

DPS Schedule 6 (Order Form Template and Order Schedules)

Order Form

ORDER REFERENCE: C24074

THE BUYER: The Department for Environment, Food and Rural Affairs

BUYER ADDRESS

THE SUPPLIER: Savanta Ltd

SUPPLIER ADDRESS:

APPLICABLE DPS CONTRACT

This Order Form is for the provision of the Deliverables and dated 28/03/2024. It's issued under the DPS Contract with the reference number RM6126 for the provision of Call - off contract for public polling to inform communications.

DPS FILTER CATEGORIES:

Conjoint / discrete choice / MAXDIFF / stated preference / trade-off,
Quantitative, Online, Omnibus, Cognitive interviewing / testing,
Communications testing research, Tracking research, Public polling, England,
Wales, Scotland, Northern Ireland

ORDER INCORPORATED TERMS

The following documents are incorporated into this Order Contract. Where numbers are missing we are not using those schedules. If the documents conflict, the following order of precedence applies:

1. This Order Form including the Order Special Terms and Order Special Schedules.
2. Joint Schedule 1(Definitions and Interpretation) **RM6126**
3. The following Schedules in equal order of precedence:
 - Joint Schedules for **RM6126**
 - Joint Schedule 2 (Variation Form)
 - Joint Schedule 3 (Insurance Requirements)
 - Joint Schedule 4 (Commercially Sensitive Information)
 - Joint Schedule 10 (Rectification Plan)
 - Joint Schedule 11 (Processing Data)
 - Order Schedules for **C24074**
 - Order Schedule 1 (Transparency Reports)
 - Order Schedule 4 (Order Tender)
 - Order Schedule 5 (Pricing Details)
 - Order Schedule 8 (Business Continuity and Disaster Recovery)
 - Order Schedule 10 (Exit Management)
 - Order Schedule 14 (Service Levels)
 - Order Schedule 15 (Order Contract Management)
4. CCS Core Terms (DPS version) v1.0.3
5. Joint Schedule 5 (Corporate Social Responsibility) **RM6126**

No other Supplier terms are part of the Order Contract. That includes any terms written on the back of, added to this Order Form, or presented at the time of delivery.

ORDER START DATE: 05/04/2024

ORDER EXPIRY DATE: 04/04/2025

ORDER INITIAL PERIOD: 12 months

DELIVERABLES

See details in Order Schedule 20 (Order Specification)

MAXIMUM LIABILITY

The limitation of liability for this Order Contract is stated in Clause 11.2 of the Core Terms.

The Estimated Year 1 Charges used to calculate liability in the first Contract Year is Up to a maximum of £95,000. Estimated Charges for the life of the contract.

ORDER CHARGES

See details in Order Schedule 5 (Pricing Details)

Rate card prices will not be impacted by any change to the DPS Pricing and will be fixed for the duration of the contract term.

REIMBURSABLE EXPENSES

None

PAYMENT METHOD

Defra aims to pay undisputed invoices within 5 days, in line with the government's Prompt Payment Policy

To support this aim, Defra uses an automated scanning solution to speed up how they review and process invoices.

To help Defra efficiently process your invoice, please make sure you:

- include a valid Defra purchase order number on your invoice
- Indicate the purchase order line number if you are invoicing an item from a multiple line purchase order
- Provide a quantity, unit rate, and meaningful description for each unit Defra is buying (where applicable)
- Send an email that is not bigger than 4MB
- Format all files as PDFs
- Attach all files directly to the email – for example, you should not attach folders • Provide one PDF per invoice – all supporting documentation must be included within the single PDF
- Send your invoice to one email address only – do not copy in multiple addresses
- Do not send password protected files – these cannot be processed
- You can attach multiple invoices to one email, but each invoice must be in a separate PDF.

Submit your invoice to the relevant email address:

[REDACTED]

In exceptional circumstances, suppliers may post invoices to the following address:

BUYER'S INVOICE ADDRESS:

Shared Services Connected Limited

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

BUYER'S ENVIRONMENTAL POLICY
N/A

BUYER'S SECURITY POLICY
N/A

SUPPLIER'S AUTHORISED REPRESENTATIVE

[REDACTED]
[REDACTED]
[REDACTED]

SUPPLIER'S CONTRACT MANAGER

[REDACTED]

PROGRESS REPORT FREQUENCY

A monthly MI report including spend to date must be submitted to the Authority for the duration of the contract by the 10th day of the month. This should track all KPI's and will be used to monitor performance and determine service credits.

PROGRESS MEETING FREQUENCY

Quarterly – dates to be confirmed upon contract inception.

KEY STAFF

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

KEY SUBCONTRACTOR(S)
N/A

[REDACTED]
[REDACTED]
[REDACTED]

E-AUCTIONS

N/A

COMMERCIALLY SENSITIVE INFORMATION

Not applicable

SERVICE CREDITS

There are no service credits applicable to this contract however there are KPI's and service levels. See specification.

ADDITIONAL INSURANCES

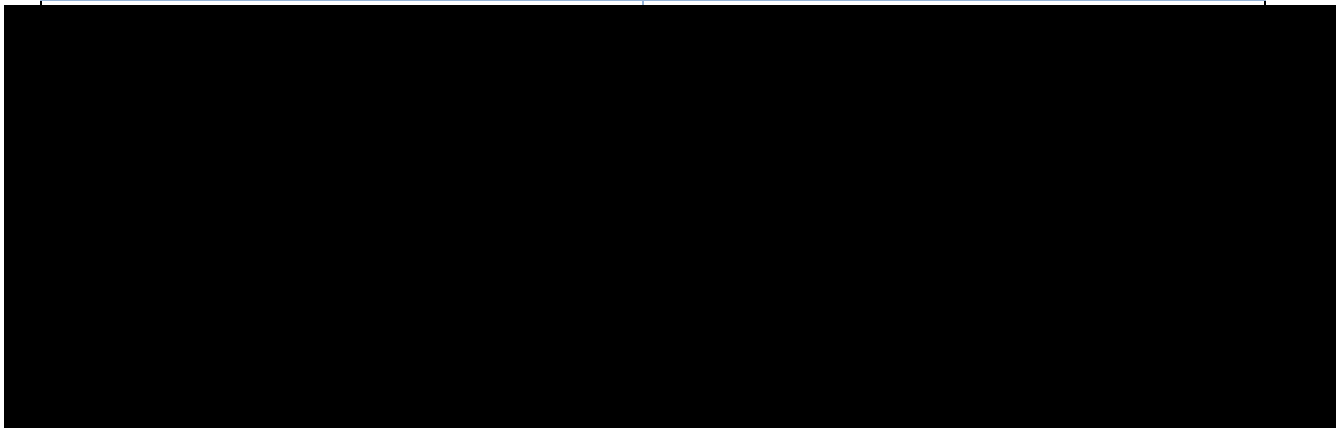
Not applicable

GUARANTEE

There's a guarantee of the Supplier's performance provided for all Order Contracts entered under the DPS Contract

SOCIAL VALUE COMMITMENT

The Supplier agrees, in providing the Deliverables and performing its obligations under the Order Contract, that it will comply with the social value commitments in Order Schedule 4 (Order Tender)





Audience Insight

Research brief

Call-off contract for public polling to inform communications

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Summary

Defra Group Communications would like to establish a 12-month call-off contract for public polling. The central function of call-off contract will be to deliver a quarterly, public attitudes tracker that will enable Defra Communications teams to keep a 'finger on the pulse' of public opinion. Beyond the quarterly tracker, we may also require standalone polls on specific issues as and when they arise. Results will be used to inform communications activity and strategy across the Defra brief as well as to feed into performance reports.

The budget available is up to a maximum of £95,000 excluding VAT. This is a maximum possible spend for all research commissioned for the length of the contract and is not a guaranteed spend.

Background to the Authority

Defra group Communications is a team of over 200 communications professionals spread across 35 locations around the country working together to help build a green and healthy future. We are the only communications team across Whitehall that offers a genuine group-wide shared service, delivering communications on behalf of Defra and five Arm's Length Bodies: Animal and Plant Health Agency (APHA), Environment Agency (EA), Natural England (NE), Forestry Commission (FC) and Rural Payments Agency (RPA).

We provide communications across a wide range of policy areas, for example including (but not limited to):

- Nature recovery, including demonstrating government commitment and action on creating and enhancing habitat.
- Farming, including engagement with new farming schemes and grants.
- Water, including demonstrating action to deliver the Plan for Water.
- Tree planting, including increasing engagement with landowners to plant more trees.
- Biosecurity, including increasing awareness and adherence to good biosecurity practice to reduce the risk of disease impacts.
- Flooding, including promoting action to reduce flood risk and raise awareness of flood prevention measures.
- Waste, including supporting industry and consumers to reduce waste.
- Supporting rural communities.

Objectives

The Insight and Evaluation team in Defra Group Communications commissions and undertakes research to inform the development of communications activities and evaluate their impact. Research is vital in understanding our audiences and providing insight to increase the effectiveness of our communications, as well as to measure performance.

A core part of this is tracking public attitudes through polling, which enables us to:

- Gain insight into public perceptions, attitudes and priorities to inform communications positioning.
- Provide a means to test potential policy direction or gauge appetite for changes in direction.
- Monitor public attitudes towards or adoption of new policy initiatives.
- Assess public priorities on a range of Defra topics.
- Evaluate implementation of behaviours and identify gaps in awareness or compliance.

We would therefore like to commission a call-off contract through which we will commission a research supplier to deliver public polling services. Through this contract, the successful supplier will support us in delivering:

- A greater understanding of our public audiences, including most appropriate channels, language and tone when communicating with them on a wide range of Defra policies and announcements.
- A frequent and strategic 'drumbeat' of insight into public attitudes, to equip us with relevant and timely insights to inform policy and communications.
- Up-to-date data that enables the Department to have a 'finger on the pulse' of public opinion in relation to the Defra brief.
- Analysis of change over time through tracking data to inform evaluation and performance reports.

Scope of Requirement

We need to be able to efficiently conduct public polling across the UK to measure public awareness of and attitudes to current policy areas, track uptake of certain behaviours, and explore attitudes to key trade-offs or tensions in environmental policy. Polling will cover the full Defra brief and be conducted on behalf of the Defra Group.

A central function of this call-off contract will be to deliver a public attitudes tracker survey each quarter. The survey will comprise of regular, tracker questions with the option to include additional, ad hoc questions to provide rapid data on emerging priorities or challenges. We will also want to include a number of demographic and media consumption questions, potentially with the option to link to relevant, external datasets for more nuanced information. We anticipate that each wave of the tracker will be around 15 minutes in length and we would like to achieve a minimum, nationally representative sample of 2,000 UK adults.

Beyond the quarterly tracker, we may also require standalone polls on specific issues as and when they arise.

We anticipate that research commissioned under this call-off contract will take the form of online surveys, predominantly with a nationally representative sample of the UK public. However, on occasion we may require polling or a sample boost of additional audiences, including:

- Life stage segments, including young people.
- Members of the public living in rural areas.
- Pet owners.

The successful supplier should have capabilities for fast-turnaround polling and be able to provide guidance on the pros and cons of different polling options and the impact on speed of delivery versus robustness of results. For delivery of the core requirement of this contract, the quarterly tracker poll, we will require the successful supplier to deliver:

- A short proposal confirming costs and timings for each wave.
- Quality assurance of the questionnaire (Defra will provide a draft questionnaire upon contract start).
- Recruitment and fieldwork.
- Data processing and quality assurance.
- Weighted data tables, with statistical significance testing and relevant crossbreaks.

Additional, ad-hoc polling will have the same requirements, but there may be occasions where we also request:

- Toplines note.
- Full PowerPoint report and accompanying debrief presentation.
- Summary reports or outputs.

When preparing a bid for this call-off contract, suppliers should also provide information of software or tools used to enable further subgroup analysis of data by the Customer should it be required – including tracking data over time.

Estimated Timescales for Procurement

Activity Title	Date (Time)
Opportunity Notice published in Contracts Finder and Bidder Pack released	09/02/2024
Deadline for clarification questions	16/02/2024 – 12 Noon GMT
Deadline for Responses	01/03/2024 – 12 Noon GMT
Evaluation of Tender	Start 04/03/2024 End 28/03/2024
Contract award notification	29/03/2024
Contract award	29/03/2024
Contract start date	05/04/2024

Contract requirements

- The winning Contractor shall be responsible for delivering the commissioned quantitative research under this contract, under the Terms and Conditions and against each tasking's unique set of requirements.

- The winning Contractor shall ensure that they can fully meet their contractual obligations within the Performance, Cost and Time envelope of each tasking.
- The data from this exercise will be made available under Crown Copyright to Defra upon request.
- The winning Contractor shall be committed throughout the Contract duration to identify and deliver efficiencies where possible and practical. All efficiencies identified through this Contract shall be reported to and flowed down to Defra.
- We will measure the quality of delivery on this contract across the following KPIs. These will be reported and evaluated through quarterly contract review meetings with the Contractor and Authority.

KPI	Service Area	Description	Measurement
1	Research design and delivery	All fieldwork is conducted to a high standard and sample meets required specifications agreed.	Fieldwork is delivered within agreed timeframes 98% of the time as a minimum.
2	Outputs	Outputs and deliverables are in line with requirements agreed with the customer. All written reports and data tables delivered through the contract are quality checked for accuracy, with an expectation that all data tables delivered will be.	98% accurate as a minimum
3	Account management	Regular contact with the customer is maintained throughout the duration of projects commissioned through the contract. All calls and emails from the customer for the duration of the contract are acknowledged within 24 hours and all complaints and issues responded to and resolved within 3 days as a minimum standard. A log of complaints and	A monthly MI report including spend to date must be submitted to the customer for the duration of the contract by the 10 th day of the month. This should track all KPI's and will be used to monitor performance and determine service credits.

		issues will be maintained by the customer.	
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Appendix 2 – Order Tender

Order Schedule 4 (Order Tender)

[illegible]

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- [REDACTED]
- [REDACTED]

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- [REDACTED]

Category	Value (approximate percentage)
1	10
2	95
3	98
4	85
5	99
6	96
7	99
8	94
9	88
10	97

-
- A horizontal bar chart with four groups of bars, each representing a demographic category. Each group contains three bars of different colors (blue, red, green) representing different levels of agreement. The x-axis represents the percentage of respondents, ranging from 0% to 100%.
- | Demographic | Strongly Agree | Agree | Disagree/Strongly Disagree |
|-------------|----------------|-------|----------------------------|
| Male | ~95% | ~95% | ~10% |
| Female | ~90% | ~95% | ~15% |
| 18-29 | ~100% | ~100% | ~30% |
| 30-49 | ~100% | ~100% | ~95% |

-
- | Group | U.S. should take action | U.S. should not take action | U.S. should take action but not at the expense of the economy | U.S. should not take action but not at the expense of the economy |
|-----------------|-------------------------|-----------------------------|---|---|
| All respondents | 78% | 22% | | |
| Rep/Lean Rep | 65% | 35% | | |
| Dem/Lean Dem | 88% | 12% | | |
| Mod/Lib | 92% | 8% | | |

[illegible]

[Redacted content]

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Response	Percentage
Yes, the current administration is responsible	85%
No, the current administration is not responsible	15%

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- A horizontal bar chart with three main categories on the y-axis: 'All respondents', 'By age', and 'By gender'. Each category has five bars representing different levels of agreement: 'Not at all', 'A little', 'Some', 'A lot', and 'A great deal'. The x-axis represents the percentage of respondents, ranging from 0% to 100%.
- | Category | Not at all | A little | Some | A lot | A great deal |
|-----------------|------------|----------|------|-------|--------------|
| All respondents | 1% | 1% | 1% | 1% | 95% |
| By age | 1% | 1% | 1% | 1% | 95% |
| By gender | 1% | 1% | 1% | 1% | 95% |

[illegible]

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