

## DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

### Part 1: Letter of Appointment

Cabinet Office ("Customer")

REDACTED

Dear YouGov Ltd,

### Letter of Appointment

This letter of Appointment is issued in accordance with the provisions of the DPS Agreement (RM6018) between CCS and the Supplier dated 16<sup>th</sup> February 2018.

The attached appendix provides detailed feedback on your tender.

Capitalised terms and expressions used in this letter have the same meanings as in the Contract Terms unless the context otherwise requires.

Order Number:	TBC
From:	Cabinet Office ("Customer") REDACTED
To:	YouGov Ltd ("Supplier") REDACTED

Effective Date:	The initial term of the Contract shall commence on 06 <sup>th</sup> June 2019 and shall expire on 05 <sup>th</sup> June 2021
Expiry Date:	End date of Initial Period 06 <sup>th</sup> June 2021 End date of Maximum Extension Period 06 <sup>th</sup> June 2022 Minimum written notice to Supplier in respect of extension: Thirty (30) DAYS

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: <ul style="list-style-type: none"><li>· the Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B; and</li></ul>
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Key Individuals:	<p>For the Customer: ALL NAMES REDACTED</p> <p>For the Supplier:</p> <p>REDACTED</p> <p>REDACTED</p> <p>REDACTED</p>
[Guarantor(s)]	Not Applicable

Contract Charges (including any applicable discount(s), but excluding VAT):	<p>The Contract shall be for a maximum value of £540,000.00 (excluding VAT) inclusive of the 'Ad Hoc' surveys element of this requirement.</p> <p>REDACTED</p> <p>The Customer reserve the right to neither invoke the 'Ad Hoc' surveys element or the extension option nor spend all of the budget.</p> <p>For a Full breakdown of costs please see Annex 1 of Attachment 5A-RM6018 Contract Terms and Conditions. All cost shall be benchmarked against the rates which are firm for the duration of the contract.</p>
Insurance Requirements	As per Terms and Conditions of RM6018
Liability Requirements	Supplier's limitation of Liability as per Clause 18.2 of the Contract Terms of RM6018 of the Contract Terms and Conditions.
Customer billing address for invoicing:	REDACTED

GDPR	As per ANNEX A - Contract Terms Schedule 7 (Processing, Personal Data and Data Subjects)
Alternative and/or additional provisions (including Schedule 8(Additional clauses)):	N/A

## **FORMATION OF CONTRACT**

**BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Supplier agrees to enter a Contract with the Customer to provide the Services in accordance with the terms of this letter and the Contract Terms.**

**The Parties hereby acknowledge and agree that they have read this letter and the Contract Terms.**

**The Parties hereby acknowledge and agree that this Contract shall be formed when the Customer acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Supplier within two (2) Working Days from such receipt For and on behalf of the Supplier:  
For and on behalf of the Customer:**

Name and Title: REDACTED

Name and Title: REDACTED

Signature:

Signature:

Date:

Date:

## ANNEX A

### Customer Project Specification

## 1. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 1.1 The National Security team within the Cabinet Office (CO) frequently requires the development of reactive crisis communications plans that are based on robust quantitative insight to extremely tight deadlines. The requirement further extends to the provision of monthly longitudinal quantitative polling to enable the Customer to monitor public perceptions over time. The results from the quantitative trackers shall be used to inform policy making and the development of marketing campaign plans.
- 1.2 As part of this requirement, the Customer requires a turnaround time of a standard Great Britain quantitative survey of twenty four (24) working hours from survey fieldwork completion to delivery of weighted data tables to the Customer. The Customer's partnership with the Supplier shall ensure that the Customer is able to meet the tight deadlines required to produce speedy advice to strategy and communication teams in the Prime Minister's Office and Cabinet Office and effective responses to crises.
- 1.3 The Customer require an online panel of approximately one (1) million participants in the United Kingdom. Having access to the online panel ensures both speed and scale in terms of sample size and is therefore both efficient and cost effective.

## 2. DEFINITIONS

Expression or Acronym	Definition
CO	Means; Cabinet Office.
Cross Breaks	Means; A statistical analysis of a dataset by two or more variables at once.
Working Days	Means; Monday to Friday; 9-5:30; Excluding weekends and Bank Holidays.

## 3. SCOPE OF REQUIREMENT

- 3.1 As part of this requirement, Supplier has quoted for a two (2) year supply of monthly and ad-hoc quantitative polling activities.
- 3.2 The provision of this Contract shall commence upon Contract Award. There shall be an option to extend this Contract for a further one (1) year term upon expiry of the initial Contract term. It is at the discretion of the Customer to take up the option to extend which shall be decided upon throughout the initial term of the Contract. The option to extend shall be subject to budgetary approval.
- 3.3 The scope of the requirement shall include the provision of:
  - 3.3.1 Development of Survey's on a monthly and ad hoc basis;
  - 3.3.2 Two (2) quantitative polling tracking studies per month delivered electronically to the Customer in the form of Excel spreadsheets.
  - 3.3.3 One (1) polling tracker survey for the Customer's Campaigns, Insight and Evaluation team ('The No 10 tracker) and;

- 3.3.4 One (1) polling tracker survey for the Cabinet Office national Security Communications Team ('The Security tracker').
- 3.3.5 Results shall be provided within two (2) working days of fieldwork ending on each individual wave of tracking.
- 3.4 Ad-hoc polling surveys as and when requested by the Customer's Campaigns, Insight and Evaluation team and the National Security Communication team. These shall be in addition to the monthly surveys included in the Contract, and could cover any topic.
  - 3.4.1 Results should be provided within one (1) working day of fieldwork ending on each ad-hoc tracking requirement.
- 3.5 Please note, there may be a requirement to boost sample sizes for particular audience groups as and when required.
  - 3.5.1 The Customer shall inform the Supplier as the need for a 'boost sample size' is required. The Supplier shall be required to work with the Customer to recommend the size.
- 3.6 The Supplier is not required to provide any written analysis or insight reporting to the results alongside the data.

## **4. THE REQUIREMENT**

- 4.1 Pricing is based on the supply of monthly and ad-hoc quantitative polling for a two (2) year period. The Contract term shall commence upon Contract Award and there shall be a one (1) year option to extend.
- 4.2 The provision of this Contract extends to the following:
  - 4.2.1 The Customer requires the Supplier to have a pre-screened online panel of approximately one (1) million participants in the United Kingdom.
- 4.3 Development of Survey's on a monthly and ad hoc basis, covering the following;
  - 4.3.1 The Customer shall provide the questions to the winning Supplier The winning Supplier shall then offer advice on the format and phrasing of the draft questions provided by the Customer.
  - 4.3.2 Once the questions and format of each survey is signed off by the Customer, the winning Supplier shall pose the survey to a representative sample of the UK population (minimum 1,700 respondents, weighted to be nationally representative) within twenty four (24) working hours (excluding weekends and bank holidays).
  - 4.3.3 Using standard and agreed cross breaks, the Supplier shall weight the data to be nationally representative.
    - 4.3.3.1 Please note, there is no maximum number of respondents to the Customer's requirement. If the Supplier provides more data, the Customer is happy to accept this however it shall be at the cost of the Supplier.
- 4.4 There may be a requirement to boost sample sizes for particular audience groups as and when required.
- 4.5 The Customer require each Survey to be sent to the Supplier's online panel of respondents in the UK including Northern Ireland. The panel shall represent all ages, socio-economic groups and other demographic types which shall allow the Customer to create nationally representative online samples and access hard to reach groups.
- 4.6 Monthly Surveys are required as follows:
- 4.7 The Customer requires pricing for two (2) quantitative polling track studies per month. One (1) copy for the Customer's Campaigns, Insight and Evaluation team ('The No 10 tracker') and one (1) copy for the Cabinet Office national Security Communications Team ('The Security tracker').
- 4.8 The Customer requires up to a maximum of thirteen (13) waves of standard polling per year. Each survey shall contain up to thirty (30) questions that shall be provided by the Customer and shall be repeated no more than every four (4) weeks.

- 4.9 As part of this requirement, the Customer requires the results from the monthly trackers, to be delivered to the Customer in the form of an Excel document via email within two (2) working days (Monday-Friday; 9:00-5:30, excluding weekends and Bank Holidays) of the survey fieldwork ending.
- 4.9.1 Please note, provisional dates for polling for each year shall be agreed in advance upon Contract Award. The Customer reserves the right however to rearrange the dates if required.
- 4.10 Ad-Hoc Surveys are required as follows
- 4.11 The Customer is unable to guarantee the volumes of Ad Hoc surveys required throughout the two (2) year Contract Term.
- 4.12 Pricing is for a one thousand seven hundred and fifty (1750) person study, weighted to be representative of the UK population overall.
- 4.13 The Customer requires each requested ad hoc questionnaire to contain ten (10) multiple-choice, closed questions plus standard demographic breaks.
- 4.14 Furthermore, information only pricing is for each additional open question or multiple choice question that might be added and shall be used for benchmarking purposes.
- 4.15 Additional ad-hoc polling requests shall be sent to the winning supplier outlining research objectives and sample target and size.
- 4.16 All costs associated with the Ad-Hoc survey must not exceed the overall budget of this Contract, as identified within Section 12.
- 4.17 The Customer requires the results for ad-hoc, urgent surveys. The Supplier shall provide the results to the Customer in a Microsoft Excel document via e-mail.
- 4.17.1 The Customer requires the provision of ad-hoc polling surveys as and when requested by the Customer's Campaigns, Insight and Evaluation team and the National Security Communication team. These shall be in addition to the monthly surveys included in the Contract, and could cover any topic.
- 4.17.1.1 The Customer requires the final questions and format of an ad hoc survey to be agreed within two (2) working days of the notification that an ad-hoc survey is required.
- 4.17.1.2 The Customer requires the results for ad-hoc polling to be provided within one (1) working day of the survey fieldwork being completed.
- 4.18 The Supplier shall ensure the sample is representative of the breadth of the general UK population (including those without internet access). This shall be in terms of age, gender, ethnicity, education, socioeconomic status and region as well as other demographic breaks as requested by the Customer.
- 4.19 The Customer requires the ability to add questions to an existing survey if required; The Supplier has stated in the bid submission how they plan to deliver this provision.
- 4.20 The Supplier shall hold records of all Survey's carried out by the Customer following Contract Award to ensure the comparability of data is available in the future.
- 4.21 The Supplier shall have processes in place to ensure that survey results are checked thoroughly in line with Market Research Society guidelines before being sent back to the Cabinet Office.
- 4.22 Further details of the Market Research Society guidelines can be found using the following link:
- 4.23 <https://www.mrs.org.uk/pdf/2014-09-01%20Online%20Research%20Guidelines.pdf>

## 5. KEY MILESTONES AND DELIVERABLES

- 5.1 The following Contract milestones/deliverables shall apply:

Milestone/Deliverable	Description	Timeframe or Delivery Date
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1	Contract to be signed;	Within two (2) days of Contract Award.
2	Initial contact to be made between the Supplier and the Customer to determine details of polling work to be carried out;	Within week (1) of Contract Award.
3	Supplier to have created draft version of the first wave of the survey for the Customers approval	Within week 3 of Contract Award;
4	First wave of security tracker and first wave of No10 tracker completed and results delivered to the Customer;	Within four (4) weeks of Contract Award.
5	Fieldwork for remaining monthly polls to be carried out at agreed dates;	Throughout the two (2) year Contract term.
6	One (1) security tracker and one (1) No 10 tracker to be delivered per month;	Throughout the duration of the two (2) year Contract

## **6. MANAGEMENT INFORMATION/REPORTING**

- 6.1 For the two (2) monthly trackers, the Customer is required to provide the final draft of the questions to the winning Supplier no later than twenty four (24) working hours (Monday-Friday; 9:00-5:30, excluding weekends and Bank Holidays) prior to the survey being issued.
- 6.2 For ad-hoc, surveys, questions should be sent to the winning Supplier no later than 2pm on the day on which the survey is to be issued.

## **7. VOLUMES**

- 7.1 The volumes of this requirement are outlined within Section 6 – The Requirement.

## **8. CONTINUOUS IMPROVEMENT**

- 8.1 The Supplier shall be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 8.2 The Supplier shall present new ways of working that maximise efficiency to the customer as they arise.
- 8.3 Changes to the way in which the Services are to be delivered must be brought to the Customer's attention and agreed prior to any changes being implemented.

## **9. QUALITY**

- 9.1 Results from the polling activity shall be used to shape the narrative of marketing communications and also to inform policy making. Therefore, it is critical that the project runs to time, with all assumptions and caveats clearly highlighted.
- 9.2 Processes must be put in place to ensure that survey results are checked thoroughly in line with Market Research Society guidelines before being sent back to the Cabinet Office.

## **10. STAFF AND CUSTOMER SERVICE**

- 10.1 The Supplier shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.

- 10.2 The Supplier's staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.
- 10.3 The Supplier shall ensure that staff understand the Customer's vision and objectives and shall provide excellent customer service to the Customer throughout the duration of the Contract.

## **11. SERVICE LEVELS AND PERFORMANCE**

- 11.1 The Customer shall measure the quality of the Supplier's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Service Delivery	Availability of a robust online panel of approximately one (1) million respondents for the duration of the Contract;	100%
2	Service Delivery	Up to thirteen (13) Waves of fieldwork to be carried out per year; dates to be agreed between the Customer and the Supplier.	100%
3	Service Delivery	Two (2) monthly trackers to be delivered per month; One (1) polling tracker survey for the Customer's Campaigns, Insight and Evaluation team ('The No 10 tracker') and;  One (1) polling tracker survey for the Cabinet Office national Security Communications Team ('The Security tracker').	100%
4	Delivery Timescales	Results from the monthly trackers, to be delivered within two (2) working days of the survey fieldwork ending;	100%
5	Delivery Timescales	For ad-hoc surveys results, to be received within one (1) working day of the survey being issued.	100%

- 11.2 Where the Successful Provider fails to provide a Service Improvement Plan or fails to deliver the agreed Service Improvement Plan to the required standard or in the required timeline, the Customer reserves the right to seek early termination of the contract in accordance with the procedures set out in Attachment 5 - Terms and Conditions.

## **12. SECURITY AND CONFIDENTIALITY REQUIREMENTS**

- 12.1 During the life of the Contract, the Supplier shall acknowledge and protect all sensitive and confidential information its employees have access to. The Supplier shall also ensure their IT security systems are sufficiently robust to prevent confidential and sensitive material being made available to the public domain.



### **13. CONTRACT MANAGEMENT**

13.1 Attendance at Contract Review meetings shall be at the Supplier's own expense.

### **14. LOCATION**

14.1 The provision of these services shall be delivered to:

REDACTED

**ANNEX B**

**Supplier Proposal**

**REDACTED**