoices should be sent to either (not both): Email: REDACTED Post: REDACTED

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: **REDACTED**

Name and Title: **REDACTED**

Signature: **REDACTED**

Signature: **REDACTED**

Date: **REDACTED**

Date: **REDACTED**

ANNEX A

Customer Project Specification

1. PURPOSE

- 1.1 The Department for Transport (DfT) is seeking to appoint a supplier to provide quantitative market research services for a range of marketing and low cost/no cost campaigns over three years, with an option to extend for a fourth year.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.1 Transport is at the heart of everyone's life. Transport helps people get around as well as get on with their lives. The Department for Transport (hereafter referred to as "the Customer") is investing to:

- 2.1.1 Support a stronger, cleaner and more productive economy
- 2.1.2 Help connecting people and places
- 2.1.3 Make journeys easier, modern, reliable and inclusive
- 2.1.4 Make sure transport is safe, secure and sustainable
- 2.1.5 Prepare the transport system for technological progress and a prosperous future outside of the EU

- 2.2 The Customer delivers marketing campaigns and low cost/no cost campaigns to help deliver our departmental objectives, both informing the public both about legal or statutory requirements and new initiatives and encouraging behaviour change.

- 2.3 Current marketing campaigns include:

- 2.3.1 **Think!** – **THINK!** (<https://www.think.gov.uk/>) aims to reduce the number of people killed or seriously injured on the roads.
- 2.3.2 **Go Ultra Low** – The **Go Ultra Low** (<https://www.goultralow.com/>) campaign is a joint government and car industry campaign supported by the Society for Motor Manufacturers and Traders (SMMT) and the government's Office for Low Emission Vehicles (OLEV). The campaign aims to provide all the facts and information to help the public make an informed decision about switching to an electric vehicle (EV).
- 2.3.3 **Inclusive Transport** – Known as **'It's Everyone's Journey'** (<https://everyonesjourney.campaign.gov.uk>), this is a newly launched campaign which aims to bring together those who want to improve public transport for disabled people and deliver real change.
- 2.3.4 **Engineering "Take a closer look"** (<https://www.engineering.gov.uk/about>) – this cross-government campaign looks to encourage consideration of engineering careers among

young people. The Customer supports the campaign by creating content targeted at 7-11 year olds.

2.3.5 **EU Transition** – the Customer will need to communicate the actions that citizens and businesses need to take to prepare for the end of the transition period.

2.4 Current low cost/no cost campaigns focus on supporting the department's priorities as outlined in 2.1.

2.5 The Customer's insight work ensures communications activity provides a strong return on investment by:

2.5.1 Enabling creation of evidence-based campaigns which stem from understanding of audiences, their attitudes and media preferences

2.5.2 Rigorous testing and evaluation of on-going campaigns, allowing continuous improvement and retaining focus on audience needs

2.5.3 Quantify the precise impact of communications on awareness, behaviour change as well as stakeholder perceptions

3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

3.1 The Customer has the need to understand audience perception towards the department and the impact of its priority campaigns over time. By understanding its audience's position and thoughts, the Customer will be able to better target and address communication efforts, leading to more effective and efficient outcomes for government.

3.2 The Customer wishes to better shape, understand and monitor perceptions of our low-cost and no-cost communications activity, which currently has little primary audience insight to inform and track its progress.

3.3 The Customer also delivers marketing campaigns that inform the public about legal or statutory requirements and/or encourage them to behave in a safer or healthier way. This is done by running specific behavioural change campaigns such as THINK!

4. DEFINITIONS

Expression or Acronym	Definition
EV/EVs	Means electric vehicle(s)
DfT	Means Department for Transport

5. SCOPE OF REQUIREMENT

5.1 Once appointed, the successful Supplier will be required to provide the following mandatory quantitative market research services for the Customer:

- 5.1.1 Deliver a cost-effective programme of campaign tracking research focusing on priority low-cost and no-cost communications campaigns, and marketing campaigns
- 5.1.2 Deliver a brand reputation tracker towards the Customer (DfT), to understand levels of confidence in the work it delivers
- 5.1.3 Deliver other research services to monitor the effectiveness of campaigns as new needs emerge
- 5.2 Emerging projects: the Customer, its Agencies and relevant delivery partners may also access the contract for quantitative market research service for further projects as they arise.

6. THE REQUIREMENT

- 6.1 To deliver a cost-effective programme of campaign tracking research focusing on priority low-cost and no-cost communications campaigns, and marketing campaigns, amongst the public and key stakeholders, to measure and benchmark key message perceptions, awareness, comprehension, recall, engagement and attitudinal shifts.
 - 6.1.1 Low-cost and no-cost campaign tracking research delivery to be expected on a quarterly/yearly basis, however this ad hoc in nature and volumes/frequency are not confirmed.
 - 6.1.2 Marketing campaign tracking research delivery to be expected as required by campaign priorities.
- 6.2 Deliver pre and post campaign tracking research to monitor changes in core attitudinal statements and claimed prevalence against specific campaign measures amongst target audiences.
- 6.3 Deliver a brand reputation tracker to assess both the public and key stakeholders' position towards the department, and to assess levels of confidence in the work it delivers. This will include the presence of questions into Omnibus surveys aimed at business to business (B2B) and business to consumer (B2C) audiences. This could also include optional social media brand reputation monitoring.
 - 6.3.1 Brand reputation tracker is expected to be required on a regular basis, subject to approval
- 6.4 Deliver other research services to monitor the effectiveness of campaigns as new needs emerge. These could include, but may not be limited to: omnibus survey, face-to-face interviews, online surveys, opinion polling for PR purposes, social media monitoring and tracking, PR and partnership monitoring.
- 6.5 Present insights based on results and making recommendations on future planning.
- 6.6 To use the most appropriate and cost-effective market research solution based on each campaign programme.

- 6.7 Work closely with the Customer to agree on and reflect KPIs for existing and new campaigns and present results at regular intervals, whether it be in a Word document format, email, PowerPoint deck or Excel spreadsheet.
- 6.8 Provide a core management team for the project that is professional, strong, effective and stable.
- 6.9 Campaign tracking research to continue the THINK! campaign's existing surveys to monitor awareness of, and attitudes towards, the THINK! road safety brand and road safety driving, influences on and prevalence of different driving behaviours.
- 6.10 Campaign tracking research to support continued delivery of the inclusive transport campaign by tracking and monitoring attitudinal and behavioural indicators and campaign awareness.
- 6.11 Campaign tracking research to continue the Future partnership with the EU campaign's existing consumer confidence tracker to monitor likelihood and confidence to travel to the EU after the UK leaves the EU and awareness of documentation needed.
- 6.12 Campaign tracking research to continue the Future partnership with the EU campaign's existing EU and UK haulier managers' survey to track and monitor confidence to travel to and from the UK/EU, preparedness and awareness of documentation needed, campaign awareness and traffic management system awareness.
- 6.13 Tracking of Go Ultra Low campaigns at pre-wave, mid wave and post campaign stages that will provide information to assist the refinement of campaign strategy. Research will cover awareness of electric vehicles (EVs), purchase consideration of EVs, campaign awareness and broader campaign metrics such as relevance and believability. The Supplier will provide analysis of survey data in conjunction with service data from other agencies to evaluate the campaign at a holistic level. This analysis will be presented in written reports, PCA and presentations at programme board level.
- 6.14 Campaign tracking to support continued delivery of the Inclusive Transport campaign by tracking and monitoring attitudinal and behavioural indicators and campaign awareness.
- 6.15 Providing insights on results and making recommendations on future planning. Use consistent methodology and where possible similar methodology to previous years so that results can continue to be comparable.

7. KEY MILESTONES AND DELIVERABLES

REDACTED

ANNEX B

Supplier Proposal

REDACTED

Part 2: Contract Terms (Provided as a separate document)



Contract Terms v6.0