

Appendix E: Completed Commissioning Letter

Operations Director
Basis Social Limited
Hanway House,
24 Hanway Street,
London
W1T 1UH

Friday, 9th February 2024

Dear

PS21174 – Energy and Climate Change Behavioural Science Framework -
PS24049 - Energy Efficiency Historical Successes.

Thank you for your response to the Specification for the above Commission by The Department for Energy Security and Net Zero (DESNZ) (the Customer) through PS21174 – Energy and Climate Change Behavioural Science Framework dated Friday, 9th February 2024 between (1) Department for Energy Security and Net Zero (DESNZ); and (2) Basis Social (the Framework Agreement).

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

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

The Call-Off Terms and Conditions applicable to this contract are those set out in PS21174 – S3 – Services Purchasing Contract to the Framework.

The agreed total charges are £47,890.00 exclusive of VAT which should be added at the prevailing rate. The agreed invoice schedule is as follows:

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

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

Deliverables – Please see Annex B Specification.

The Services Commencement Date is Tuesday, 13th February 2024

The Completion date is Friday, 17th May 2024

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The Contract may be terminated for convenience by giving 30 days' notice in accordance with clause A3-8 of the PS21174 – S3 – Services Purchasing Contract, Call-off Terms and Conditions.

Your invoice(s) for this work must include the following information:

Commission number: PS24049 - Energy Efficiency Historical Successes

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

The Authorised Representative for this Commission will be

[REDACTED]

who can be contacted at

or

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

Yours sincerely

[REDACTED]

UK Shared Business Services Limited

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

Signed on behalf of (Contracting Authority)

Name and Title	[REDACTED]
Signature	
Date	

Signed on behalf of (supplier)

Name and Title	[REDACTED]
Signature	
Date	

Annex A – Specification

Requirement

Please see below full details of our requirement:

Project Description:

1. Brief background and evidence gaps

- The UK has made significant strides in improving the energy efficiency of its domestic housing stock over the past 50 years in order to reduce its carbon emissions and tackle fuel poverty. However, as the worst performing tenure type compared to social rented and private rented homes (57% of owner-occupied homes in England fall below EPC band C), enhancing the energy efficiency of the owner-occupied property sector remains a key challenge .
- As the UK seeks to increase the future rollout of domestic energy efficiency measures to reduce its carbon emissions and tackle fuel poverty, evidence on the critical success factors (and barriers) to the consumer adoption of past energy efficiency measures in the owner-occupied space (e.g. double-glazing), and their application to the consumer take-up of future measures, remains scant and dispersed.
- This research project aims to address this evidence gap by examining the key domestic energy efficiency measures that have been deployed in the UK over the past (approximately) 50 years, focusing specifically on the owner-occupier sector. It will seek to synthesise, in a comprehensive manner, the key lessons learned from the successful (or unsuccessful) deployment of historical energy efficiency measures (including the key drivers of consumer adoption), and provide practical insights to develop more effective and targeted policies aimed at enhancing the rollout of future energy efficiency measures. By doing so, this project will support the UK's efforts to meet its climate goals, reduce fuel poverty, and ensure a sustainable and energy-efficient future.
- More specifically, this research will investigate several sub-themes linked to the rollout of historical energy efficiency measures in the UK, including: (i) the impact of government action versus private businesses; (ii) the importance of product aspects; (iii) the methods of selling/communicating these products to consumers; (iv) the market segments that drove consumer demand and led to normalisation; (v) the ways in which fuel poor/vulnerable groups were impacted by the rollout of past energy efficiency measures; (vi) the applicability of the Diffusion of Innovation theory to the past and present-day/future rollout of energy efficiency schemes. It will also explore how these lessons can be best understood and applied within the UK's current economic context, marked by cost-of-living and energy bills crises.

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framework will be useful for commissioning this project and how the project will inform policy development):

- This research aims to better understand the key drivers to the consumer adoption of historical energy efficiency measures in the owner-occupied sector, and how these can be applied to facilitate the consumer uptake and larger-scale deployment of energy efficiency measures in the future.
- Using this framework to commission the research will be useful because:
- Our collaboration with external contractors under the behavioural framework will bring valuable behavioural expertise to the project. Contractors under the framework specialise in conducting behavioural science research and analysis, making them well equipped to: (1) understand the key drivers for consumer uptake of energy efficiency measures in the owner-occupied sector, based on learnings from historical examples;

and (2) identify key implications and practical recommendations for policy. Therefore, commissioning this work via the framework will help to ensure a high-quality deliverable.

- DESNZ will be able to deliver the research at pace: Due to fast-paced policy delivery timelines, research findings will be required by Spring 2024. Commissioning via the framework will reduce delivery timelines and ensure that findings can inform policy delivery in a timely manner.

4. Suggested Approach

- We have suggested below an approach we believe will help us to meet our project objectives and research questions. We expect the contractor to provide a detailed description and justification of their approach in their response.
- Methodology
 - To address the above-mentioned research questions, this project will utilise a qualitative methodology comprising a literature review (with integrated case studies) and a joint expert/policy workshop.
 - 1. Literature review and integrated case studies:**
 - Data Collection: Conduct a literature review to compile information on past energy efficiency measures in the UK, identify critical success factors and barriers related to their deployment, and highlight potential lessons learned that could be applied to the roll-out of future energy efficiency measures. A secondary aim of the data collection phase should be to identify literature relevant to the Diffusion of Innovation theory, and its potential application to the roll-out of energy efficiency and/or heating systems.
 - Literature Sources: This will include white and grey literature, such as government reports, academic studies/reviews, and industry publications.
 - Case Studies: As part of the literature review, 2-3 in-depth case studies will be developed focusing on specific historic energy efficiency measures, outlining their historical contexts, goals, implementation strategies, success factors/deployment barriers, and outcomes.
 - Geographical scope: The predominant approach will be a review of literature relating to the UK; however, this may be expanded to International literature/examples in the event that there is a scarcity of UK-based literature.
 - Data Analysis: Content analysis could be used to identify common themes, trends, and patterns related to past energy efficiency measures in the literature, and related success factors/barriers linked to their roll-out. A secondary aim of the analysis should be to identify themes associated with the technological diffusion process outlined in the Diffusion of Innovation theory

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- **Any challenges/risks that contractors may face**
 - **- Literature review - data availability and quality:** The availability and accessibility of relevant literature and data could pose a challenge. The literature review relies on both white and grey literature, which may not be readily available or accessible. The quality and reliability of the data collected could also be a concern. The data from different sources might vary in terms of accuracy, reliability, and consistency. We invite the supplier to propose ways in which they intend to mitigate these risks. This could include: (i) Broadening the geographical scope of the literature search to include International examples in the event that there is a scarcity of UK-based literature; (ii) Critically assessing the credibility of the literature sources identified and the robustness of any research findings presented.
 - **- Recruitment of workshop participants:** Identifying and recruiting the right experts for the workshop could be challenging. The success of the workshop heavily depends on the participation of experts with in-depth knowledge in the field of energy efficiency. We invite the supplier to propose ways to mitigate the risk of low recruitment amongst this cohort. This could involve: (i) leveraging professional networks, industry groups, and academic institutions to identify and recruit suitable experts; (ii) Offering incentives or acknowledging contributions to encourage participation.
 - **- Application of literature review findings:** Translating the literature review findings into actionable recommendations and strategies during the workshop may be challenging and will require careful workshop design. We invite the supplier to propose ways in which the workshop can be designed to mitigate this risk.

5. Desired Outputs

- The main outputs from this piece of work will be:

- (i) An emerging findings presentation (mid-way through data collection/analysis) to report on key findings to date.
 - (ii) A publishable report (approximately 15-20 pages), in both Word and Pdf formats, with a write-up of key findings from the literature review. Accessibility requirements will need to be applied to the final report.
 - (iii) A presentation of the literature review findings (approximately 1-hour), to allow DESNZ policy and analyst colleagues to ask questions and seek clarification on the findings and potential policy implications.
 - (iv) A short research note (approximately 3 pages) for internal use, which contains a shortlist of policy recommendations grounded in the evidence gathered from the workshop.
 - (v) A short note (approximately 2 pages) for internal DESNZ use, that sets out initial findings on the research questions related to the Diffusion of Innovation theory.
- We expect that at least three drafts will be needed to reach the finalised report and these drafts should be delivered with sufficient time built in for review and comments. Each draft must be proof-read and delivered at a professional and publishable standard and incorporate accessibility requirements.

- The research project is tied to a concrete deliverable that will be made available to and employed by third party organisations (e.g. Energy Saving Trust, Centre for Sustainable Energy, Association for the Conservation of Energy). The final project report, rather than only being published on gov.uk, will be actively shared with energy efficiency scheme delivery partners to inform present day and future scheme design.

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

- Ethical considerations:
 - - GDPR: UK GDPR will need to be complied with throughout. The GDPR Annex A checklist will be completed and signed off by the DPO to ensure that the project is compliant. Participants will have the opportunity to withdraw from the research at any point and will be informed how and why their data is being used prior to taking part in this research. Participant data will be anonymised in all presented and/or published work.
- Delivery risks are as follows:
 - - Timelines: We are aware that three months is a short window to complete the specified research, as well as analysis and reporting. With this in mind, we invite suppliers to consider mitigation measures to reduce this risk. We anticipate such measures could include starting workshop recruitment early, and iterative report drafting. We anticipate data collection and analysis to run from the start of February to the end of March 2024 (2 months), and for reporting to run from the start of March to the end of April 2024 (1 month).

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

- Weekly project meetings during the contract period.
- Brief email updates from the contractor on progress (prior to weekly meetings).
- The contractor to lead in the development of a risk register for DESNZ to review and sign-off.

- The contractor to lead in the development of an invoicing schedule for DESNZ to review and sign-off.
- The contractor to lead in the development of a project tracker/Gantt chart for DESNZ to review and sign-off.

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

- - The project will be led by SABER researchers [redacted] and [redacted] with policy support from the policy team [redacted]

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

Funding Directorate³	NZBI-Domestic
Finance Business Partner⁴	[redacted]
Approximate value of the project⁵	[redacted]
Budget financial year⁶	[redacted]
Contract start date	Start of February 2024
Contract end date	Mid-May 2024
Are those dates flexible	Yes (2-3 weeks)

³ This is the directorate which holds the budget for this research.

⁴ The name of the finance business partner who can be liaised with in order to process payment.

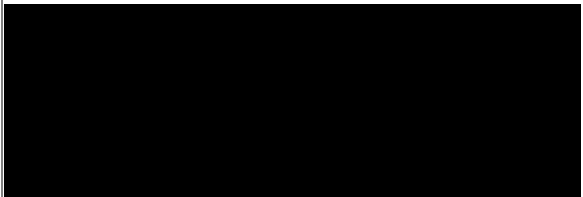
⁵ Annex II contains a list of average provider rates, which can be used to calculate the approximate value of the project.

⁶ Please make clear the financial year from which budget for this research should be drawn.

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

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

Description	Details
Subject matter of the processing	<div></div> <p>The processing of names and business contact details of staff of both Contracting Authority and Contractor will be necessary to deliver the services exchanged during the course of the Contract, and to undertake Contract and performance management.</p> <p>The Contract itself will include the names and business contact details of staff of both the Contracting Authority and the Contractor involved in managing the Contract.</p> <p>The Supplier will need to confirm that they are UK GDPR or GDPR (if operating in the EEA) compliant when submitting a bid.</p>
Duration of the processing	The data will be collected and processed between February 2024 and May 2024 (5/6 months total).

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

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

Annex C – Suppliers Tender

