



Ministry
of Defence

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To: All Tenderers

Your Reference:

Our Reference: HOCS1b/00018

Date: 23 February 2018

SUBJECT TO CONTRACT

Dear Sir/Madam,

Invitation To Tender (ITT) No. HOCS1b/00018 - Provision of an Integrated Defence Public Attitudes Research Programme For MOD, Armed Forces And Reserves

1. You are invited to tender for the Provision of an Integrated Defence Public Attitudes Research Programme For MOD, Armed Forces And Reserves in accordance with the attached documentation and Crown Commercial Service Framework RM1086 MR 130001 – Market Research (Lot 5) within which you are a named Supplier.
2. The requirement is for the Provision of an Integrated Defence Public Attitudes Research Programme For MOD, Armed Forces And Reserves.
3. Funding for the project has been approved.
4. The anticipated date for the contract award decision is 26 March 2018. Please note that this is an indicative date and may change.
5. You must submit your Tender to arrive no later than 10:00 am on the 15 March 2018. You must attach the enclosed Tender Return Label (DEFFORM 28) to the outer packaging of your Tender when you submit it to the Authority.
6. Your attention is drawn to Section D, Paragraph D.4 (iii), which includes the requirement for tenderers to comply with the MODs requirements on Cyber (DEFCON 658 Edn 10/17).
7. Please confirm receipt of this tender to Des McMenamin at email address defcomrclcc-hocs1b1a@mod.uk by 17.00 hours on Monday 26 February 2018.

Yours faithfully

K Nicholson



List of Suppliers Invited to Submit a Tender for ITT No. HOCS1b/00018

To: All The Suppliers Of CCS Framework RM 1086 MR 130001 – Market Research (Lot 5)



**Invitation To Tender
for
The Provision of an Integrated Defence Public
Attitudes Research Programme For MOD,
Armed Forces And Reserves**

Contents

This invitation consists of the following documentation:

- DEFFORM 47 – Invitation To Tender. The DEFFORM 47 sets out the key requirements that Tenderers need to meet in submitting a valid Tender. It also sets out the conditions relating to this competition. For ease it is broken into:
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Section A - Introduction

DEFFORM 47 Definitions

A1. "The Authority" means the Secretary of State for Defence of the United Kingdom of Great Britain and Northern Ireland, (referred to in this document as "the Authority"), acting as part of the Crown.

A2. "Tenderer" means the economic operator or group of operators in the form of a consortium, including sub-contractors, which has been invited to submit a response to this Invitation to Tender. Where "you" is used this means an action on you the Tenderer.

A3. "Invitation to Tender" (ITT) refers to the first document that the Authority sends out to potential Tenderers that initiates a tender response, competitive dialogue or negotiation.

A4. A "Tender" is the offer that you are making to the Authority.

A5. "Contractor Deliverables" means the works, goods and / or the services, including packaging (and Certificate(s) of Conformity supplied in accordance with any Quality Assurance (QA) requirements if specified) and any associated technical data which the contractor is required to provide under the contract in accordance with the Schedule of Requirements, but excluding incidentals outside the Schedule of Requirements such as progress reports.

A6. "Schedule of Requirements" Schedule 2 in Standardised Contracting Template (SC2) means that part of the contract which identifies, either directly or by reference, the Contractor Deliverables to be supplied or carried out, the quantities involved and the price or pricing terms in relation to each Contractor Deliverable.

A7. The "Statement of Requirement" Schedule 1 details the technical requirements and acceptance criteria (Schedule 8 in SC2) of the Contractor Deliverables. The Statement of Requirement is attached at Schedule 1.

A8. "Conditions of Tendering" means the conditions set out in the DEFFORM 47 that govern the competition.

A9. "Contract Conditions" means the attached conditions that will govern any resultant contract.

A10. A "Third Party" is any person who is not an employee of the Tenderer as defined at A2.

Purpose

A11. The purpose of this ITT is to invite you to propose a solution / best price to meet the Authority's requirement. This documentation explains and sets out the:

- a. tender process and timetable for the next stages of the procurement;
- b. instructions and conditions that govern this competition;
- c. information you must include in your Tender and the required format;
- d. administrative arrangements for the receipt and evaluation of Tenders; and
- e. Contract Conditions that shall apply in the event that the Authority awards a contract following this competition.

A12. The sections in this ITT and associated documents are structured in line with a generic tendering process and do not indicate importance / precedence.

A13. This ITT has been issued to all potential Tenderers chosen during the supplier selection stage, listed on page 2 of this DEFFORM 47.

A14. This requirement is exempt from advertising in accordance with Regulation 33 of PCR 2015.

ITT Documentation and ITT Material

A15. ITT Documentation means any information in any medium or form (for example drawings, handbooks, manuals, instructions, specifications and notes of pre-tender clarification meetings), issued to you, or to which you have been granted access, by the Authority for the purposes of responding to this ITT. ITT Material means any other material (including patterns and samples), equipment or software issued to you, or to which you have been granted access, by the Authority for the purposes of responding to this ITT. ITT Documentation, ITT Material and any intellectual property rights (IPR) in them shall remain the property of the Authority or other Third Party owners and is released solely for the purposes of enabling you to submit a Tender. You must:

- a. take responsibility for the safe custody of the ITT Documentation and ITT Material and for all loss and damage sustained to it while in your care;
- b. not copy or disclose the ITT Documentation or any part of it to anyone other than the bid team involved in preparing your Tender, and not use it except for the purpose of responding to this ITT;
- c. seek written approval from the Authority if you need to provide access to any ITT Documentation or ITT Material to any Third Party;
- d. abide by any reasonable conditions imposed by the Authority in giving its approval under sub-paragraph A15.c, which at a minimum will require you to ensure any disclosure to a Third Party is made by you in confidence. Alternatively, due to IPR issues for example, the disclosure may be made, in confidence, directly by the Authority;
- e. accept that any further disclosure of ITT Documentation, or ITT Material (or use beyond the original purpose), or further use of ITT Documentation or ITT Material, without the Authority's written approval may make you liable for a claim for breach of confidence and / or infringement of IPR, a remedy which may involve a claim for compensation;
- f. inform the named Commercial officer if you decide not to submit a Tender;
- g. immediately return all ITT documentation, ITT Material and derived information of an unmarked nature, should you decide not to respond to this ITT, or you are notified by the Authority that your Tender has been unsuccessful; and
- h. consult the named Commercial Officer to agree the appropriate destruction process if you are in receipt of ITT Documentation and ITT Material marked 'OFFICIAL-SENSITIVE' or 'SECRET'.

A16. Some or all of the ITT Documentation and ITT Material may be subject to one or more confidentiality agreements made between you and either the Authority or a Third Party, for example a confidentiality agreement established in the form of DEFFORM 94. The obligations contained in any such agreement will be in addition to, and not derogate from, your obligations under paragraph A15 above.

Tender Expenses

A17. You will bear all costs associated with preparing and submitting your Tender. If the Tender process is terminated or amended by the Authority, the Authority will not reimburse you.

Material Change of Control from Supplier Selection

A18. You must inform the Authority in writing if there is any material change in control, composition or membership of your organisation and / or consortium members, including any sub-contractors at any time during the procurement process. This may affect your right to stay in the competition.

Contract Conditions

A19. The Contract conditions for Crown Commercial Service Framework RM1086 MR 130001 LOT 5 for Market Research apply. Failure to confirm to the framework conditions will result in your Tender being non-compliant.

Consultation With Credit Reference Agencies

A20. The Authority may consult with credit reference agencies to assess your credit worthiness. This information may be used to support and influence decisions to enter into a contract with you.

Section B – Key Tendering Activities

The key dates for this procurement are currently anticipated to be as follows:

Stage	Date and Time	Initiated By	Submit to:
Invitation to Bidders Conference ¹	N/A	The Authority	N/A
Date for confirmation of attendance at Bidders Conference ¹	N/A	Tenderers	N/A
Final date for Clarification Questions / Requests for additional information	5 Mar 18	Tenderers	DEF Comrcl CC-HOCS1b1a
Final Date for Requests for Extension to return date ²	N/A	Tenderers	N/A
The Authority issues Final Clarification Answers	9 Mar 18	The Authority	All Tenderers ³
Tender Return	15 Mar 18	Tenderers	The Tender Board, using DEFFORM 28 by 10:00AM
Tender Evaluation	26 Mar 18	The Authority	N/A
Negotiations ⁴	N/A	Not Applicable	N/A
Reverse Auction	N/A	Not Applicable	N/A
Trials / Testing	N/A	Not Applicable	N/A

Notes

1. A Bidders Conference is where the Authority presents the requirement to all Tenderers at the same time. A copy of the presentation will be issued to all Tenderers regardless of attendance. It gives you an opportunity to ask questions about the requirement. The Tenderer must provide the name(s) of those attending the Bidders Conference to the above named contact, by the date shown, so that access to the site can be arranged.
2. The Tenderer must make requests for an extension in writing (email is sufficient) to the above named contact, by the date and time shown. Any extension is at the sole discretion of the Authority and if granted will be granted to all Tenderers.
3. The Authority will automatically copy questions and answers to all Tenderers, removing the names of those who have raised the questions. If you do not want your question disclosed you must inform the Authority of this and the reason why when submitting the question. The Authority may choose to discuss with you whether it is appropriate to disclose the question or response, or both, to other Tenderers. If the Authority decides to disclose, you will be given the opportunity to withdraw your question. Where a question reveals a piece of information that could significantly impact the Tenderers responses this may result in an extension of the Tender return date. The Authority will endeavour to ensure that you have at least 10 working days to submit your Tender.
4. Negotiations are not permitted under the Open or Restricted procedures.

Section C - Instructions on Preparing Tenders

Tenders for Selected Contractor Deliverables

C1. You must Tender for all the Contractor Deliverables listed in the attached Schedule of Requirements. The Authority reserves the right to reject your Tender where you have not tendered for all of the Contractor Deliverables.

Construction of Tenders

C2. Your Tender must be written in English, using Arial font size 11. Prices must be in £GBP ex VAT. Prices must be Firm Prices and detail any price breakdowns which must be included in the Tender.

C3. To assist the Authority's evaluation please set out your Tender response in accordance with Section D (Tender Evaluation).

Validity

C4. In accordance with F3 your Tender must be valid / open for acceptance for ninety (90) calendar days from the Tender return date. If successful, your Tender must be open for acceptance for a further thirty (30) calendar days.

C5. Variant Bids - Any Tender made subject to additional or alternative Contract Conditions alone is not a variant bid. A variant bid is a Tender that offers an alternative approach to, or method of, meeting the Authority's requirements as set out in the ITT Documentation. Where the tender evaluation has a pass / fail for the Contract Conditions the Authority may reject the Tender on the grounds of such additional or alternative Contract Conditions.

C6. You may submit a variant bid, as defined at paragraph C5. The Authority will give full and careful consideration to any permitted variant bids received. Any variant bid should, as far as possible, meet the attached Conditions of Tendering and Contract Conditions. Where you submit a variant bid, you are required to submit two Tenders, one against the Statement of Requirement and one variant bid. The standard Tender must meet the 'minimum' tender evaluation criteria as set out in Section D (Tender Evaluation), and must be submitted in accordance with the Conditions of Tendering. Variant bids will be evaluated in accordance with the tender evaluation criteria as set out in Section D (Tender Evaluation) and must be submitted in accordance with the Conditions of Tendering.

Section D – Tender Evaluation

D1. This section details how your Tender will be evaluated, the tools used to evaluate the Tender and the evaluation criteria.

The Tender Evaluation will be on the basis of: MEAT ratio as below.

This Tender will be evaluated using the MEAT method. This is a comparative score and the scoring method is worked out using the ratio and calculation below. The optimum is the highest technical and pricing scores, this together would get the highest total score.

MEAT Ratio

Technical = 60% Pricing = 40%

To give a total score the following calculation shall be used: Overall Technical Score + Pricing Score

Mandatory Criteria:		
Mandatory Requirements		See attached Commercial Evaluation Matrix and Technical Evaluation Matrix.
Returns completed in DEFFORM 47 Annex A (Offer)		Pass / Fail
Minimum Technical Score Required		See Technical Evaluation
Failure to meet the Mandatory Criteria will result in your Tender being non-compliant.		
Criterion Scores*:		
Each individual criterion will be evaluated against the following scoring mechanism.		
0	Not Answered	Nil or inadequate response. Fails to demonstrate an ability to meet the requirement.
1	Poor	The response addresses some of the elements of the requirement but does not fully detail or explain how the requirement will be fulfilled
2	Partially Acceptable	The response addresses half of the elements of the requirement but contains insufficient / limited detail or explanation how the requirement will be fulfilled
3	Acceptable	The response addresses the majority of the elements of the requirement but does not fully detail or explain how the requirement will be fulfilled
4	Good	The response is sufficiently detailed and demonstrates a good understanding and provides details of how the requirement will be fulfilled
5	Excellent	The response is comprehensive, unambiguous and demonstrates a thorough understanding of requirement and provides details of how the requirement will be met in full.
Where the Tender Evaluation is made on the basis of MEAT the attached Evaluation Criteria shall be scored using the Criterion Scores in the above table. Where an alternative Marking Scheme is attached, it takes precedence over the above.		

In the event of two or more Tenders being awarded the same overall total after technical and financial evaluation the Authority shall choose the Tender with the lowest price.

Tender Evaluation Tool

N/A

D.2 EVALUATION OF TENDERS

Evaluation Procedure

On receipt of Tenders, the Authority shall evaluate each individual bid in detail in accordance with the following:

- a) The Technical Evaluation will be undertaken by representatives from DDC.
- b) The Commercial and Pricing Evaluation will be undertaken by representatives from HOCS Comrcl 1b.

D.3 Information to be Provided

- a) Your tender should give full details of your proposals for the provision of services as described in the Statement of Requirement (SOR), the Terms and Conditions of FRAMEWORK RM1086 and specific MOD DEFCONS and DEFFORMS. You should also provide the relevant information that addresses each of the points detailed in the Technical Evaluation Matrix as appropriate.
- b) Completed Pricing Schedule detailed at (Annex C).

D.4 Evaluation Criteria

The information provided in your tender will be used by the Authority to evaluate the offer made.

- a) The Commercial Evaluation (Pass / Fail) shall apply the following criterion identified below. The criterion detailed below will be assessed on a YES/NO basis and any tender which fails to satisfy the criterion shall be considered non-compliant.
 - i) There are NO reservations regarding the CCS Framework RM1086 MR130001 terms and conditions and the DEFCONS and DEFFORMS at Annex E;
 - ii) Confirmation from MOD's internal Cost Assurance & Analysis Service (CAAS) that the tenderers accounts merit them being awarded the contract.
 - iii) Confirmation that the tenderer meets the level of security controls required by DEFCON 658 (Edn 10/17) – Cyber

Note: Further to DEFCON 658 the Cyber Risk Level of the Contract is VERY LOW , as defined in Def Stan 05-138.

As part of their tender submission, Tenderers are required to complete a Supplier Assurance Questionnaire (SAQ) and in order to complete this they should use the link below.

<https://suppliercyberprotection.service.xgov.uk/>

Please note that the Risk Assessment Reference (RAR) Number is - RAR WB3HGDBW

- b) The Technical Evaluation (60%) shall address the quality of the information provided by each bidder in how they will meet the deliverables detailed in the SOR, Terms and Conditions of Framework RM1086 and specific conditions at Annex E in conjunction with the Technical Tender Evaluation Matrix on page 13 of DEFFORM 47.

c) The Pricing Evaluation (40%) shall address the information provided by each bidder in their completed Pricing Schedule.

D.5 Contract Award Criteria – The contract will be awarded using the MEAT process in accordance with the criteria at D.4.a) to c).

Commercial = Pass/Fail
Technical = 60% Pricing = 40%

Failure to accept the Authority's terms and conditions detailed in Framework RM 1086 and specific conditions at Annex E will result in your tender being assessed as Non-compliant and you will therefore be discounted from the competition.

D.6 Following the above evaluations and, as appropriate, clarification of bids, the Authority will come to a conclusion as to which Tender in the opinion of the Authority, is Commercially, Technically and Pricing compliant and offers overall best value.

D7. Tender Technical Evaluation Matrix (ITEM)

ITT Question	Criterion	Score (0-5)	Weighting (1-3)	Total Score	Authority's Evaluators Comments
A	Has the Bidder provided comprehensive details of their online continuous tracker research methodology? Particularly, how they will ensure that their sampling sizes will be representative of the UK populations, across age, region, social grade, working status, MOSAIC rurality or similar, tenure and ethnicity. Has the Bidder provided options for the different lengths of survey and their implications, and how surveys will be optimised across devices? (SOR - 4.1, 4.2, 4.3 Requirement)		3		
B	Has the Bidder outlined their ability to run a test comparing telephone results against the online results to show the comparability of data from the two methodologies, and therefore the ability to compare to previous waves of data? (SOR - 4.3 Requirement)		2		
C	Has the Bidder provided details of their qualitative research methodologies, such as focus groups, including analysis approach of free text answers? (SOR - 4.1, 4.2, 4.3 Requirement)		2		
D	Has the Bidder provided comprehensive details of their weighting approach, including weighting final data by age, gender, social grade, region, working status and ethnicity to correct any weighting bias; quotas, weighting sources (including flexibility to choose) weighting caps or restrictions and weighting efficiencies across tables? (SOR - 4.4 Requirement)		2		
E	Has the Bidder provided details of how they plan to meet the deliverables requirements, including a comprehensive PowerPoint with tables and narrative graphically showing results, historical trend data, behavioural and segmentation results, the full data tables with raw data in csv/Excel format, a top-line summary of the research findings for publication in PDF and a reporting link for data checking and download? (SOR - 4.5 Deliverables)		3		
F	Has the Bidder provided details of their flexibility and adaptability to changing requirements, including questionnaire changes, ability to incorporate ad-hoc polling according to the authority's emerging business issues? (SOR - 4.1, 4.2, 4.3 Requirement)		3		
G	Has the Bidder provided details of the range of alternative research methods options which demonstrate innovation, including an estimate for the typical number of hours it would take for each proposed research method? (SOR - 4.3)		3		
H	Has the Bidder provided a comprehensive description of their approach to segmentation and how they will ensure that the audience segmentation meets the Authority's requirement? (SOR - 5 Segmentation)		2		
I	Has the Bidder provided a clear indication of the timings and how they plan to meet the timings of the first online continuous tracker as well as the test for a week on a sub sample so that we can compare the results of a telephone methodology vs. an online one? Has the Bidder confirmed how they plan to meet the timings of delivering results of the ad-hoc polling? (SOR - 6 Timings; SOR 4.3 Methodology)		3		
J	Has the Bidder provided copies of their CVs or examples of their professional expertise to meet the requirements set out in the staff and customer service section? (SOR - 7)		1		
K	Has the Bidder provided a clear indication of their ability to provide project management/account management resource as set out in the Project Management section? (SOR - 8)		1		

Section E – Instructions on Submitting Tenders

Submission of your Tender

E1. Tenders must be sent to the Tender Board by the date and time stated in the covering letter to this DEFFORM 47. The Authority reserve the right to reject any Tender received after the stated date and time. You must submit 1 hard copy of your completed tender together with 2 separate CD discs, 1 Priced and 1 Unpriced (see E2 below) to the tender board by the due date (10:00am 15 March 2018) – please note that the Authority’s mail department does not open until 07:30 hrs (Mon-Fri). You must not email electronic copies until after the Tender Board has taken place. If you email your Tender before the Tender board date, your Tender may be excluded from the competition.

E2. You must include the electronic copy/ies of the priced and unpriced Tender with the associated paper copy/ies only. You must label CDs containing electronic copies of the Tender with “Includes Prices” or “Unpriced”. The electronic copies of the Tenders must be compatible with Microsoft Office Word 2010 and other MS Office 2010 applications. If you, password protect or encrypt any information on CDs containing prices you must supply the password / use compatible encryption methods so that the Authority can undertake a pricing evaluation.

E3. You must complete and include DEFFORM 47 Annex A (Offer) with your Tender. Where you select ‘Yes’ to any questions you must attach the relevant information.

E4. You must include the original signed DEFFORM 47 Annex A (Offer) with one paper copy of your priced Tender.

E5. You must submit your paper and CD copies in a sealed envelope or box. For health and safety reasons, no individual envelope or box should weigh more than 11 kilos.

E6. You must attach the enclosed Tender Return Label (DEFFORM 28) to the outer packaging of each envelope or box that contains your Tender.

E7. If you intend to hand deliver your Tender you must inform the named Commercial Officer of your intention and seek further delivery instructions. Failure to do so may result in your Tender being refused and / or returned.

E8. You must ensure you include all relevant information in your Tender. The Authority can only evaluate information that you include in your Tender.

Samples

E9. Samples are not Required

Section F – Conditions of Tendering

F1. The issue of ITT Documentation or ITT Material is not a commitment by the Authority to place a contract as a result of this competition or at a later stage. Any expenditure, work or effort undertaken prior to an offer of contract and acceptance of contract, is a matter solely for your commercial judgement. The Authority reserves the right to:

- a. seek clarification or additional documents in respect of a Tenderer's submission;
- b. visit your site;
- c. disqualify any Tenderer that does not submit a compliant Tender in accordance with the instructions in this ITT;
- d. disqualify any Tenderer that is guilty of misrepresentation in relation to its Tender, expression of interest, the dynamic Pre-Qualification Questionnaire (PQQ) or the tender process;
- e. re-assess your suitability to remain in the competition, for example where there is a material change of control from supplier selection;
- f. withdraw this ITT at any time, or to re-invite Tenders on the same or any alternative basis;
- g. re-issue this ITT on a single source basis, in the event that this procurement does not result in a 'competitive process' as defined in the Single Source Contract Regulations 2014, making such adjustments as would be required by the application of the Defence Reform Act 2014 and / or the Single Source Contract Regulations 2014;
- h. choose not to award any contract as a result of the current procurement process;
- i. award a contract for some of the Contractor Deliverables, unless you specifically oppose this in your Tender or state any minimum order quantities; and / or;
- j. ask for an explanation of the costs or price proposed in the tender where the tender appears to be abnormally low.

F2. The contract will be entered into when the Authority sends written notification of its entry into the contract, via a DEFFORM 159. Written notification will be issued, to the address you provide, on or before the end of validity period specified in paragraph C4 and subject to paragraph F3.

F3. It is a Condition of Tendering that the winning Tenderer holds their Tender open for acceptance for the period stated in C4. This period starts on the day the Authority announces its decision to award the contract to the winning Tenderer in accordance with the Tender. In the event that legal proceedings are instigated, challenging the award of the contract, prior to entry into contract, it is a condition of this ITT that you hold your Tender open for acceptance during this period, and up to fourteen (14) days after the result of the legal proceedings. In the event of such legal challenge, the Authority agrees to use all reasonable measures to accelerate proceedings.

Conforming to the Law

F4. You must comply with the UK Competition Act 1998, the UK Bribery Act 2010, applicable EU and UK legislation and any equivalent legislation in a third state.

F5. Your attention is drawn to legislation relating to the canvassing of a public official, collusive behaviour and bribery. If you act in breach of this legislation then your Tender may be disqualified from this procurement. Disqualification will be without prejudice to any civil remedy available to the Authority or any criminal liability that your conduct may attract.

Bid Rigging and Other Illegal Practices

F6. You must report any bid rigging, fraud, bribery, corruption, or any other dishonest irregularity in connection to this tendering exercise to:

Defence Regulatory Reporting Cell Hotline

0800 161 3665 (UK) or
+44 1371 85 4881 (Overseas)

Conflicts of Interest

F7. You must notify the Authority immediately of any Conflicts of Interest (COI) that have arisen or that arise at any point prior to contract award decision.

F8. Where there is an existing or potential Conflict of Interest (COI) you must include a proposed Compliance Regime in your Tender. As a minimum this must include:

- a. manner of operation and management;
- b. roles and responsibilities;
- c. standards for integrity and fair dealing;
- d. levels of access to and protection of competitors sensitive information and Government Furnished Information;
- e. confidentiality/non-disclosure agreements (e.g. DEFFORM 702)
- f. the Authority's rights of audit; and
- g. physical and managerial separation.

Should your Tender be accepted your proposed Compliance Regime will become part of the Contract Conditions and shall be legally binding.

Government Furnished Assets

F9. Where the Authority provides Government Furnished Assets (GFA) in support of this competition, you must include details of the GFA in your Public Store Account and treat it in accordance with Def Stan 05-099. If unsuccessful in this competition, you must seek instructions for that GFA from the named Commercial Officer.

Standstill Period

F10. The Authority is obliged under certain circumstances to allow a space of ten (10) calendar days between the date of dispatch of its notice to Tenderers before entering into a contract, known as the standstill period. This period is to give unsuccessful Tenderers an opportunity to make a legal challenge before the contract is entered into if there has been, or it is alleged that there has been, a breach of the Regulations. The standstill period ends at midnight at the end of the 10th day after the date the DEFFORM 158 is sent. Where this is not a working day, it extends to midnight at the end of the next working day.

Publicity Announcement

F11. The Authority will publish notification of the contract and shall publish contract documents under the FOI Act except where publishing such information would hinder law enforcement; would otherwise be contrary to the public interest; would prejudice the legitimate commercial interest of any person, or might prejudice fair competition between suppliers. You should complete and return DEFFORM 539A as explained in the DEFFORM 47 Annex A and associated Appendix 1.

F12. If you wish to make a similar announcement, you must seek approval from the named Commercial Officer.

F13. Under no circumstances should you confirm to any Third Party the Authority's acceptance of an offer of contract prior to either informing the Authority of your acceptance or the Authority's announcement of the award of contract, whichever occurs first.

Sensitive Information

F14. All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross- governmental role delivering overall Government policy on public procurement, including ensuring value for money, related aspects of good procurement practice and answering Freedom Of Information requests.

F15. For these purposes, the Authority may share within Government any of the Contractor's documentation / information (including any that the Contractor considers to be confidential and / or commercially sensitive such as specific bid information) submitted by the Contractor to the Authority during this Procurement. Contractors taking part in this competition must identify any sensitive material in the DEFFORM 539A and consent to these terms as part of the competition process. This allows the MOD to share information with other Government departments while complying with our obligations to maintain confidentiality.

F16. The Authority reserves the right to disclose on a confidential basis any information it receives from Tenderers during the procurement process (including information identified by the Tenderer as Commercially Sensitive Information in accordance with the provisions of this ITT/ITN) to any third party engaged by the Authority for the specific purpose of evaluating or assisting the Authority in the evaluation of the Tenderer's Tender. In providing such information the Tenderer consents to such disclosure.

Reportable Requirements

F17. Listed in the DEFFORM 47 Annex A (Offer) are the Mandatory Declarations. It is a Condition of Tendering that you complete and attach the returns listed in the Annex and, where you select yes, you attach the relevant information.

F18. Failure to complete this part of the Annex in full makes your Tender non-compliant. Additional information provided in response to Appendix 1 may be used to support the Authority's evaluation of your tender, as detailed in Section D.

F19. If you are an overseas Contractor and your Tender is successful you will be required to provide the name and address of your bank and the relevant bank account number on contract award.

Specific Conditions of Tendering

F20. TUPE N/A

Ministry of Defence

Tender Ref HOCS1b/00018

Tender Submission Document (Offer)

To the Secretary of State for Defence of the United Kingdom of Great Britain and Northern Ireland (hereafter called "the Authority")

The undersigned Tenderer, having read the ITT Documentation, offers to supply the Contractor Deliverables at the stated price(s), in accordance with any referenced drawings and / or specifications, subject to the Conditions of Tendering. It is agreed that only the Contract Conditions or any amendments issued by the Authority shall apply.

Applicable Law				
I agree that any contract resulting from this competition shall be subject to English Law *Where 'No' is selected, Scots Law will apply.				Yes / No*
Total Value of Tender (excluding VAT)				
£				
WORDS				
UK Value Added Tax				
If registered for Value Added Tax purposes, please insert:				
a. Registration No				
b. Total amount of Value Added Tax payable on this Tender (at current rate(s)) £.....				
Location of work (town / city) where contract will be performed by Prime:				
Where items which are subject of your Tender are not supplied or provided by you, state location in town / city to be performed column (continue on another page if required)				
Tier 1 Sub-contractor Company Name	Town / city to be Performed	Contractor Deliverables	Estimated Value	SME Yes / No
Mandatory Declarations (further details are contained in Appendix 1 to DEFFORM 47 Annex A (Offer)):			Tenderer's Declaration	
Is the offer subject to the Authority contracting for all the Contractor Deliverables?			Yes* / No	
Is the offer made subject to a Minimum Order Quantity?			Yes* / No	
Are the Contractor Deliverables subject to IPR that has been exclusively or part funded by Private Venture, Foreign Investment or otherwise than by Authority funding?			Yes* / No	
Are the Contractor Deliverables subject to Foreign Export ~Control and Security Restrictions? If the answer is Yes, please complete and attach DEFFORM 528.			Yes* / No	
Have you obtained foreign export approval necessary to secure IP user rights for the Authority in Contract Deliverables, including technical data, as determined in the Contract Conditions?			Yes* / No	
Have you provided details of how you will comply with all regulations relating to the operation of the collection of custom import duties, including the proposed Customs procedure to be used and an estimate of duties to be incurred or suspended?			Yes / No	
Have you completed Form 1686 for sub-contracts?			Yes / No	
Have you completed the compliance matrix/ matrices?			Yes / No / Not Required	

Are you a Small Medium Sized Enterprise (SME)?	Yes / No
Have you and your sub-contractors registered with the Prompt Payment Code with regards to SMES?	Yes / No

Have you completed and attached Tenderer's Commercially Sensitive Information Form (DEFFORM 539A)?	Yes / No
If you have not previously submitted a Statement Relating to Good Standing, or circumstances have changed have you attached a revised version?	Yes* / No / N/A
Do the Contractor Deliverables contain Asbestos, as defined by the control of Asbestos Regulations 2012?	Yes* / No
Have you completed and attached a DEFFORM 68 - Hazardous Articles, Deliverables materials or substances statement?	Yes* / No
Do the Contractor Deliverables (including Packaging) use Substances that deplete the Ozone Layer, as defined in Regulation (EC) 1005/2009 (as amended by EC 744/2010) of the European Parliament and of the Council. http://ozone.unep.org/en/treaties-and-decisions/montreal-protocol-substances-deplete-ozone-layer	Yes* / No
Are you able to support the objectives of Reservist and other supplier support to the Armed Forces?	Yes* / No
Have you attached The Bank / Parent Company Guarantee?	Yes* / No / Not Required
Have you completed, or are you working towards Cyber Essentials accreditation or equivalent and will have it in place by the Commencement Date of the Contract.	Yes*/No
If applicable are you working with your proposed supply chain to ensure where relevant they achieve Cyber Essentials accreditation or equivalent prior to the commencement date of each sub contract.	Yes*/No/N/A
Have you complied with the requirements of the Military Aviation Authority Regulatory Articles?	Yes / No / Not Required
Have you completed the additional Mandatory Requirements?	Yes / No / Not Required

*If selecting Yes to any of the above questions, please attach the information detailed in Appendix 1 to DEFFORM 47 Annex A (Offer).

Tenderer's Declaration of Compliance with Competition Law

We certify that the offer made is intended to be genuinely competitive. No aspect of the price has been fixed or adjusted by any arrangement with any Third Party. Arrangement in this context includes any transaction, or agreement, private or open, or collusion, formal or informal, and whether or not legally binding. In particular:

- a. the offered price has not been divulged to any Third Party,
- b. no arrangement has been made with any Third Party that they should refrain from tendering,
- c. no arrangement with any Third Party has been made to the effect that we will refrain from bidding on a future occasion,
- d. no discussion with any Third Party has taken place concerning the details of either's proposed price, and
- e. no arrangement has been made with any Third Party otherwise to limit genuine competition.

We understand that any instances of illegal cartels or market sharing arrangements, or other anti-competitive practices, suspected by the Authority will be referred to the Competition and Markets Authority for investigation and may be subject to action under the Competition Act 1998 and the Enterprise Act 2002.

We understand that any misrepresentations may also be the subject of criminal investigation or used as the basis for civil action.

We agree that the Authority may share the Contractor's information / documentation (submitted to the Authority during this Procurement) more widely within Government for the purpose of ensuring effective cross-Government procurement processes, including value for money and related purposes. We certify that we have identified any sensitive material in DEFFORM 539A.

Dated this..... day of Year

Signature: (Must be original)		In the capacity of (State official position e.g. Director, Manager, Secretary etc.)	
Name: (BLOCK CAPITALS) duly authorized to sign this Tender for and on behalf of: (Tenderer's Name)		Postal Address: Telephone No: Registered Company Number: Dunn and Bradstreet number	

Information on Mandatory Declarations

Part Tender

1. Under Condition of Tendering F1, the Authority reserves the right to order some or part of your Tender. If your offer is subject to the Authority contracting for all the Contractor Deliverables select 'Yes' and provide further details in your Tender.

Minimum Order Quantities

2. Where your offer is subject to minimum order quantities select 'Yes' and provide further details in your Tender.

IPR Restrictions

3. Where the Contractor Deliverables are subject to IPR that has been exclusively or part funded by Private Venture, Foreign Investment or otherwise than by Authority funding you must select 'Yes' in Annex A (Are the contractor Deliverables subject to IPR that has been exclusively or part funded by Private Venture, Foreign Investment or otherwise than by Authority funding).

4. If you have answered 'Yes' in Annex A (Offer) as directed by paragraph 3 above, you must provide details in your Tender of any Contractor Deliverable which will be, or is likely to be, subject to any IPR restrictions or any other restriction on the Authority's ability to use or disclose the Contractor Deliverable, including export restrictions. In particular, you must identify;

- a. any restriction on the provision of information to the Authority; any restriction on disclosure or the use of information by the Authority; any obligations to make payments in respect of IPR, and any Patent or Registered Design (or application for either) or other IPR (including unregistered Design Right) owned or controlled by you or a Third Party;
- b. Any allegation made against you, whether by claim or otherwise, of an infringement of Intellectual Property Rights (whether a Patent, Registered Design, unregistered Design, unregistered Design Right, copyright or otherwise) or of a breach of confidence, which relates to the performance of any resultant contract or subsequent use by or for the Authority of any Contractor Deliverables;
- c. The nature of any allegation referred to under sub-paragraph 4.b., including any obligation to make payments in respect of the Intellectual Property Right of any confidential information and/or;
- d. Any action you need to take or the Authority is required to take to deal with the consequences of any allegation referred to under sub-paragraph 4.b.

5. You must, when requested, give the Authority details of every restriction and obligation referred to in paragraph 4. The Authority will not acknowledge any such restriction unless so notified under paragraph 4 or as otherwise agreed under any resultant Contract. You must also provide, on request, any information required for authorization to be given under Section 2 of the Defence Contracts Act 1958.

6. If you have previously provided information under paragraphs 4 and 5 you can provide details of the previous notification, updated as necessary to confirm their validity.

Notification of Foreign Export Control Restrictions

7. If, in the performance of the Contract, you need to import into the UK or export out of the UK anything not supplied by or on behalf of the Authority and for which a UK import or export licence is required, you will be responsible for applying for the licence. The Authority will provide you with all reasonable assistance in obtaining any necessary UK import or export licence.

8. In respect of any Contractor Deliverables, likely to be required for the performance of any resultant contract, you must provide the following information in your Tender:

- a. Whether all or part of any Contractor Deliverables are or will be subject to:
(1) a non-UK export licence, authorisation or exemption; or
(2) any other related transfer control that restricts or will restrict end use, end user, re-transfer or disclosure.

You must complete DEFFORM 528 (or other mutually agreed alternative format) in respect of any Contractor Deliverables identified at paragraph 8 and return it as part of your Tender. If you have previously provided this information you can provide details of the previous notification and confirm the validity.

9. You must use reasonable endeavours to obtain sufficient information from your potential supply chain to enable a full response to paragraph 8. If you are unable to obtain adequate information, you must state this in your Tender. If you become aware at any time during the competition that all or part of any proposed Contractor Deliverable is likely to become subject to a non-UK Government Control through a Government-to-Government sale only, you must inform the Authority immediately by updating your previously submitted DEFFORM 528 or completing a new DEFFORM 528.

10. This does not include any Intellectual Property specific restrictions mentioned in paragraph 4.

11. You must notify the named Commercial Officer immediately if you are unable for whatever reason to abide by any restriction of the type referred to in paragraph 8.

12. Should you propose the supply of Contractor Deliverables of US origin the export of which from the USA is subject to control under the US International Traffic in arms Regulations (ITAR), you must include details on the DEFFORM 528. This will allow the Authority to make a decision whether the export can or cannot be made under the US-UK Defense Trade Co-operation Treaty. The Authority shall then convey its decision to the Tenderer. If the Authority decides that use of the Treaty for the export is permissible, it is your responsibility to make a final decision whether you want to use that route for the export concerned if you are awarded the contract.

Import Duty

13. European Union (EU) legislation permits the use of various procedures to suspend customs duties.

14. For the purpose of this competition, for any deliverables not yet imported into the EU, you are required to provide details of your plans to address customs compliance, including the procedures to be applied (together with the procedure code) and the estimated Import Duty to be incurred and / or suspended.

15. You should note that it is your responsibility to ensure compliance with all regulations relating to the operation of the accounting for import duties. This includes but is not limited to obtaining the appropriate Her Majesty's Revenue & Customs (HMRC) authorisations.

Sub-contracts Form 1686

16. Form 1686 (also known as Appendix 5) is to be used in all circumstances where contractors wish to place a sub-contract with a contractor where the release of OFFICIAL-SENSITIVE information is involved. The process will require submission of the single page document either directly to the MOD Project Team or, where specified, to the DE&S Security Advice Centre. You can find further information in the Security Policy Framework – Contractual Process.

Small and Medium Enterprises

17. The Authority is committed to supporting the Government's small and medium-sized enterprise (SME) initiative; its ambitious target is that every £1 in every £3 that the Government spends should be with small businesses by 2020. Our goal is that 25% of MOD spending should be spent with SMEs by 2020; this applies to the money which the MOD spends directly with SMEs and through the supply chain. The Authority uses the European Commission definition of an SME.

18. A key aspect of the Government's SME Policy is ensuring that its suppliers throughout the supply chain are paid promptly. All suppliers to the Authority and their sub-contractors are encouraged to make their own commitment and register with the Prompt Payment Code at: <http://www.promptpaymentcode.org.uk>.

19. Suppliers are also encouraged to work with the Authority to support the Authority's SME initiative. Information on the Authority's purchasing arrangements, our commercial policies and our SME policy can be found at Gov.UK.. <https://www.gov.uk/government/publications/2010-to-2015-government-policy-government-buying/2010-to-2015-government-policy-government-buying#appendix-1-making-sure-government-gets-full-value-from-small-and-medium-sized-enterprises>.

20. The opportunity also exists for Tenderers to advertise any sub-contract valued at over £10,000 in the MOD Contracts Bulletin and further details can be obtained directly from:

BiP Solutions Ltd
Web address: www.contracts.mod.uk
Tel No: 0845 270 7099

Transparency, Freedom of Information and Environmental Information Regulations

21. You should be aware that the contents of any resultant contract may be published in line with government policy set out in the Prime Minister's letter of May 2010 (<https://www.gov.uk/government/policies/government-transparency-and-accountability>) and the information contained within DEFCON 539.

22. Before publishing the contract, the Authority will redact any information which is exempt from disclosure under the Freedom of Information Act 2000 ("the FOIA") or the Environmental Information Regulations 2002 ("the EIR").

23. You should complete the attached Tenderer's Commercially Sensitive Information Form (DEFFORM 539A) explaining which parts of your Tender you consider to be commercially sensitive. This includes providing a named individual who may be contacted with regard to FOIA and EIR.

24. You should note that, while your views will be taken into consideration, the ultimate decision whether to publish or disclose information lies with the Authority. You are advised to provide as much detail as possible on the form. It is highly unlikely that a Tender will be exempt from disclosure in its entirety. Should the Authority decide to publish or disclose information against your wishes, you will be given prior notification.

Electronic Purchasing

25. Tenderers must note that use of the Authority's Contracting, Purchasing and Finance (CP&F) electronic procurement tool is a mandatory requirement for any resultant contract awarded following this Tender. By submitting this Tender you agree to electronic payment. Please feel free to consult the service provider on connectivity options. Failure to accept electronic payment will result in your Tender being non-compliant.

Change of Circumstances

26. If you have not previously submitted a Statement Relating to Good Standing or circumstances have changed, please select 'Yes' and submit a Statement Relating to Good Standing with your Tender.

Asbestos, Hazardous Items and Depletion of the Ozone Layer

27. The Authority is required to report any items that use asbestos, that are hazardous or where there is an impact on the Ozone. Where any Contractor Deliverables fall into one of these categories select 'Yes' and provide further details in your Tender.

Military Aviation Authority (MAA) Requirements

28. There are no MAA Requirements.

Bank or Parent Company Guarantee

29. A Parent Company or Bank Guarantee may be required. In the event that your tender is identified as the most favourable / compliant tender, but MOD assesses that a Parent Company or Bank Guarantee is required, then one will be requested (in the form of DEFFORM 24/24A as appropriate). No contract will be awarded until a suitable Parent Company or Bank Guarantee, as appropriate, is in place.

The Armed Forces Covenant

30. The Armed Forces Covenant is a public sector pledge from Government, businesses, charities and organisations to demonstrate their support for the Armed Forces community. The Covenant was brought in under the Armed Forces Act 2011 to recognise that the whole nation has a moral obligation to redress the disadvantages the armed forces community face in comparison to other citizens, and recognise sacrifices made.

31. The Covenant's two principles are that:

- a. the Armed Forces community would not face disadvantages when compared to other citizens in the provision of public and commercial services; and
- b. Special consideration is appropriate in some cases, especially for those who have given most, such as the injured and the bereaved.

The Authority encourages all Tenderers, and their suppliers to sign the Corporate Covenant, declaring their support for the Armed Forces community by displaying the values and behaviours set out herein.

32. The Armed Forces Covenant provides guidance on the various ways you can demonstrate your support through the Corporate Covenant.

33. If you wish to register your support you can provide a point of contact for your company on this issue to the Armed Forces Covenant Team at the address below, so that the MOD can alert you to

any events or initiatives in which you may wish to participate. The Covenant Team can also provide any information you require in addition to that included on the website.

Email address: covenant-mailbox@mod.uk

Address: Armed Forces Covenant
Team
Zone D, 6th Floor, Ministry of Defence,
Main Building, Whitehall, London, SW1A 2HB

34. Paragraphs 30 – 33 above are not a condition of working with the Authority now or in the future, nor will this issue form any part of the tender evaluation, contract award procedure or any resulting contract. However, the Authority very much hopes you will want to provide your support.

STATEMENT OF REQUIREMENT

INTEGRATED DEFENCE PUBLIC ATTITUDES RESEARCH PROGRAMME FOR MOD, ARMED FORCES AND RESERVES

1. Issue

1.1 Delivery of an integrated research programme that tracks the attitude of the general public towards the MOD, the Armed Forces (Royal Navy/Royal Marines, Army and RAF) and Reserves.

2. Aims and objectives

2.1 To examine the attitudes of the British public towards the MOD, the Reserves (Royal Navy/Royal Marine Reserves, Army Reserves, and RAF Reserves) and Armed Forces (Royal Navy/Royal Marines, Army and RAF) and to track these attitudes over time. Minimum requirements of the research shall include an investigation into:

- Overall awareness and favourability towards the collective Armed Forces, the MOD, the Reserves and each specific single Service
- Attitudes towards the collective Armed Forces, the MOD including civil servants, the Reserves and each single Service in a number of contexts, including their role and current operations with a specific focus on, but not restricted to:
 - The ability of the UK Armed Forces to protect the UK people from harm
 - The UK Armed Forces' contribution to global safety through NATO and external partnerships
 - The UK Armed Forces' contribution to the economy
 - The UK Armed Forces' reputation as a fair employer
 - The UK Armed Forces' technological innovation and whether they're 'up to date'
 - Perceptions of veterans and their contribution to society
 - The 'soft' vs 'hard' power of the UK Armed Forces in the variety of their work (e.g. defence, humanitarian aid, etc)

3. Background

3.1 The MOD has polled regularly on its reputation since 1999. Up until 2011, polling was undertaken on a face-to-face basis, but since then it has been delivered via a telephone methodology on a bi-annual basis. Key results are published on the MOD web site.

3.2 Survey results help to inform the MOD's communication strategies and the identification of target audiences. The results are presented to Ministers, placed in the House of Commons Library and are used as performance indicators in MOD's annual report. There has been significant interest in poll results over the years, including PQs and FOI requests so the survey must be able to stand up to

scrutiny. As required by the Government Communication Service (GCS) evaluation of communication activities is mandatory and the external polling provides key performance measures by which the Directorate of Defence Communications (DDC) can assess effectiveness.

3.3 In the past 12 months, there has been a fundamental change in the polling requirements that support defence communication activities that continual contract amendments no longer support. It has been recognised that the new contract should allow a flexible approach to undertake research activities in order to meet current and emerging business polling requirements. The MOD would like a new methodology that reflects the ability to test some stimulus, and is future proofed, and has taken this opportunity to update the questionnaire to best reflect current communications objectives.

4. Requirement

The Contractor shall conduct quantitative and qualitative research activities as per each request by the Authority's Authorised Demander, which will be specified at the start of the contract. Presentations of the research results will be made to MOD representatives in MOD, Main Building, Whitehall, London (approximately 8 per annum). The required research activities are categorised into an online continuous tracker, additional ad-hoc polling, and alternative research activities. These research activities shall adhere to the following details:

4.1 Sample size

- a) **Online continuous tracker.** The MOD requires an online continuous tracker on approximately N=2000 a quarter (approximately N=670 a month or approximately N=150 a week). The MOD is open to some flexibility on exact sample size per day to meet this requirement. The sample (18+) shall be representative of the whole country by gender, age, parental status, region, social grade, working status, urban/rural background, tenure and ethnicity (BAME).
- b) **Additional ad-hoc polling** shall be conducted online via omnibus service or amongst a representative sample of approximately 2000 adults aged 16+ across the UK population. The sample shall be representative of the whole country by age, gender, parental status, region, social grade, working status, urban/rural background, tenure and ethnicity, BAME included.
- c) **Alternative research activities:** (e.g. focus groups, experiments, interviews, observations, case studies, etc.) that explore specific target audiences; e.g. females, BAME, etc., shall be conducted as and when required by the Authority with reasonable advance warning. The sample sizes shall consist of a small number of participants, usually around six to twelve, from within the target market, or as appropriate according to the relevant methodology. The Contractor will ensure that the MOD is allowed to observe during these research activities.

4.2 Length

- a) Online continuous tracker. The Contractor shall ensure that the online continuous tracker is around 20 minutes in length. The Authority will require a certain degree of flexibility around the length, so would like to see options for 15 minutes, 20 minutes and 25 minutes, with relevant implications (including cost implications) for each approach. The questionnaire will be based on a core set of questions (example old questionnaire at **Annex A**). The Authority will specify at the start of the contract, the core set of questions to be used, which will be subject to change on an annual basis throughout the course of the contract. A set of additional campaign specific questions will change each quarter. The additional questions will change quarterly (not monthly) and the Authority will require some degree of flexibility around that. The Authority will require the Contractor to show examples of stimulus and activity within the additional campaign specific questions. The additional questions will sit within the questionnaire length. While core questions will be predominantly fixed, once a year up to 15% of the core questions may be subject to further amendment and adjustment by the Authority.
- b) Additional ad-hoc polling. The Contractor shall ensure that each ad-hoc survey consists of approximately 5-10 questions, with approximately 4 ad-hoc surveys a year depending on the Authority's requirement. The questionnaire will be based on emerging business requirements. The Contractor shall ensure a swift turnaround of results (e.g.48 hours, two days) when required by the Authority.
- c) Alternative research activities: (e.g. focus groups, experiments, interviews, observations, case studies, etc.). The Contractor shall ensure that the length of any alternative research methods is appropriate according to the relevant methodology. The Contractor shall provide estimates for the typical number of hours it would take for each proposed research method.

4.3 Methodology

- a) Online continuous tracker. The Contractor shall use a continuous online survey so that the Authority can monitor fluctuations by week, month, and quarter. The tracker will include some open-ended questions that will need to be coded. The Contractor shall clarify how many open-ended questions would be coded within the scope of the given price frame. The Contractor shall clarify whether we will have limits on true open-ended questions (sentences) or whether this would just be valid for single word questions.

The Contractor shall clarify their survey exclusion period; ideally to be no less than six months, and whether this timing can be met.

As MOD's strategy changes, some questions might need to change over the next 2-3 years. The Contractor is required to clarify whether the questionnaire will be flexible enough to allow The Authority to change some of the tracking questions (15%) of the core set of questions every twelve months.

The survey must be tablet, desktop, and mobile enabled.

On award of the contract, The Contractor shall undertake a test with one telephone survey for a week on a comparative nat rep telephone sample so that The Authority can compare the results of a telephone methodology vs. an online one. The Contractor shall outline cost and feasibility of this element.

- b) Additional ad-hoc polling. The Contractor shall use an online methodology as appropriate.
- c) Focus Groups. The Contractor shall follow the principles of the relevant research methodology
- d) Alternative research methods: (e.g. experiments, interviews, observations, desk-top research, case studies, etc.). The Contractor shall propose a range of alternative research method options that are innovative. The appropriate alternative research method options will be agreed between the Authority and the Contractor at the time of the business requirement. The Contractor shall outline the possibility of mixing up the types of research activities (estimating 4 per year) that we run, picking and choosing from the qualitative and alternative research methods.

4.4 Quotas and Weighting

The final data shall be weighted to represent the current UK population profile. The Contractor shall ensure that the data is weighted by gender, age, social grade, region, working status and ethnicity (BAME included) to correct for any sampling bias. The Contractor shall ensure it includes quotas and specific weighting limits to avoid undue manipulation of the data. The Contractor shall clarify in the bid which weighting source will be used and whether there will be any flexibility in choosing the source. The Contractor shall clarify whether it uses any caps or restrictions on individual weights per respondent, or overall weighting efficiencies across tables.

4.5 Deliverables

Full details of the output required is detailed in **Annex B** and shall include:

- Summary results tables
- Reporting link of the incoming results for checking and data download
- Quarterly data tables in Excel
- Raw data in csv/Excel
- Option for some monthly tables (when requested)
- Quarterly slideshow presentation in power point of top line results and wave on wave trend data highlighted to us in PPT, with clarification on whether the reports are question-led, story-led or a mixture of both
- A top-line summary of the research findings for publication in Word
- Any media or transcripts from qualitative work
- Audience Segmentation report
- Any relevant reports following from the alternative research methods

5. Segmentation

5.1 Segmentation allows the MOD to build up an understanding of their audience against key issues, to enable them to make decisions about how to prioritise and deliver their communications effort and make decisions about where to focus resources, it could inform which groups of people (age, location, background etc.) they need to target, their behaviours and which communications channels to use.

5.2 A 2017 exercise created a segmentation model using respondent views on the following but not limited to:

- Overall favourability to the Armed Forces
- Overall favourability to MOD
- Understanding of the role of Armed Forces in the world
- Attitudes towards the MOD contribution to innovation and prosperity
- Valuing our People e.g. pay and benefits; accommodation; AF Covenant; engagement with AF Day

The Contractor shall provide an example cost for a new segmentation based on the new online survey questions or a revamp of the old one. It won't be the case of exactly recreating the old segmentation given the fact that some questions will have changed, but old segmentation work could be used to inform the approach.

The Authority will provide copies of the latest segmentation model at contract award for reference.

6. Timings

The Contractor shall undertake the first online polling within 4 weeks of contract award— with data output on an ongoing basis thereafter.

7. Staff and Customer Service

7.1 The Authority requires the Contractor to provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.

7.2 The Contractor's staff shall have the relevant qualifications and experience to deliver the Contract.

7.3 The Contractor shall ensure that staff understand the Authority's vision and objectives and will provide excellent customer service and reasonable flexibility to the Authority throughout the duration of the Contract.

8. Project Management

The Contractor shall provide a dedicated account/project manager of sufficient seniority and with sufficient time allocated to the project to manage the work effectively. The Authority will have a nominated project manager to oversee the contract and to act as a liaison point. Regular contact by phone and email and attendance at regular meetings is expected.

9. Travel and Subsistence

9.1 The Contractor shall be responsible for all travel and subsistence costs incurred in the undertaking of the contract requirement including presentations at MOD Main Building, Whitehall, London.

9.2 The Authority confirms that there will be no requirement for the Contractor to travel overseas in relation to this Contract.

10. Service Levels and Performance

10.1 The Authority will measure the quality of the Contractor's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Service Delivery	Delivery of the fieldwork and reporting to time and within budget	On-going
2	Service Delivery	Delivery of subsequent projects within timeframes to be agreed between the Contractor and the Authority prior to commencement	On-going
3	Service Delivery	Delivery of reporting within timeframes to be agreed between the Contractor and the Authority prior to commencement	On-going
4.	Service Delivery	Quality of research, analysis and reporting	On-going

5.	Account Management	Quality of Account Management	On-going
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11. Data Protection

11.1 All personal data storage is to be held in the UK.

Annex A: Current questionnaire MOD/AF Reputation; UK Reserves (The questionnaire will change and is subject to being updated as objectives shift)

Annex B: Output Requirements

MOD, Armed Forces and Reserve Reputational Polling 2017/18

INTRO:

Good morning/afternoon/evening, my name is I am from , an independent research company. We are conducting a survey on behalf of a government department which wishes to understand the opinions of the public on a number of issues. We would like to include your views – everything you say will remain confidential to the research company and your individual answers will NOT be revealed to anyone else, including the government department that the research is for.

S1. Would you be prepared to spend 15 minutes answering a few questions?

Yes – CONTINUE

No – THANK AND CLOSE

Q1. I would like to start by asking your opinion about some organisations. For each one I would like you to tell me if you know the organisation very well, know a fair amount about it, know just a little about it, have heard of it but know almost nothing about it, or if you've never heard of it. In making your choice, take into account any of the ways you have learned or heard about it.

INTERVIEWER READ OUT ORGANISATIONS. PROMPT WITH PRECODES AS NECESSARY
ROTATE ORDER, SINGLE CODE FOR EACH

Know very well

Know a fair amount

Know just a little

Heard of, know almost nothing about

Never heard of

Don't know

- The Foreign and Commonwealth Office
- The Department of Health
- The Department for International Development (DfID)
- NATO
- The Ministry of Defence
- UK Reserves e.g. the Army Reserves formerly Territorial Army and their Naval and Air Force equivalent
- UK Armed Forces
- Royal Navy and Royal Marines
- Army
- Royal Air Force
- MOD civil servants
- Police
- The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents
- The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)

Q2. Now I am going to read out the organisations again, and this time I would like you to tell me how favourable or unfavourable your overall opinion or impression of each is. Take into account any of the things which you think are important. Remember that it is your overall opinion or impression that we are interested in.

INTERVIEWER READ OUT ORGANISATIONS.

ROTATE ORDER, SINGLE CODE FOR EACH

Is your opinion...

Very favourable

Mainly favourable

Neither favourable nor unfavourable

Mainly unfavourable

Very unfavourable
Don't know

- The Department of Health
- The Department for International Development (DfID)
- The Foreign and Commonwealth Office
- NATO
- The Ministry of Defence
- UK Reserve Forces e.g. the Army Reserves formerly Territorial Army and their Naval and Air Force equivalents
- UK Armed Forces
- Royal Navy and Royal Marines
- Army
- Royal Air Force
- MOD civil servants
- Police
- The UK Reserve Forces e.g. the Army Reserves (formerly known as Territorial Army) and their Naval and Air Force equivalents
- The UK Cadet Forces e.g. the Army Cadets and their Naval and Air Force equivalents, and the Combined Cadet Forces (CCF)

Q3a Now I'd like you to think about the role that the Armed Forces play in Britain and the rest of the world today. By the Armed Forces, I mean the Royal Navy, Royal Marines, Army and the Royal Air Force.

What do you actually think the Armed Forces do?

DO NOT READ OUT. MULTICODE. *Interviewer probe: "Anything else?" until the respondent can't think of anything else.*

- Ceremonies/ processions/ Royal family/ Commemoration/ Remembrance
- Conflict prevention/deterrence
- Counter-terrorism
- Defending/Securing the Seas and Skies
- Education role/mentoring/teaching
- Fighting enemies
- Fighting ISIS
- Humanitarian/Disaster and incident relief
- Intelligence gathering
- Medical help/medical evacuation
- Military aid to civil emergencies/Flood relief/Supporting Police
- Military operations/fighting in conflicts
- Peacekeeping
- Protecting/defending the UK and economy
- Providing the nuclear deterrent
- Role models/represent Britain overseas
- Search and Rescue
- Securing our shipping routes/trade
- Training & mentoring foreign military
- Training & mentoring in the UK
- Other (specify)
- Don't know

Q3b. Where around the world are the Armed Forces currently on operations, whether on combat missions, humanitarian aid or other interventions and assistance?

DO NOT READ OUT. MULTI-CODE.WHERE INSTRUCTED, INTERVIEWER PROBE: WHAT ARE THEY DOING THERE?

IF RESPONDENT MENTIONS CONTINENT/REGION (E.G. AFRICA) PROBE FOR A COUNTRY. CODE ANYTHING DIFFERENT TO PRE-CODES IN 'OTHER PLEASE SPECIFY'.

- **Afghanistan** (PROBE: WHAT ARE THEY DOING THERE?)
 - Training
 - Combat/fighting
 - Other
- **Baltic Region / Lithuania / Estonia / Poland / Latvia** (PROBE: WHAT ARE THEY DOING THERE?)
 - Air policing
 - Protection
 - Other
- **Cyprus**
- **Falkland Islands and South Atlantic**
- **Iraq** (PROBE: WHAT ARE THEY DOING THERE?)
 - Combat/fighting
 - Humanitarian aid
 - Fighting ISIS/IS/Daesh
 - Training Iraqi Security Forces/Kurdish Peshmerga
 - Other
- **Kenya**
- **Libya**
- **Mediterranean / Italy / Greece / Turkey** (PROBE: WHAT ARE THEY DOING THERE?)
 - Migrants / boats of migrants
 - Other
- **Middle East / Gulf region** (PROBE: WHAT ARE THEY DOING THERE?)
 - Protecting trade
 - Counter-piracy / counter-narcotics/ counter-terrorism / fighting ISIS
 - Other
- **Nepal**
- **Nigeria** (PROBE: WHAT ARE THEY DOING THERE?)
- **North Atlantic**
 - Disaster relief
 - Counter-narcotics
- **Sierra Leone** (PROBE: WHAT ARE THEY DOING THERE?)
 - Humanitarian aid
 - Search and rescue
- **Somalia**
- **Syria**
 - Combat/fighting ISIS/IS/Daesh
- **Sudan**
- **UK**
- **Ukraine / Russia**
 - Combat/fighting
 - Protection
 - Training
 - Other
- **Other** (please specify)

- Don't know

Q4. Thinking now about the UK Armed Forces (Royal Navy, Royal Marines, Army and the Royal Air Force), could you please tell me to what extent you agree or disagree with the following statements.
SINGLE CODE, ROTATE LIST

Do you ...

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

- The UK needs strong Armed Forces
- The UK Armed Forces keep Britain safe by providing security at home and abroad.
- The Armed Forces contribute towards protecting our economy.
- The UK Armed Forces are well equipped.
- The UK Armed Forces have appropriate levels of pay, allowances and other benefits.
- The UK Armed Forces have the standard of living accommodation they deserve.
- The UK Armed Forces make a positive contribution to the UK through activities at home, e.g., ceremonial duties, running the cadet forces, fishery protection, support during strikes.
- The UK Armed Forces promote their best people, regardless of race, gender, religion or sexual orientation.
- The UK Armed Forces demonstrate high moral standards and values, such as: honesty, loyalty, moral courage and respect for others.
- The UK Armed Forces are helping to defeat ISIS/IS/Daesh.
- People who have left the Armed Forces have skills and experiences that help them succeed in many different civilian careers.
- People who have left the Armed Forces make a valuable contribution to society.
- The UK Armed Forces give the taxpayer value for money.
- The Armed Forces and MOD are improving the infrastructure that the Armed Forces use to live, work and train
- The Armed Forces and MOD should make more efficient use of the military estate, even if it means the closure of some military sites.

Q5. Thinking now about the British Army, could you please tell me to what extent you agree or disagree with the following statements?

SINGLE CODE, ROTATE LIST

Do you ...

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

- **The British Army is well equipped**
- **The British Army looks after its people**

Q6. And thinking now about the Royal Navy and the Royal Marines, could you please tell me to what extent you agree or disagree with the following statements?
SINGLE CODE, ROTATE LIST

Do you ...
Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know

- **The Royal Navy and Royal Marines are well equipped**
- **The Royal Navy and Royal Marines look after their people**

Q7. Thinking now about the Royal Air Force, could you please tell me to what extent you agree or disagree with the following statements?

SINGLE CODE, ROTATE LIST

Do you ...
Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know

- **The Royal Air Force is well equipped**
- **The Royal Air Force looks after its people**

Q8. Thinking now about the UK Reserve Forces (Royal Navy, Royal Marines, Army and the Royal Air Force) could you please tell me to what extent you agree or disagree with the following statements?

SINGLE CODE, ROTATE LIST

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know

- The UK Reserve Forces make a valuable contribution to military operations abroad (to help the Regular Forces - the Army, Navy and RAF)
- The UK Reserve Forces make a valuable contribution to our ability to respond to crises in Britain
- The size of the UK Reserve Forces should increase as an integrated part of the Armed Forces
- Both Reservists and their employers benefit because Reservists gain a range of skills through their service that they can directly apply in their civilian workplace.
- Former members of the UK Armed Forces (both Reservists and Regulars) gain skills and experience from their military service which are valued by civilian employers.
- I am confident that the UK Reserve Forces will be able to play an effective role alongside the Regular Forces in protecting the UK's security in the future.

Q9. And thinking now about the Ministry of Defence, could you please tell me to what extent you agree or disagree with the following statements?
SINGLE CODE

Strongly agree
Tend to agree

Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know

- The Ministry of Defence gives the taxpayer value for money
- The Ministry of Defence looks after its people
- The MOD is committed to providing decent accommodation for members of the Armed Forces
- The Ministry of Defence works well with industry to provide the best equipment for the Armed Forces
- The Ministry of Defence civil servants make a valuable contribution to supporting military operations abroad and at home.
- The Ministry of Defence promote their best people, regardless of race, gender, religion or sexual orientation
- The Ministry of Defence needs to invest in state-of-the-art technology and equipment in order to protect national security.

Q10. Do you support maintaining the UK's independent nuclear deterrent?
SINGLE CODE

- Yes
- No
- Don't Know

Q11a. The Armed Forces will soon take delivery of the UK's two new aircraft carriers and a fleet of F-35 aircraft. Which of these best sums up your awareness of this?

- You're aware of both
- You're aware of the aircraft carriers, but not of the F-35 aircraft
- You're aware of the F-35 aircraft, but not of the aircraft carriers
- You're aware of neither

Q11b. Thinking about the new aircraft carriers and the F-35 aircraft, can you tell me to what extent you agree or disagree with the following statements:

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know

- The new aircraft carriers and F-35 aircraft will keep Britain safe by providing security at home and abroad
- The new aircraft carriers and F-35 aircraft are good for the UK economy and for jobs
- The new aircraft carriers and F-35 aircraft demonstrates the UK's international influence and commitment to working together with allies and partners

Q12a. How much do you know, if anything, would you say you personally know about NATO?

A great deal
A fair amount
Just a little
Heard of, but know nothing about it
Never heard of it until this survey
Don't know

Q12b. Do you support or oppose Britain's membership of NATO?

Strongly support
Tend to support
Neither support nor oppose

Tend to oppose
Strongly oppose
Don't know

Q12c. Which of the following best reflects your views?

NATO still has an important role to play in the defence of Western countries
NATO no longer has a useful role to play in the defence of Western countries
Neither
Don't know

Q12d. How safe or unsafe do you feel as a result of the UK's role within NATO?

Very safe
Fairly safe
Neither safe nor unsafe
Fairly unsafe
Very unsafe
Don't know

Q13. Which of these best sums up your awareness of the Armed Forces Covenant?

READ OUT. SINGLE CODE

- You've never heard of it
- You've heard of it but know nothing about it
- You've heard of it and know a little about it
- You've heard of it and know a lot about it

All saying they have heard of the Armed Forces Covenant (2,3,4 at Q13).

Q14. What do you think the Armed Forces Covenant does?

DO NOT READ OUT. MULTICODE

- Gives advantages to serving personnel
- Looks after people:
 - Currently serving in the Armed Forces
 - Veterans
 - Family of people in the Armed Forces
 - Widows/widowers
- It's a charity/fund
- It's a government organisation
- Recognises nation's obligations to the Armed Forces
- Way of showing support for Armed Forces
- Other (specify)
- Don't know

Q15. Armed Forces Day is held on the last Saturday of June each year. Which of these best sums up your awareness of Armed Forces Day?

READ OUT, SINGLE CODE

- You've never heard of it
- You've heard of it but know nothing about it
- You've heard of it and know a little about it
- You've heard of it and know a lot about it

Ask all who have heard of Armed Forces Day at Q14 (codes 2,3,4)

Q15a. Where have you heard about Armed Forces Day?

- Armed Forces Day website
- Attended an event

- Colleagues
- Friends or family
- Other website
- Saw an event on TV
- Saw or heard a celebrity endorsing Armed Forces Day
- Seen or heard an advert for Armed Forces Day
- Seen something about it in the news (TV news or newspaper)
- Social media (e.g. Twitter or Facebook)
- Can't remember/just know about it
- In any other way (please specify)
- None of these

Ask all who have heard of Armed Forces Day at Q15 (codes 2,3,4)

Q15b. Have you ever done anything to support Armed Forces day, for example going to an event, posting about it on social media or something else?

DO NOT READ OUT. MULTICODE (SELECT ALL THAT APPLY)

- Used social media (e.g. Twitter or Facebook) to post, comment, share or like something about Armed Forces Day
- Attended an event
- Visited the Armed Forces Day website
- Purchased Armed Forces Day merchandise
- Discussed it with friends or family
- Watched an event on TV
- Saw or heard a celebrity endorsing Armed Forces Day
- Seen something about it in the news (TV news or newspaper)
- Seen or heard an advert for Armed Forces Day
- In any other way (please specify)
- None of these

ASK ALL

Q16. Which, if any, of the following sources do you use to gain information about current affairs?

READ OUT. MULTICODE

1. Daily Newspapers
2. Sunday Newspapers
3. Magazines/Other publications
4. Internet
 1. bbc.co.uk
 2. Channel4.com
 3. Dailymail.co.uk
 4. Google.co.uk
 5. Guardian.co.uk
 6. Independent.co.uk
 7. Itn.co.uk / itv.co.uk
 8. Metro.co.uk
 9. Skynews.com
 10. Telegraph.co.uk
 11. Thetimes.co.uk
 12. Huffington Post
 13. BuzzFeed
 14. Other
5. Social Media
 1. Twitter
 2. Facebook
 3. YouTube
 4. Instagram
 5. LinkedIn
 6. Snapchat
 7. Tumblr
 8. Pinterest

- 9. Tumblr
- 10. Other
- 6. Radio
- 7. Television
 - 1. News and current affairs
 - 2. Magazine shows
 - 3. Chat Shows
 - 4. Factual Documentaries
- 8. Friends/family/colleagues
- 9. Other- DO NOT READ OUT
- 10. Nowhere - DO NOT READ OUT
- 11. None of these - DO NOT READ OUT
- 12. Don't know - DO NOT READ OUT

ASK ALL

Q17. Have you, or any close friends or family members, served in the Armed Forces in the past 30 years?

DO NOT READ OUT, MULTICODE.

- Myself
- Close friend
- Partner
- Parent
- Sibling
- Grandparent
- Other family member
- Other acquaintance (e.g. neighbour, colleague)
- No, none

Q18 Which of these statements best describes your opinion on joining the Armed Forces? READ OUT, SINGLE CODE

- a) I'm currently considering a career in the Armed Forces
- b) I've previously considered a career in the Armed Forces
- c) I've never considered a career in the Armed Forces
- d) DO NOT READ OUT: None of these

Q19 To what extent do you agree or disagree with the following statement? SINGLE CODE, ROTATE LIST

Do you...
 Strongly agree
 Tend to agree
 Neither agree nor disagree
 Tend to disagree
 Strongly disagree
 Don't know

- I would encourage a friend or family member to consider a career in the Armed Forces

DEMOGRAPHICS

Thank you. I now just have a few classification questions I would like to ask you.....

QA Respondent is:
 SINGLE CODE

- Male
- Female

- (Refused)

QB What was your age last birthday

WRITE IN

..... years old

(Refused)

IF REFUSE AT QB. OTHERS GO TO QC.

QB Please could you tell me which of the following bands contains your age on your last birthday?

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

QC Are you a parent or guardian of any children under 18?

- Yes
- No
- Refused

QD Are you...

**INTERVIEWER READ OUT AND CODE FIRST TO APPLY
SINGLE CODE**

- Working full time as an employee (30hrs/wk+)
- Working part time as an employee (8-29 hrs/wk)
- Working full time as self-employed (30hrs/wk+)
- Working part time as self-employed (8-29 hrs/wk)

- Not working (i.e. under 8hrs/week) - housewife
- Not working (i.e. under 8hrs/week) - retired
- Not working (i.e. under 8hrs/week) - unemployed
- Not working (i.e. under 8hrs/week) - student
- Not working (i.e. under 8hrs/week) - other (incl disabled)
- Refused/don't know
-

> ASK ALL WORKING FULL OR PART TIME.

**QI. What level of seniority are you within the organisation you work for? DO NOT READ OUT.
SINGLE CODE**

1. Owner manager or proprietor
2. Managing director or managing partner
3. Board level director or partner
4. Director – not board level
5. Senior management
6. Middle management
7. Management
8. Executive
9. Office worker, clerical or office junior
10. Unskilled manual worker
11. Skilled manual worker
12. Craftsman, tradesman, etc.
13. Support functions - e.g. cleaner, security guard, etc.
14. Other

QE Is your home...

SINGLE CODE

- Being bought on a mortgage
- Owned outright
- Rented from Local Authority
- Rented from Housing Association/Trust
- Rented from private landlord
- Other
- Refused/don't know

ASK OF MOBILE ONLY SAMPLE. LANDLINE SAMPLE GO TO QF.

QD What is your highest level of Educational achievement?

- GCSE
- A levels
- Undergraduate
- Post Graduate
- Doctoral
- Other (specify)

QE What is your annual income?

- Less than £15k
- £16-£25k
- £26-£35k
- £36-£50k
- £51-£70k
- Above £70k

QF. In what region is your home located?

PROBE TO PRECODES. SINGLE CODE.

- Scotland
- North East
- North West
- Yorkshire and Humberside
- Northern Ireland
- Wales
- West Midlands
- East Midlands
- Eastern
- London
- South East (excl. London)
- South West
- (Don't know)
- (Refused)

QG Which of the following best describes your ethnic group?

SINGLE CODE

A. White

- English / Welsh / Scottish / Northern Irish / British
- Irish
- Gypsy or Irish Traveller
- Any other White background, write in

B. Mixed / multiple ethnic groups

- White and Black Caribbean

- White and Black African
- White and Asian
- Any other Mixed / multiple ethnic background, write in

C. Asian / Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background, write in

D. Black / African / Caribbean / Black British

- African
- Caribbean
- Any other Black / African / Caribbean background, write in

E. Other ethnic group

- Arab
- Any other ethnic group (write in)

QH What is your religion? SINGLE CODE. DO NOT READ OUT.

- Buddhist
- Christian (*interviewer add if needed: including Church of England, Catholic, Protestant and all other Christian denominations*)
- Hindu
- Jewish
- Muslim
- Sikh
- No religion
- Other
- Refuse

QI Please could you tell us what best describes your sexual identity? SINGLE CODE

- Heterosexual/straight
- Gay/lesbian
- Bisexual
- Other (specify)
- Prefer not to say

QJ. Finally, I would like to ask you about the member of your household who is the Chief Income Earner that is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source. Are they/you ...

Are they/you

READ OUT. SINGLE CODE

Working (either full or part time)

Retired/Not working with private pension/means **ASK OCCUPATION**

Unemployed less than 6 months

Unemployed more than 6 months

CODE AS "E"

Retired with STATE BENEFIT/PENSION ONLY

Not working with STATE BENEFIT ONLY

Student

CODE AS "C1"

QJ OCCUPATION OF CHIEF INCOME EARNER:

PLEASE RECORD:

Job Title/Description/Industry/Number employed at location/Qualifications.

If Manager/Supervisor/Self-Employed: Number of People Responsible for.

QSEG CODE SOCIAL GRADE:

- AB
- C1
- C2
- D
- E
- Refused/don't know

Thank and close



OUTPUT REQUIREMENTS – Integrated Defence Public Attitudes Research Programme

Outputs for online continuous survey

1. Quarterly summary results tables – see MOD website for example
2. Reporting link of the incoming results for checking and data download during fieldwork
3. Quarterly data tables in Excel split across the different demographics
4. Quarterly raw data in csv/Excel format for further manipulation of the data
5. Option for some monthly tables (when requested)
6. Slideshow presentation in power point of top line results and wave on wave trend data – a full example can be supplied on contract award; with clarification on whether the reports are question-led, story-led or a mixture of both. These are to be delivered quarterly, annually and after ad-hoc polling. Also, these are to be delivered face to face and electronically.
7. Comprehensive report in Word of top-line results and trend data—a full example can be supplied. These are to be delivered quarterly, annually and after ad-hoc polling.
8. Any media or transcripts from qualitative work
9. Audience Segmentation report – the Authority will provide copies of the latest segmentation model at contract award for reference. Frequency to be confirmed, but likely to be annually

Outputs for Ad-hoc Polling

10. Data tables in Excel split across the different demographics
11. Any media or transcripts from qualitative work, if appropriate
12. Slideshow results presentation in power point

Outputs for Alternative Research Methods

13. Any relevant reports following from the alternative research methods. We would not wish to be prescriptive as to the format of the output and would welcome alternative ways of delivering the information
14. Any media or transcripts from qualitative work

Online Continuous Tracker

Please provide firm prices per questionnaire length per annum in the table below. Please also total up to provide an annual cost. Please also provide firm prices per ad-hoc polling in the table below.

<u>Item No</u>	<u>Description</u>	<u>Year 1</u> 6 Apr 2018 To 5 Apr 2019 Firm Price (Ex VAT) £ Per Questionnaire length	<u>Year 2</u> 6 Apr 2019 To 5 Apr 2020 Firm Price (Ex VAT) £ Per Questionnaire length	<u>OPTIONAL</u> <u>Year 3</u> 6 Apr 2020 To 5 Apr 2021 Firm Price (Ex VAT) £ Per Questionnaire length
1.	Run a test of telephone surveys for one week within 4-6 weeks of contract award and compare telephone results against the online results to show the comparability of data from the two methodologies, and therefore the ability to compare to previous waves of data	One week running with a suggested sample of 500 people:		
2.a	Provide an online continuous tracker on approximately N=2000 people a quarter (approximately N=670 a month or approximately N=150 a week) to track general public attitude towards the MOD, the Armed Forces and the Reserves In accordance with the Statement of Requirement	15 minutes long Per annum cost: Per quarter cost:	15 minutes long Per annum cost: Per quarter cost:	15 minutes long Per annum cost: Per quarter cost:
2.b	Provide an online continuous tracker on approximately N=2000 people a quarter (approximately N=670 a month or approximately N=150 a week) to track general public attitude towards the MOD, the Armed Forces and the Reserves. In accordance with the Statement of Requirement	20 minutes long Per annum cost: Per quarter cost:	20 minutes long Per annum cost: Per quarter cost:	20 minutes long Per annum cost: Per quarter cost:

<p>2-c</p>	<p>Provide an online continuous tracker on approximately N=2000 people a quarter (approximately N=670 a month or approximately N=150 a week) to track general public attitude towards the MOD, the Armed Forces and the Reserves.</p>	<p>In accordance with the Statement of Requirement</p>	<p>25 minutes long Per annum cost: Per quarter cost:</p>	<p>25 minutes long Per annum cost: Per quarter cost:</p>
<p>3.</p>	<p>Additional ad-hoc polling – approx. 4 per annum</p>	<p>In accordance with the Statement of Requirement</p>	<p>25 minutes long Per annum cost: Per quarter cost:</p>	<p>25 minutes long Per annum cost: Per quarter cost:</p>

Notes:

1. Prices shall be firm, per questionnaire and not subject to any variation.
2. Prices shall include all necessary tasks, including preparation and reporting to complete the survey.
3. The Authority shall not be bound to place orders or tasks for any of the Contractor deliverables referred to in the Statement of Requirement.

Focus Groups

Please provide a maximum price per focus group detailed in the table below based on the number of participants and time length of the focus group. Please add more lines if you would propose to use larger or smaller, shorter or longer focus groups than the ones specified in the table below.

Item No	Description	<u>Number of Participants</u>	<u>Time Length</u>	<u>Max Price (ex VAT) per Focus Group</u>
4.a.	Focus Groups that explore specific target audiences	4-7 participants	60 minutes max	
4.b.	Focus Groups that explore specific target audiences	8-12 participants	60 minutes max	

Notes:

4. Prices for the focus groups will be a maximum price per focus group based on the number of participants and time length
5. Prices shall include all preparation, tasks and reporting required to complete the focus group

Alternative Research Methods

Please provide hourly rates for each alternative research method proposed. Please add any other alternative research methods proposed and rates not already included in the table below.

Item No	Description of Alternative Research Methods that explore specific target audiences	<u>Estimated typical length of time (in hours)</u>	<u>£ (ex VAT) per hour</u>	<u>Estimated cost per activity based on typical length of time £ (ex VAT)</u>
5.	Desk-top Research			
6.	Observations			
7.	Experiments			
8.	Interviews			
9.	Other (please specify)			
10.	Segmentation (refreshed segmentation based on new questions)			

Note:

6. Prices for the alternative research methods will be provided as an hourly rate. Exact method and duration will be agreed at the point of the business requirement but for price evaluation purposes please specify an estimated typical duration per alternative research method.
7. The Contractor shall outline the possibility of mixing up the types of research activities (estimating 4 a year) that we run, picking and choosing from the qualitative and alternative research methods, included in cost/contract

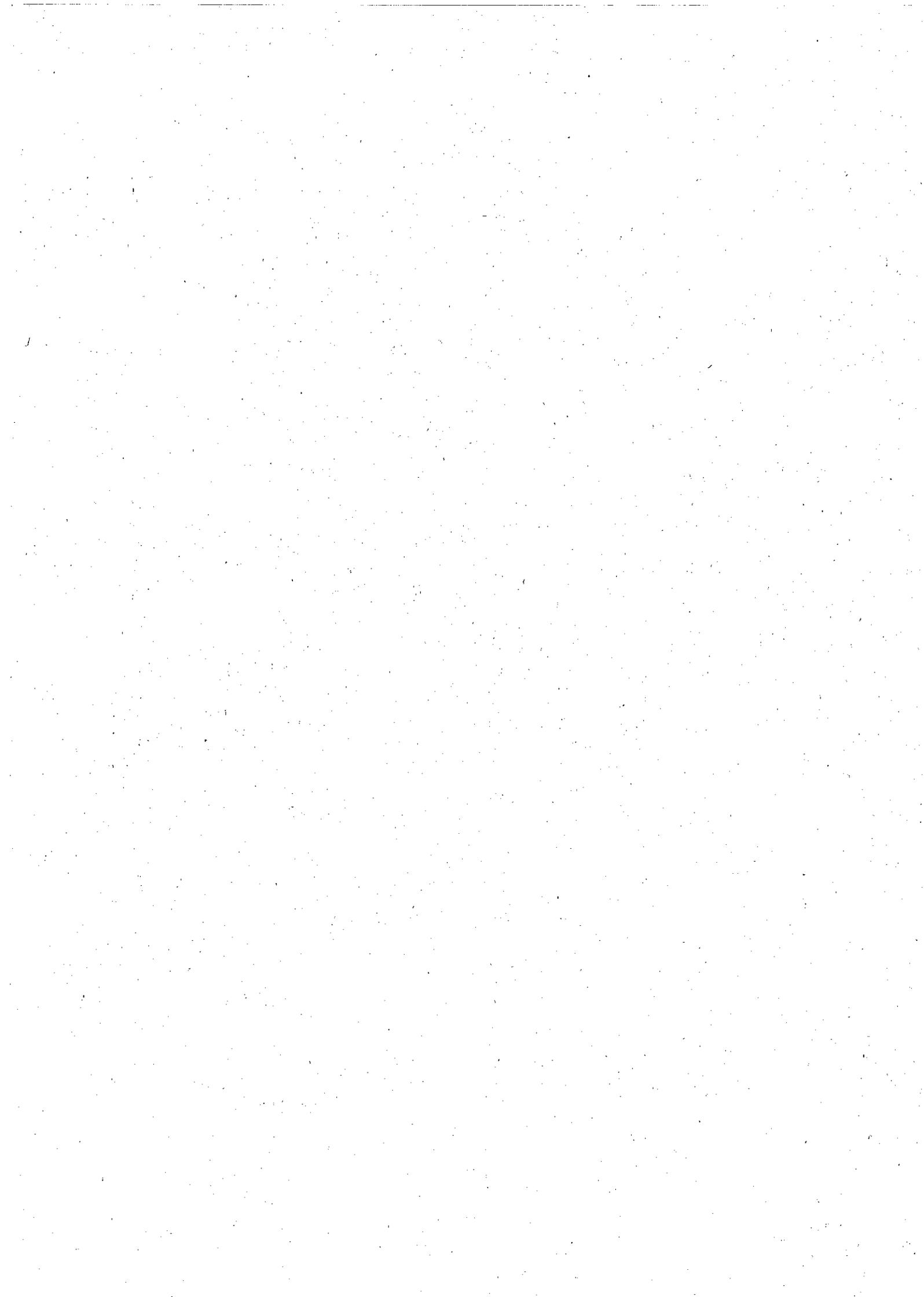
Commercial Evaluation Matrix

Serial Number	Subject	Pass/Fail	Comments
1.	Does your bid offer a FIRM Price?		
2.	Unconditional acceptance of all Terms & Conditions		
3.	Is your submission in the required format and are all documents requested included, in accordance with Section C and D of the DEFFORM 47?		
4.	Has the Tender Submission Document (offer), DEFFORM 47 - Annex A been signed and returned?		

The Commercial evaluation is based on the bidder obtaining a Pass for items detailed in the table above.

Notes for Bidders

1. The Technical Evaluation is completed first; a financial evaluation will only be undertaken for those Tenderers that are deemed to be technically and commercially compliant.
2. All technical proposals will be evaluated against the criteria shown on Page 13 at the Technical Evaluation Matrix.
3. The Technical Mark will be converted to a score out of 60. The best technical score will be awarded the top possible mark (60) and each other bidder will be awarded a proportionate score out of 60 dependent on how their particular score equates to the top technical score.



The following MOD DEFCONs and DEFFORMs form part of this Call Off Contract:

DEFCONs

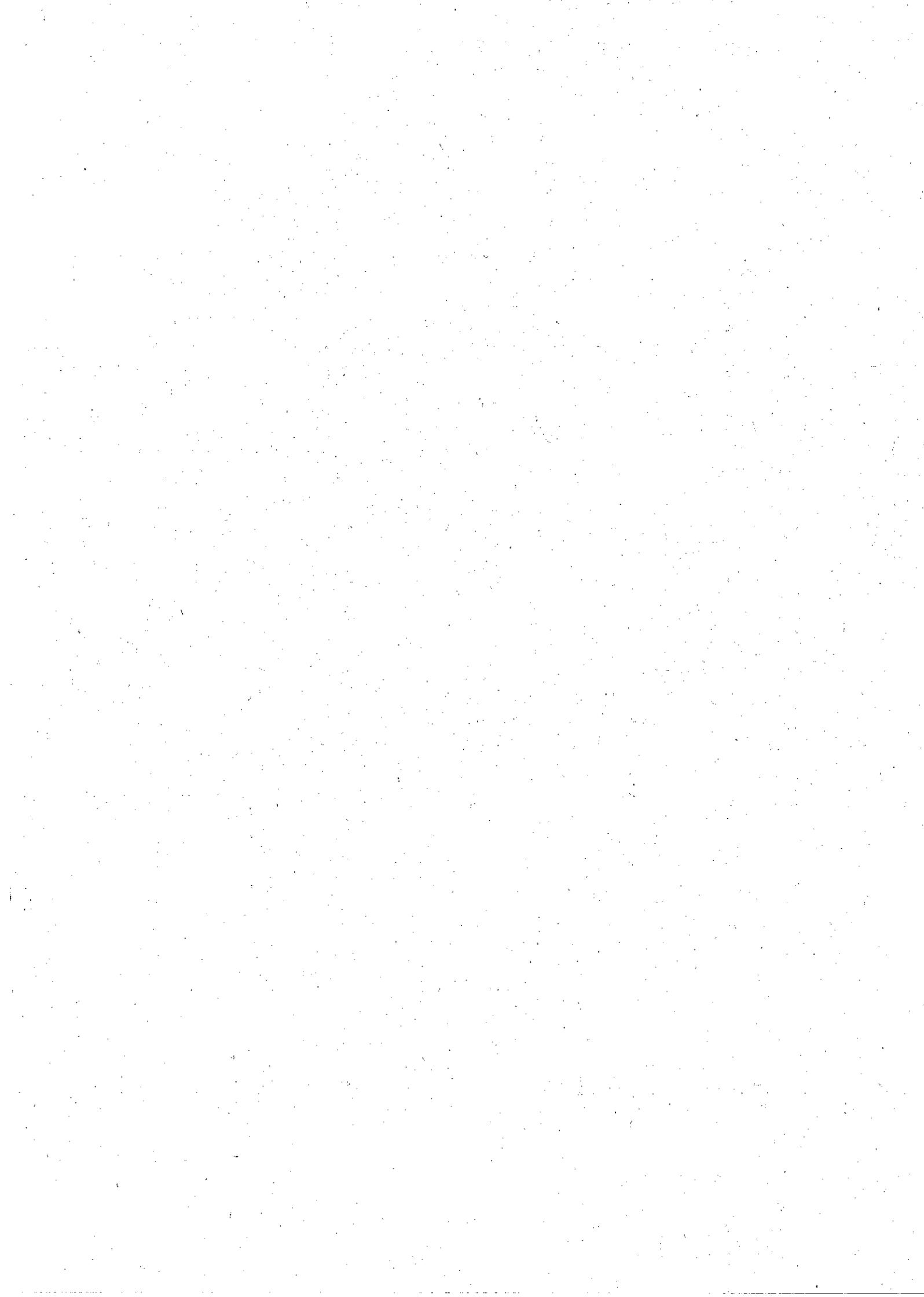
DEFCON No	Version	Description
DEFCON 76	12/06	Contractor's Personnel at Government Establishments
DEFCON 522	11/17	Payment and Recovery of Sums Due
DEFCON 531	11/14	Disclosure of Information
DEFCON 532A	06/10	Protection of Personal Data (where Personal Data is not being processed on behalf of the Authority)
DEFCON 532B	02/17	Protection of Personal Data (where Personal Data is being processed on behalf of the Authority)
DEFCON 642	06/14	Progress Meetings
DEFCON 658	10/17	Cyber
DEFCON 670	02/17	Tax Compliance

DEFFORMs (Ministry of Defence Forms)

DEFFORM No	Version	Description
DEFFORM 539A	08/13	Tenderer's Commercial Information Form

Tenderer's Commercially Sensitive Information Form

ITT Ref No:HOCS1b/00018
Description of Tenderer's Commercially Sensitive Information:
Cross Reference(s) to location of sensitive information in Tender:
Explanation of Sensitivity:
Details of potential harm resulting from disclosure:
Period of Confidence (if applicable):
Contact Details for Transparency / Freedom of Information matters: Name: Position: Address: Telephone Number: Email Address:



Appendix - Addresses and Other Information

1. Commercial Officer

Name: Desmond McMenamin

Address: Rm 2.1.02, Level 2, HOCS1b Commercial, Ministry of Defence, 65 Brown Street, Glasgow G2 8EX.

Email: defcomrlcc-hocs1b1a@mod.uk

☎ 01412242528

2. Project Manager, Equipment Support Manager or PT Leader (from whom technical information is available)

Name: Blanca Grey, DDC-Strategy-Insight-EvalMgr

Address DDC, Level G, Zone B, Desk 10, MOD Main Building, London, SW1A 2HB.

Email: blanca.grey@ddc-mod.org

☎ 0207-218-6763

3. Packaging Design Authority

Organisation & point of contact:

(Where no address is shown please contact the Project Team in Box 2)

☎

4. (a) Supply / Support Management Branch or Order Manager:

Branch/Name: DDC Strategy

☎

(b) U.I.N. D2571H

5. Drawings/Specifications are available from**6. Intentionally Blank****7. Quality Assurance Representative:**

Commercial staff are reminded that all Quality Assurance requirements should be listed under the General Contract Conditions.

AQAPS and DEF STANs are available from UK Defence Standardization, for access to the documents and details of the helpdesk visit <http://dstan.uwh.diif.r.mil.uk/> [intranet] or <https://www.dstan.mod.uk/> [extranet, registration needed].**8. Public Accounting Authority**1. Returns under DEFCON 694 (or SC equivalent) should be sent to DBS Finance ADMT – Assets In Industry 1, Level 4 Piccadilly Gate, Store Street, Manchester, M1 2WD
☎ 44 (0) 161 233 53972. For all other enquiries contact DES Fin FA-AMET Policy, Level 4 Piccadilly Gate, Store Street, Manchester, M1 2WD
☎ 44 (0) 161 233 5394**9. Consignment Instructions**

The items are to be consigned as follows:

10. Transport. The appropriate Ministry of Defence Transport Offices are:**A. DSCOM**, DE&S, DSCOM, MoD Abbey Wood, Cedar 3c, Mail Point 3351, BRISTOL BS34 8JH

Air Freight Centre

IMPORTS ☎ 030 679 81113 / 81114 Fax 0117 913 8943

EXPORTS ☎ 030 679 81113 / 81114 Fax 0117 913 8943

Surface Freight Centre

IMPORTS ☎ 030 679 81129 / 81133 / 81138 Fax 0117 913 8946

EXPORTS ☎ 030 679 81129 / 81133 / 81138 Fax 0117 913 8946

B. JSCS

JSCS Helpdesk No. 01869 256052 (select option 2, then option 3)

JSCS Fax No. 01869 256837

www.freightcollection.com**11. The Invoice Paying Authority**

Ministry of Defence ☎ 0151-242-2000

DBS Finance

Walker House, Exchange Flags Fax: 0151-242-2809

Liverpool, L2 3YL

Website is:<https://www.gov.uk/government/organisations/ministry-of-defence/about/procurement#invoice-processing>**12. Forms and Documentation are available through *:**

Ministry of Defence, Forms and Pubs Commodity Management

PO Box 2, Building C16, C Site

Lower Arcott

Bicester, OX25 1LP (Tel. 01869 256197 Fax: 01869 256824)

Applications via fax or email: DESLCSLS-OpsFormsandPubs@mod.uk*** NOTE**

1. Many DEFCONs and DEFFORMs can be obtained from the MOD Internet Site:

<https://www.aof.mod.uk/aofcontent/tactical/toolkit/index.htm>

2. If the required forms or documentation are not available on the MOD Internet site requests should be submitted through the Commercial Officer named in Section 1.

