



DPS Schedule 6 (Order Form Template and Order Schedules)

Order Form

ORDER REFERENCE: LRSR250 / C199284 / C227566

THE BUYER: **UK Health Security Agency**

BUYER ADDRESS 10 South Colonnade, London, E14 5EA

THE SUPPLIER: CM Monitor Trading as Britain Thinks Ltd

SUPPLIER ADDRESS: Morval, Looe, Cornwall, PL13 1PN

REGISTRATION NUMBER: 07291125

DUNS NUMBER: 21-677-9966

CONTRACT VALUE: £1,900,000.00 Ex VAT

INITIAL TERM: Two Years

MAX TERM: Three Years

APPLICABLE DPS CONTRACT

This Order Form is for the provision of the Deliverables and dated 4th December 2023

It's issued under the DPS Contract with the reference number LRSR250 / C199284 / C227566 for the provision of Qualitative Insights – General Audiences.

DPS FILTER CATEGORIES: Qualitative, Face-to-face, Telephone, Diary, Case studies, Co-creation / co-design, Depth interviews, Focus group discussions, Observation, Workshop, Behavioural insights research, Communications testing research, Customer journey research, Free-found, 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 Research & Insights
3. Not used
4. The following Schedules in equal order of precedence:
 - Joint Schedules for LSRS250 / C199284 / C227566
 - Joint Schedule 2 (Variation Form)
 - Joint Schedule 3 (Insurance Requirements)
 - Joint Schedule 4 (Commercially Sensitive Information)
 - Joint Schedule 6 (Key Subcontractors)
 - Joint Schedule 10 (Rectification Plan)
 - Joint Schedule 11 (Processing Data)
 - Order Schedules for LSRS250 / C199284 / C227566
 - Order Schedule 1 (Transparency Reports)
 - Order Schedule 2 (Staff Transfer)
 - Order Schedule 3 (Continuous Improvement)
 - Order Schedule 4 (Order Tender)
 - Order Schedule 5 (Pricing Details)
 - Order Schedule 9 (Security) Part A
 - Order Schedule 20 (Order Specification)
5. CCS Core Terms (DPS version) v1.0.3
6. Joint Schedule 5 (Corporate Social Responsibility) LSRS250 / C199284 / C227566

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 SPECIAL TERMS

The following Special Terms are incorporated into this Order Contract:

[None]

ORDER START DATE: 5th December 2023

ORDER EXPIRY DATE: 4th December 2025

ORDER INITIAL PERIOD: Two Years

DELIVERABLES

See details in Statement of Requirements, as issued in Tender Pack dated 14th September 2023

MAXIMUM LIABILITY



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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

[REDACTED]

ORDER CHARGES

See Pricing Details as per Tender submission dated 16th October 2023.

REIMBURSABLE EXPENSES

None

PAYMENT METHOD

All invoices must be sent, quoting a valid purchase order number (PO Number) to:

[REDACTED]

Each commission will be covered by a PO. You must be in receipt of a valid PO Number before submitting an invoice.

To avoid delay in payment it is important that the invoice is compliant and that it includes a valid PO Number, PO Number item number (if applicable) and the details (name and telephone number) of your Buyer contact (i.e., Contract Manager). Non-compliant invoices will be sent back to you, which may lead to a delay in payment.

If you have a query regarding an outstanding payment, please contact our Accounts Payable section by email to:

[REDACTED]

BUYER'S INVOICE ADDRESS:

[REDACTED]

[REDACTED]

BUYER'S AUTHORISED REPRESENTATIVE

[REDACTED]

[REDACTED]

[REDACTED]

Secondary contact:

[REDACTED]

[REDACTED]

[REDACTED]

For Commercial liaison your contact will be:

[REDACTED]

[REDACTED]

[REDACTED]



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BUYER'S ENVIRONMENTAL POLICY

Corporate report: Environmental Policy Published 7 November 2022 available online at:
Environmental policy - GOV.UK (www.gov.uk)

BUYER'S SECURITY POLICY

DHSC Data Protection Policy:



DHSC Data
protection policy.pdf

SUPPLIER'S AUTHORISED REPRESENTATIVE

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

SUPPLIER'S CONTRACT MANAGER

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

PROGRESS REPORT FREQUENCY

Milestones will be set by the buyer for each stage of the research projects we work on, and performance will be monitored through a weekly written progress report.

The supplier will provide a named member of staff of sufficient seniority who will be the key day-to-day contact. See below for Key Staff.

The supplier will provide monthly updates by online meetings outlining: Progress towards meeting agreed deadlines and producing deliverables, early identification of risks to delivery and mitigating actions.

The supplier shall take no more than 24 hours to respond to contract and project queries from UKHSA within the standard working week (Monday to Friday), allowing additional time for public holidays.

PROGRESS MEETING FREQUENCY

Meeting schedule to be confirmed between buyer and supplier upon commencement of contract.

KEY STAFF

[REDACTED]



[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

KEY SUBCONTRACTOR(S)

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]



[Redacted]
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[Redacted]

E-AUCTIONS
Not applicable

COMMERCIALLY SENSITIVE INFORMATION
Not applicable


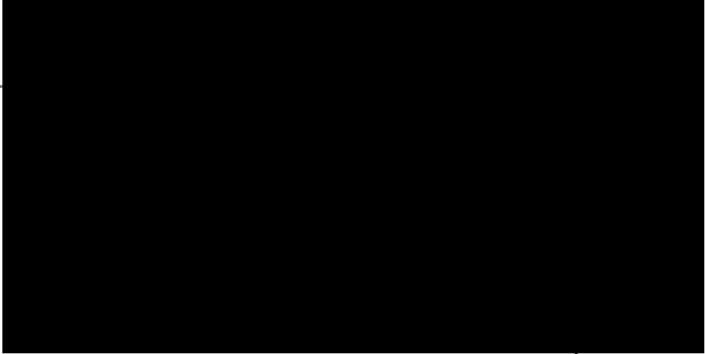
SERVICE CREDITS
Not applicable

ADDITIONAL INSURANCES
Not applicable

GUARANTEE
Not applicable

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)

Signed:

	
Date Signed: 6/12/23	Date Signed: 06 December 2023



Joint Schedule 11 (Processing Data)

Definitions

1. In this Schedule, the following words shall have the following meanings and they shall supplement Joint Schedule 1 (Definitions):

“Processor Personnel”	all directors, officers, employees, agents, consultants and suppliers of the Processor and/or of any Subprocessor engaged in the performance of its obligations under a Contract;
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Status of the Controller

2. The Parties acknowledge that for the purposes of the Data Protection Legislation, the nature of the activity carried out by each of them in relation to their respective obligations under a Contract dictates the status of each party under the DPA 2018. A Party may act as:
 - (a) “Controller” in respect of the other Party who is “Processor”;
 - (b) “Processor” in respect of the other Party who is “Controller”;
 - (c) “Joint Controller” with the other Party;
 - (d) “Independent Controller” of the Personal Data where the other Party is also “Controller”,

in respect of certain Personal Data under a Contract and shall specify in Annex 1 (*Processing Personal Data*) which scenario they think shall apply in each situation.

Where one Party is Controller and the other Party its Processor

3. Where a Party is a Processor, the only Processing that it is authorised to do is listed in Annex 1 (*Processing Personal Data*) by the Controller.
4. The Processor shall notify the Controller immediately if it considers that any of the Controller’s instructions infringe the Data Protection Legislation.
5. The Processor shall provide all reasonable assistance to the Controller in the preparation of any Data Protection Impact Assessment prior to commencing any Processing. Such assistance may, at the discretion of the Controller, include:
 - (a) a systematic description of the envisaged Processing and the purpose of the Processing;
 - (b) an assessment of the necessity and proportionality of the Processing in relation to the Deliverables;
 - (c) an assessment of the risks to the rights and freedoms of Data Subjects; and



- (d) the measures envisaged to address the risks, including safeguards, security measures and mechanisms to ensure the protection of Personal Data.
6. The Processor shall, in relation to any Personal Data Processed in connection with its obligations under the Contract:
- (a) Process that Personal Data only in accordance with Annex 1 (*Processing Personal Data*), unless the Processor is required to do otherwise by Law. If it is so required the Processor shall notify the Controller before Processing the Personal Data unless prohibited by Law;
 - (b) ensure that it has in place Protective Measures, including in the case of the Supplier the measures set out in Clause 14.3 of the Core Terms, which the Controller may reasonably reject (but failure to reject shall not amount to approval by the Controller of the adequacy of the Protective Measures) having taken account of the:
 - (i) nature of the data to be protected;
 - (ii) harm that might result from a Personal Data Breach;
 - (iii) state of technological development; and
 - (iv) cost of implementing any measures;
 - (c) ensure that :
 - (i) the Processor Personnel do not Process Personal Data except in accordance with the Contract (and in particular Annex 1 (*Processing Personal Data*));
 - (ii) it takes all reasonable steps to ensure the reliability and integrity of any Processor Personnel who have access to the Personal Data and ensure that they:
 - (A) are aware of and comply with the Processor's duties under this Joint Schedule 11, Clauses 14 (*Data protection*), 15 (*What you must keep confidential*) and 16 (*When you can share information*);
 - (B) are subject to appropriate confidentiality undertakings with the Processor or any Subprocessor;
 - (C) are informed of the confidential nature of the Personal Data and do not publish, disclose or divulge any of the Personal Data to any third party unless directed in writing to do so by the Controller or as otherwise permitted by the Contract; and
 - (D) have undergone adequate training in the use, care, protection and handling of Personal Data;
 - (d) not transfer Personal Data outside of the UK or EU unless the prior written consent of the Controller has been obtained and the following conditions are fulfilled:
 - (i) the Controller or the Processor has provided appropriate safeguards in relation to the transfer (whether in accordance with UK GDPR Article 46 or LED Article 37) as determined by the Controller;
 - (ii) the Data Subject has enforceable rights and effective legal remedies;



- (iii) the Processor complies with its obligations under the Data Protection Legislation by providing an adequate level of protection to any Personal Data that is transferred (or, if it is not so bound, uses its best endeavours to assist the Controller in meeting its obligations); and
 - (iv) the Processor complies with any reasonable instructions notified to it in advance by the Controller with respect to the Processing of the Personal Data; and
 - (e) at the written direction of the Controller, delete or return Personal Data (and any copies of it) to the Controller on termination of the Contract unless the Processor is required by Law to retain the Personal Data.
7. Subject to paragraph 7 of this Joint Schedule 11, the Processor shall notify the Controller immediately if in relation to it Processing Personal Data under or in connection with the Contract it:
- (a) receives a Data Subject Access Request (or purported Data Subject Access Request);
 - (b) receives a request to rectify, block or erase any Personal Data;
 - (c) receives any other request, complaint or communication relating to either Party's obligations under the Data Protection Legislation;
 - (d) receives any communication from the Information Commissioner or any other regulatory authority in connection with Personal Data Processed under the Contract;
 - (e) receives a request from any third Party for disclosure of Personal Data where compliance with such request is required or purported to be required by Law; or
 - (f) becomes aware of a Personal Data Breach.
8. The Processor's obligation to notify under paragraph 6 of this Joint Schedule 11 shall include the provision of further information to the Controller, as details become available.
9. Taking into account the nature of the Processing, the Processor shall provide the Controller with assistance in relation to either Party's obligations under Data Protection Legislation and any complaint, communication or request made under paragraph 6 of this Joint Schedule 11 (and insofar as possible within the timescales reasonably required by the Controller) including by immediately providing:
- (a) the Controller with full details and copies of the complaint, communication or request;
 - (b) such assistance as is reasonably requested by the Controller to enable it to comply with a Data Subject Access Request within the relevant timescales set out in the Data Protection Legislation;
 - (c) the Controller, at its request, with any Personal Data it holds in relation to a Data Subject;
 - (d) assistance as requested by the Controller following any Personal Data Breach; and/or
 - (e) assistance as requested by the Controller with respect to any request from the Information Commissioner's Office, or any consultation by the Controller with the Information Commissioner's Office.



10. The Processor shall maintain complete and accurate records and information to demonstrate its compliance with this Joint Schedule 11. This requirement does not apply where the Processor employs fewer than 250 staff, unless:
 - (a) the Controller determines that the Processing is not occasional;
 - (b) the Controller determines the Processing includes special categories of data as referred to in Article 9(1) of the UK GDPR or Personal Data relating to criminal convictions and offences referred to in Article 10 of the UK GDPR; or
 - (c) the Controller determines that the Processing is likely to result in a risk to the rights and freedoms of Data Subjects.
11. The Processor shall allow for audits of its Data Processing activity by the Controller or the Controller's designated auditor.
12. The Parties shall designate a Data Protection Officer if required by the Data Protection Legislation.
13. Before allowing any Subprocessor to Process any Personal Data related to the Contract, the Processor must:
 - (a) notify the Controller in writing of the intended Subprocessor and Processing;
 - (b) obtain the written consent of the Controller;
 - (c) enter into a written agreement with the Subprocessor which give effect to the terms set out in this Joint Schedule 11 such that they apply to the Subprocessor; and
 - (d) provide the Controller with such information regarding the Subprocessor as the Controller may reasonably require.
14. The Processor shall remain fully liable for all acts or omissions of any of its Subprocessors.
15. The Relevant Authority may, at any time on not less than thirty (30) Working Days' notice, revise this Joint Schedule 11 by replacing it with any applicable controller to processor standard clauses or similar terms forming part of an applicable certification scheme (which shall apply when incorporated by attachment to the Contract).
16. The Parties agree to take account of any guidance issued by the Information Commissioner's Office. The Relevant Authority may on not less than thirty (30) Working Days' notice to the Supplier amend the Contract to ensure that it complies with any guidance issued by the Information Commissioner's Office.

Where the Parties are Joint Controllers of Personal Data

17. In the event that the Parties are Joint Controllers in respect of Personal Data under the Contract, the Parties shall implement paragraphs that are necessary to comply with UK GDPR Article 26 based on the terms set out in Annex 2 to this Joint Schedule 11.

Independent Controllers of Personal Data

18. With respect to Personal Data provided by one Party to another Party for which each Party acts as Controller but which is not under the Joint Control of the Parties, each



Party undertakes to comply with the applicable Data Protection Legislation in respect of their Processing of such Personal Data as Controller.

19. Each Party shall Process the Personal Data in compliance with its obligations under the Data Protection Legislation and not do anything to cause the other Party to be in breach of it.
20. Where a Party has provided Personal Data to the other Party in accordance with paragraph 8 of this Joint Schedule 11 above, the recipient of the Personal Data will provide all such relevant documents and information relating to its data protection policies and procedures as the other Party may reasonably require.
21. The Parties shall be responsible for their own compliance with Articles 13 and 14 UK GDPR in respect of the Processing of Personal Data for the purposes of the Contract.
22. The Parties shall only provide Personal Data to each other:
 - (a) to the extent necessary to perform their respective obligations under the Contract;
 - (b) in compliance with the Data Protection Legislation (including by ensuring all required data privacy information has been given to affected Data Subjects to meet the requirements of Articles 13 and 14 of the UK GDPR); and
 - (c) where it has recorded it in Annex 1 (*Processing Personal Data*).
23. Taking into account the state of the art, the costs of implementation and the nature, scope, context and purposes of Processing as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, each Party shall, with respect to its Processing of Personal Data as Independent Controller, implement and maintain appropriate technical and organisational measures to ensure a level of security appropriate to that risk, including, as appropriate, the measures referred to in Article 32(1)(a), (b), (c) and (d) of the UK GDPR, and the measures shall, at a minimum, comply with the requirements of the Data Protection Legislation, including Article 32 of the UK GDPR.
24. A Party Processing Personal Data for the purposes of the Contract shall maintain a record of its Processing activities in accordance with Article 30 UK GDPR and shall make the record available to the other Party upon reasonable request.
25. Where a Party receives a request by any Data Subject to exercise any of their rights under the Data Protection Legislation in relation to the Personal Data provided to it by the other Party pursuant to the Contract (**“Request Recipient”**):
 - (a) the other Party shall provide any information and/or assistance as reasonably requested by the Request Recipient to help it respond to the request or correspondence, at the cost of the Request Recipient; or
 - (b) where the request or correspondence is directed to the other Party and/or relates to that other Party's Processing of the Personal Data, the Request Recipient will:



- (i) promptly, and in any event within five (5) Working Days of receipt of the request or correspondence, inform the other Party that it has received the same and shall forward such request or correspondence to the other Party; and
 - (ii) provide any information and/or assistance as reasonably requested by the other Party to help it respond to the request or correspondence in the timeframes specified by Data Protection Legislation.
- 26. Each Party shall promptly notify the other Party upon it becoming aware of any Personal Data Breach relating to Personal Data provided by the other Party pursuant to the Contract and shall:
 - (a) do all such things as reasonably necessary to assist the other Party in mitigating the effects of the Personal Data Breach;
 - (b) implement any measures necessary to restore the security of any compromised Personal Data;
 - (c) work with the other Party to make any required notifications to the Information Commissioner's Office and affected Data Subjects in accordance with the Data Protection Legislation (including the timeframes set out therein); and
 - (d) not do anything which may damage the reputation of the other Party or that Party's relationship with the relevant Data Subjects, save as required by Law.
- 27. Personal Data provided by one Party to the other Party may be used exclusively to exercise rights and obligations under the Contract as specified in Annex 1 (*Processing Personal Data*).
- 28. Personal Data shall not be retained or processed for longer than is necessary to perform each Party's respective obligations under the Contract which is specified in Annex 1 (*Processing Personal Data*).
- 29. Notwithstanding the general application of paragraphs 2 to 16 of this Joint Schedule 11 to Personal Data, where the Supplier is required to exercise its regulatory and/or legal obligations in respect of Personal Data, it shall act as an Independent Controller of Personal Data in accordance with paragraphs 18 to 27 of this Joint Schedule 11.

**Annex 1 - Processing Personal Data**

This Annex shall be completed by the Controller, who may take account of the view of the Processors, however the final decision as to the content of this Annex shall be with the Relevant Authority at its absolute discretion.

- 1.1 The contact details of the Relevant Authority's Data Protection Officer are:
[REDACTED]
- 1.2 The contact details of the Supplier's Data Protection Officer are:
[REDACTED]
- 1.3 The Processor shall comply with any further written instructions with respect to Processing by the Controller.
- 1.4 Any such further instructions shall be incorporated into this Annex.

Description	Details
Identity of Controller for each Category of Personal Data	<p>The Relevant Authority is Controller and the Supplier is Processor</p> <p>The Parties acknowledge that in accordance with paragraph 2 to paragraph 15 and for the purposes of the Data Protection Legislation, the Relevant Authority is the Controller and the Supplier is the Processor of the following Personal Data:</p> <ul style="list-style-type: none"> Research participants in scope of this contract are members of the general public and health and social care professionals. The Supplier may collect contact details, where available, for the purpose of arranging a qualitative interview (e.g. telephone number or email address). As part of a research interview, the Supplier may also collect a participant's age, gender, sexual orientation, ethnicity, religion, disability or health condition, pregnancy, region, income, work status. All participation in research is anonymised unless a participant has consented to participate in a video interview in which case a video recording with an individual's image (but not name) may be shared with internal UKHSA colleagues.



Duration of the Processing	<p>The processing will take place over duration of the contract (2 years) and potentially up to one year of extension.</p> <p>For each individual project commissioned via the call-off contract, the Supplier will delete all personal data relating to the project and provide us with proof of disposal within six months of project completion.</p>
Nature and purposes of the Processing	<p>The personal data will be processed by the Supplier in order to effectively conduct ad-hoc qualitative studies with members of the public and health and social care professionals as set out in the Contract. The Supplier will free-find participants to take part in each research study and will not share identifiable information with UKHSA (with the occasional exception of image or video, but this will never be shared alongside an individual's name or any other detail and only with explicit written consent from the individual).</p> <p>The personal data will be stored securely by the Supplier, complying with GDPR and relevant ISO standards.</p> <p>The Supplier will destroy all personal data within six months after the final research output has been delivered for each project commissioned through the contract. They will only retain final versions of deliverables shared with us, for the purpose of building a knowledge bank to add value to UKHSA over the call-off contract lifecycle, as well as final versions of research instruments for the purpose of swiftly setting up new research projects that build on previous learning.</p>
Type of Personal Data	<p>All or some of the following data may be collected by the Supplier, depending on the individual project need.</p> <p>Contact details (telephone number or email address) will never be shared with UKHSA. All other personal data will be aggregated and anonymised before sharing with UKHSA.</p> <ul style="list-style-type: none"> • Telephone number • Email address • Age • Gender • Ethnicity • Disability or health condition



	<ul style="list-style-type: none"> • Region • Income • Work status • Pregnancy • Religion or belief • Sexual orientation
Categories of Data Subject	Research participants in scope of this contract are members of the public and health and social care professionals.
<p>Plan for return and destruction of the data once the Processing is complete</p> <p>UNLESS requirement under Union or Member State law to preserve that type of data</p>	The Supplier will destroy all personal data within six months after the final research output has been delivered for each project commissioned through the contract. They will only retain final versions of deliverables shared with us, for the purpose of building a knowledge bank to add value to UKHSA over the call-off contract lifecycle.

Order Schedule 4 (Order Tender)

Tender proposal submitted by CM Monitor (Trading as Britain Thinks) in response to Technical Questions 4 – 7 dated 16th October 2023

QUESTION 4 – RECRUITMENT AND ENGAGEMENT

4.1 Our approach to finding and recruiting participants

[Redacted]

[Redacted]

[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]
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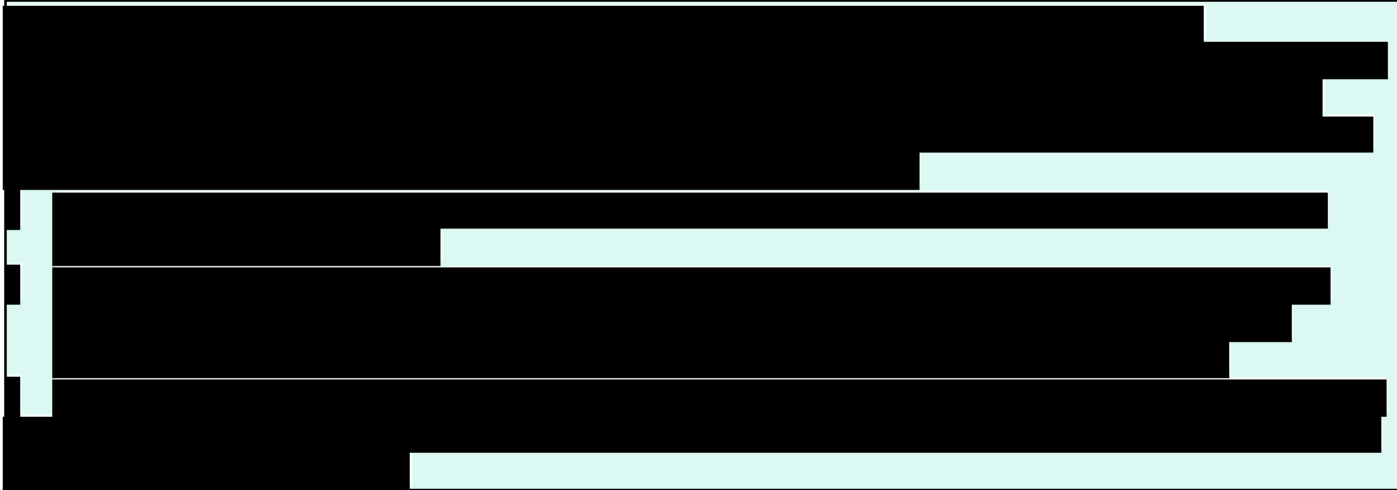


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therapies

Recruiting hard-to-reach and seldom heard voices





4.2. Our expertise in engaging varied population groups

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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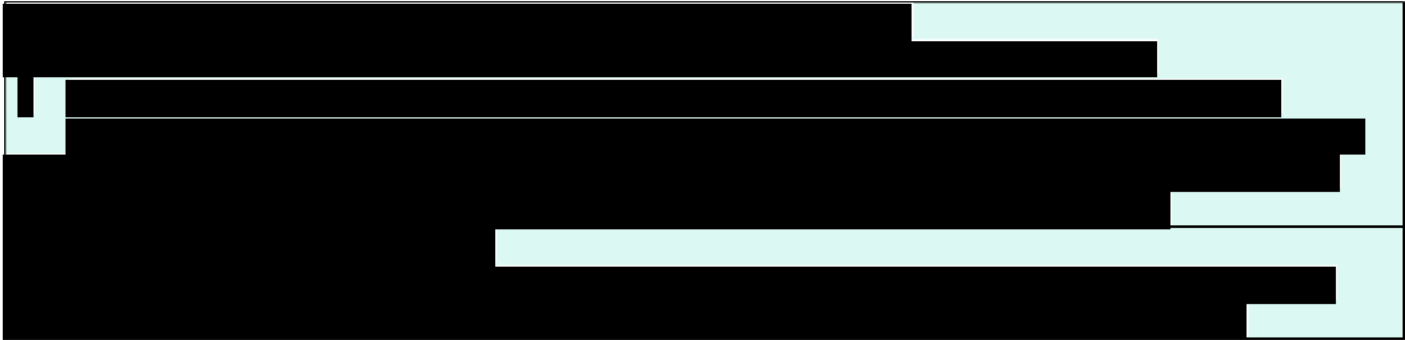
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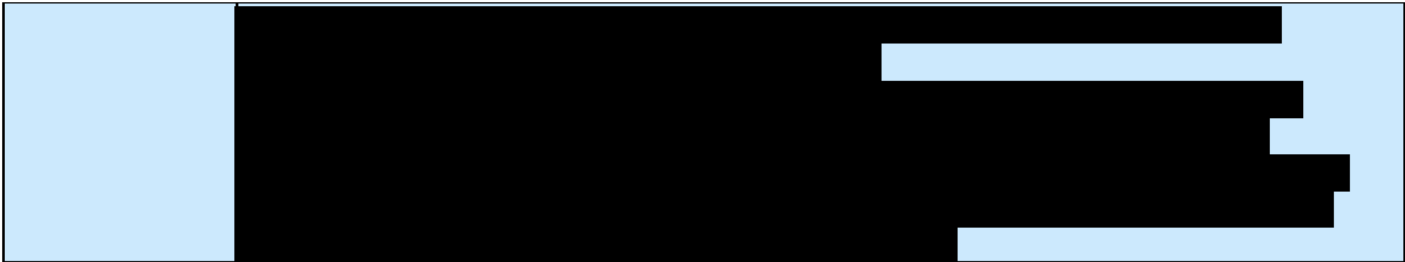


	the research and put measures in place to maximise our control over stimulus



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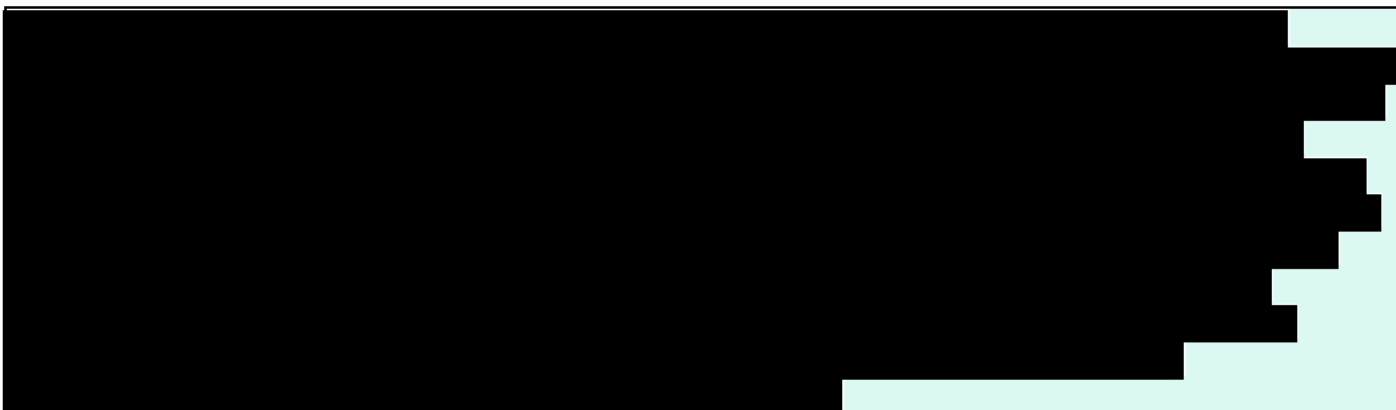
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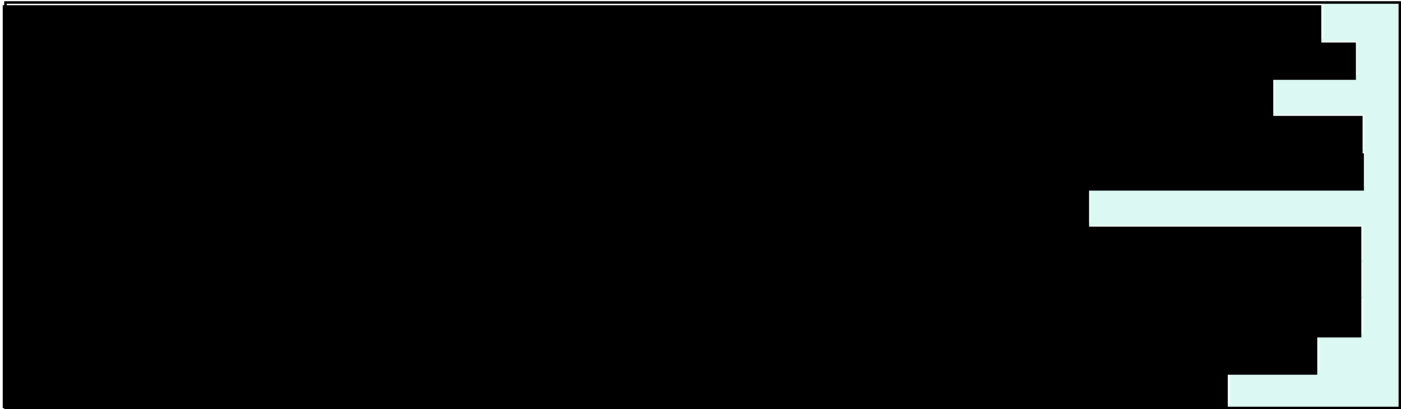


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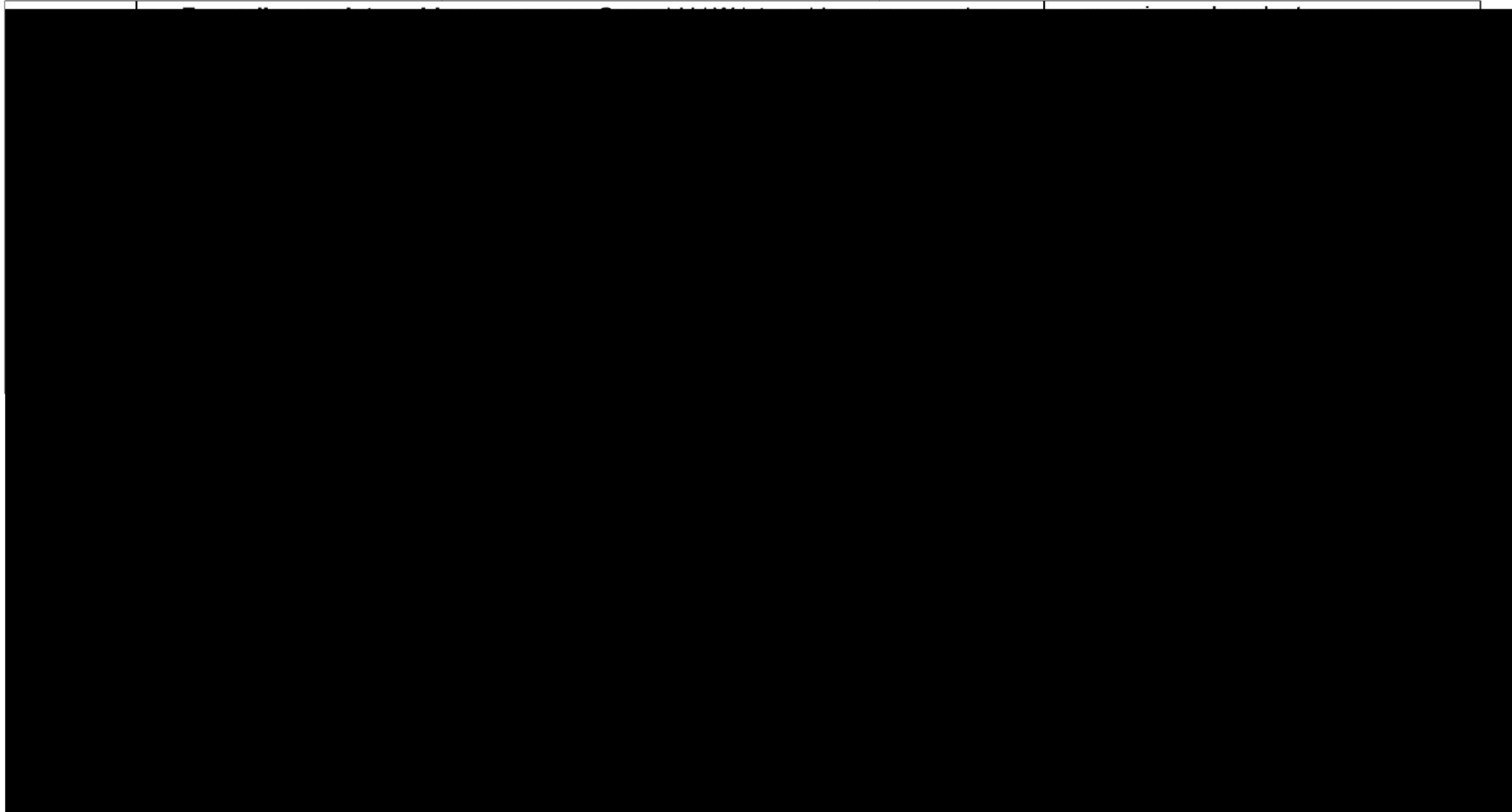
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RM6126 DPS Order Form
Qualitative Insights – General Audiences



Pricing Schedules

Pricing Schedules given by CM Monitor (Britain Thinks) as part of Commercial Evaluation tender submission for two Sample Projects

Order Schedule 20 (Order Specification)

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyers under this Order Contract

Statement of Requirements dated 14th September 2023

1. PURPOSE

- 1.1 UK Health Security Agency, referred to as UKHSA hereafter, is looking for a research agency with qualitative insight expertise who will be able to support us to achieve our strategic aims by facilitating rapid research with a range of different audiences from the general public and professionals.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.2 UKHSA's mission is to prepare for and respond to external hazards to our health and to build health security capacity at local, regional, and national levels. These hazards include infectious diseases and pandemics, the health impacts of climate change and poor air quality, anti-microbial resistance and radiological, chemical and nuclear exposures.
- 2.3 Our work mainly focuses on England as health protection is largely a devolved matter. However, some elements have a UK focus.
- 2.4 The Insight team are part of the UKHSA Science Group's Behavioural Science and Insights Unit (BSIU), in the Science directorate of UKHSA. Along with our Behavioural Scientist colleagues, the Insight team is at the forefront of understanding public and professional attitudes and behaviours and their impact on health. The evidence we generate is used to inform strategic decisions and policy making, service design and operational improvements.

3. BACKGROUND AND SCOPE OF REQUIREMENT

- 3.1 The Insight team works with teams across the Directorate, as well as more widely across the organisation, to help UKHSA deliver against its strategic objectives, to **Prepare** for future health security hazards, **Respond** to health threats, and **Build** the UK's health security capacity. In practice, this means that we need a good understanding of the attitudes and behaviours of the general public as well as of the professional groups that support the public in a health and social care context.
- 3.2 Qualitative insight will play a role in both helping the organisation prepare for and respond to infectious disease outbreaks and emergency events, but also in supporting our ongoing priorities, for example around anti-microbial resistance or the health impacts of climate change.



- 3.3 Example of past qualitative insight work include research with parents of young children, older adults, people who have health conditions, or practitioners working in health and social care roles. Within these overarching population groups, we have also wanted to capture the views of people representing a spread of demographics, including age, ethnicity, gender and region.
- 3.4 Recently, qualitative insight has been critical in helping to refine rapidly evolving communication strategies around the mpox and Strep A outbreaks and so it has been key that the insight is collected and fed back at pace. As part of these projects, we have started to develop consistent question sets that we can adapt and use in future outbreaks, to streamline our approach and so that we can compare between outbreaks.
- 3.5 Going forward, typical projects could include exploring knowledge and awareness of particular diseases including symptoms, public views on accessing healthcare, and testing communications or guidance.

4. THE REQUIREMENT

- 4.1 We require a research agency to work with us to reach and engage the public and professionals and to help us understand attitudes, behaviours and needs. We will need a research agency with the ability to reach and conduct research with a broad range of audiences from the general public and key touchpoints within the health protection and security system (e.g. health and social care professionals who engage with the public).
- 4.2 We often need to reach and obtain feedback from the public rapidly, in response to infectious disease outbreaks or emergency events that have implications for public health. While research may be required from any team across the organisation, we expect the Comms team will be a significant internal customer for this qualitative insight contract, requiring rapid insight to inform (or evaluate) communication assets and campaigns. We are therefore looking for a research team with sufficient resource to set up a new project rapidly and, if needed, to run multiple projects simultaneously. We have requested that the successful supplier would be able to prepare a short response outlining their suggested approach in response to our brief within 24 hours so that we are able to move quickly if required.
- 4.3 We are generally unable to provide sample so would expect the supplier to support with this. The exception may be in relation to research with health and social care professionals where we can sometimes support with making introductions to health and social care organisations or representative bodies. Where possible, we will provide support with recruitment activities, for example providing UKHSA branded advance letters.
- 4.4 Occasionally, we may ask the successful supplier to work with one of the other retained research agencies, for example if a research project required a quantitative and qualitative element.
- 4.5 Different qualitative methodologies may be required depending on the project need and we are open to working with the supplier to co-design the research. We are therefore looking for a supplier with excellent knowledge of a range of qualitative



(including deliberative, immersive, and observational) methodologies and the ability to select, use and explain the rationale for an appropriate qualitative method. We would like to see active consideration of inclusive research designs and methodologies. We expect that both in-person and virtual qualitative research methods may be appropriate, depending on the project need.

- 4.6 The successful supplier will also need to demonstrate that they take measures to adopt an inclusive approach to research practice, such as inclusive and fair staff recruitment and pay.
- 4.7 All UKHSA's commissioned research must stand up to scrutiny. We therefore need to make sure that we meet all ethical and safeguarding standards described in the MRS Code of Conduct. It is not expected that we would need to seek ethics approval for a typical project commissioned via this qualitative insight contract; however, if the audience or topic is deemed particularly sensitive we may have to obtain ethical approval from the relevant committee and may require the supplier to input or assist with the submission. We will also need to make sure that all aspects of the research comply with GDPR and it is imperative that appropriate processes around informed consent and proper handling of personal data are complied with at all times. Upon award of the contract, UKHSA will work with the successful supplier to draw up appropriate data sharing agreements and privacy notices.
- 4.8 We require the successful supplier to proactively involve and regularly communicate with the UKHSA team throughout each project and between projects to foster a true partnership and improve practice. At times, the successful supplier will be expected to directly work with, and build successful relationships with, stakeholders from the team sponsoring the work internally. As a minimum, while a project is 'live', we would expect a weekly written update and monthly calls. We would also like to have regular calls throughout the contract period to review the contract performance.



- 4.9 Given the nature of our organisation, some of the stakeholders involved in commissioning research via this contract could be from academic or scientific backgrounds, so all commissioned research needs to balance the need for clear and compelling insight with robust and rigorous methods. We will therefore need a supplier whose analytical processes draw on tried and tested theoretical approaches, such as narrative analysis when examining case/life histories, grounded theory or validated frameworks such as COM-B for behavioural projects. We would like to be involved in the analytical process, if possible, for example through interim findings being shared with us midway through fieldwork.
- 4.10 Researchers from BSIU (or other teams in UKHSA) will sometimes need to write up the research findings for submission to a peer-reviewed academic journal. We may therefore require the supplier to provide raw data in the form of interview transcripts, field notes or analysis grids. This will be agreed upfront at the outset of a project if it is required.
- 4.11 We would particularly value a supplier with the ability to make qualitative insights accessible and engaging, going beyond listing illustrative verbatim comments and thinking about how to impactfully convey the insight to the Insight team and other teams across UKHSA so that we are equipped to act upon the research findings. Deliverables will need to be tailored to the individual project and agreed upfront with the Insight team and/or internal research sponsor, if from a different team: for example, this may include a visual slide deck, journey maps, annotated guidance, or a written report to be published on gov.uk. Depending on the research objective, we will look to disseminate the research to external stakeholders such as the NHS, DHSC or local authorities. There is likely to be opportunities for the supplier to co-present with us at conferences and we would welcome other suggestions for proactive dissemination.
- 4.12 We are looking for a true research partner, who will work with us over the initial two-year period, and potentially up to one year beyond, to make links between the insight gained on individual projects and help us to ensure that all work undertaken by UKHSA is informed by a deep understanding of what the public need and want from us.



5. EVALUATION CRITERIA

EVALUATION	THEME	WEIGHTING
TECHNICAL	RECRUITMENT & ENGAGEMENT	30
TECHNICAL	WAYS OF WORKING	20
TECHNICAL	ANALYSIS	20
TECHNICAL	SOCIAL VALUE	10
	PRESENTATION	Moderation
COMMERCIAL	PRICE	20

6. BUDGET

- 6.1 This opportunity is for a zero-value commitment call-off contract for the Insight team to retain the services of an agency who will be commissioned on a project-by-project basis. The maximum value of this contract will be £1,200,000.00 ex VAT over the maximum possible term of 3 years.

7. CONTINUOUS IMPROVEMENT

- 7.1 The Supplier shall maintain open channels of communication with UKHSA to resolve issues, share lessons learned and present new ways of working during the DPS Agreement review meetings. Any proposed new ways of delivering the Services shall be brought to UKHSA's attention and formally agreed prior to any changes being implemented.

8. SOCIAL VALUE AND SUSTAINABILITY

- 8.1 Social value will be evaluated as part of this procurement, in accordance with PPN 06/20.

9. PRICE

- 9.1 Prices are to be submitted via Atamis (Attachment 5 – Price Schedule) excluding VAT and including all other expenses relating to Contract delivery.
- 9.2 The weighting of scores for the pricing evaluation is 20 i.e., the max available score is 20. Therefore, weighting of 20% will not be applied when calculating your score

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 UKHSA's vision and objectives and will provide excellent customer service to UKHSA throughout the duration of the Contract.
- 10.4 The Potential Provider shall communicate all changes to the Key Personnel as defined in the Call Off Contract throughout the Term.



11. PAYMENT AND INVOICING

- 11.1 Payment and invoicing will be agreed between the Supplier and the Insight team upon agreement of individual commissions. This would typically be 50% of the total payment per project upon commission and 50% upon project completion. The Customer shall pay the Supplier within thirty (30) Working Days of receipt of a Valid Invoice, submitted in accordance with this paragraph Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.
- 11.2 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.
- 11.3 Invoices should be submitted to: [REDACTED]
- 11.4 No invoice will be accepted without a valid Purchase Order reference.