



Crown
Commercial
Service

Department for Work and Pensions (DWP)

- and -

ESRO Ltd

**CONTRACT
relating to**

RM5797 SO-10474 PIP Research

THIS CONTRACT is made on the 7th day of September 2015

BETWEEN

- (1) Department for Work and Pensions of **Redacted** (the “**CUSTOMER**”); and
- (2) ESRO Ltd, a company registered in the United Kingdom under company number **Redacted** and whose registered office is at **Redacted** (the “**CONTRACTOR**”).

BACKGROUND

- (A) The Service Provider submitted a Proposal on 24th day of August 2015.
- (B) This Contract has been awarded following evaluations as per the advertised criteria at Schedule One (1);
- (C) The Authority selected the Service Provider to enter a contract to provide the services as requested within the specification at Schedule Two (2) to be delivered as per the proposal submitted at Schedule Three (3) in line with the pricing proposal at Schedule Four (4);
- (D) This contract sets out the main terms and conditions for the provision of the Authority’s requirement and the obligations of the Service Provider during and after the term of this Contract.
- (E) The maximum value of the contract is **Redacted** and all spend is subject to approval.
- (F) The contract shall commence on Wednesday 9th September 2015 and expire on the 8th September 2016.

CONTENTS

1. FRAMEWORK TERMS AND CONDITIONS 4

2. SCHEDULE 1 : EVALUATION CRITERIA..... 5

3. SCHEDULE 2: SERVICE DESCRIPTION..... 6

4. SCHEDULE 3: SERVICE DELIVERY PROPOSAL..... 12

5. SCHEDULE 4: CONTRACT PRICING MATRIX..... 13

IT IS AGREED as follows:-



Appendix C -
Framework Terms and

Signed for and on behalf of the Authority:

By:

Name:

Title:

Date:

Signed for and on behalf of the Supplier:

By:

Name:

Title:

Date:

**Schedule One (1)
Evaluation Criteria**

QUESTION NUMBER	QUESTION	TOTAL SCORE AVAILABLE	WEIGHTINGS %
[1]	Company Information	Information Only	N/A
[2]	Tender Contact	Information Only	N/A
[3]	Mandatory Requirements	Pass / Fail	N/A
[4]	Conflicts of Interest	Pass / Fail	N/A
[5]	Experience	100	20%
[6]	Service Delivery & Approach	100	30%
[7]	Account Management	100	10%
[8]	Price	100	40%
Total		100	100%

Schedule Two (2)

Service Description

1. INTRODUCTION

1.1 The Department for Work and Pensions (DWP) is responsible for welfare, pensions and child maintenance policy. As the UK's biggest public service department it administers the State Pension and a range of working age, disability and ill health benefits to over 22 million claimants and customers.

2. PURPOSE

2.1 Disability Living Allowance (DLA) is gradually ending. Disability Living Allowance (DLA) has been in existence for over two decades and is being replaced by a new benefit called Personal Independence Payment. The change is being made because DLA no longer takes into account the needs of all disabled people and does not have some of the checks that are a key part of other state benefits, such as fixed review points to check whether the claimant's condition has improved or worsened.

2.2 Personal Independence Payment (PIP) is different to DLA. It is for people aged 16 to 64 and helps with some of the extra costs caused by long-term ill-health or a disability. PIP awards are based on how a person's condition affects them, not the condition they have and is available to people both in and out of work.

2.3 Whereas DLA could be awarded indefinitely and claimants could have little contact with DWP for long periods of time, regular reviews are a key feature of PIP and everyone has the chance to be assessed and allocated a fair amount for their current condition. PIP ensures that support goes to those who most need it whilst being fair to the taxpayer.

2.4 PIP was introduced on 8 April 2013 for new claimants; and from October 2013 we started inviting existing DLA claimants to make a claim for PIP when reporting changes in their circumstances that would affect their rate of payment, and where fixed-term DLA awards expired from the end of February 2014.

2.5 From July 2015, we will start closing the remainder of existing DLA claims for people with long term awards (5 years and 10 years) and indefinite awards (no end date). We will be writing to claimants notifying them their DLA will end and asking them to decide whether they wish to make a claim for PIP, before their DLA ends. This programme of claim closure is called Full PIP Rollout (FPR) – and will take place between July 2015 and September 2017

2.6 We are currently delivering activity to support the changes and to help people understand what this means for them, what to expect and actions they may need to take. We are also developing claimant communication products which support the ending Disability Living Allowance (DLA) and delivery of the new disability benefit, Personal Independence Payment (PIP).

2.7 PIP started to replace the Disability Living Allowance (DLA) benefit for people aged 16 to 64 from 8 April 2013.

2.8 From 13 July 2015 we also began to invite some claimants who currently have a long-term or indefinite award of DLA to claim PIP.

3. BACKGROUND TO THE AUTHORITY

3.1 We have two strands of work to provide insights from DLA claimants. At a high level we would like to test, the awareness levels and claimants understanding of the changes to DLA and process for

claiming PIP through tracking research. Secondly we have limited insight of our audience and would like to deliver some qualitative research around characteristics, channel preferences and feedback on our campaign.

4. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

4.1 We would like to use an external supplier to deliver the qualitative research and the first wave of tracking to start in September 2015. The second wave of tracking will run in March 2016.

5. SCOPE OF REQUIREMENT

5.1 We would like a supplier to:

5.1.1 Seek and invite participants to take part in the focus groups.

5.1.2 The participants should be in receipt of the DLA benefit and aged between 16 and 64 years old. It would also be helpful to include some participants who may act on behalf of a DLA or PIP claimant for their benefits (such as a carer or appointee).

5.1.3 It is preferred that there is a mix of gender/age/disability.

5.1.4 Recruit people to take part in the qualitative research which would be separate to any focus groups.

5.2 Requirement 1

5.2.1 The research agency is to provide robust quantitative research and analysis that will enable the evaluation of communications activity on a regular and on-going basis. This evaluation will guide the development and delivery of future communication activity. We are looking for a research agency to develop and implement a comprehensive, robust and cost-effective tracking framework to help us continue to develop, inform and improve our communications.

5.2.2 We would like to:

5.2.2.1 Carry out quantitative research to baseline and track a broad range of awareness, attitudinal and behavioural measures

5.2.2.2 Identify and track relationships between measures

5.2.2.3 Identify variability in findings across various criteria, including demographics

5.2.2.4 Contribute to development of campaigns through providing evidence based observations and recommendations.

5.2.2.5 Work closely with DWP and our other agencies and use research findings to make recommendations on future communications activity (particularly channel/ messaging mix)

5.2.2.6 Work collaboratively with DWP and other agencies, particularly to define unambiguous measures; and, help set stretching but realistic targets for each, that take account of broader success measures

5.3 Requirement 2

5.3.1 We know very little about DLA claimants who will be the likely claimants of PIP as many have been awarded this benefit for life and have had little contact with us in the last 5 years. We would like to:

5.3.1.1 Carry out qualitative research to gather audience insights, exploring channels and customer touch points.

5.3.1.2 Test campaign creative, messaging, and/or information products.

6. SERVICE LEVELS AND PERFORMANCE

6.1 The Authority will measure the quality of the Supplier's delivery by:

6.1.1 KPIs:

6.1.1.1 The supplier identifies the required number of participants and that they are in receipt of either DLA.

6.1.1.2 The Supplier is open and cooperative in their relationship with DWP, and is flexible in response to changing Departmental requirements

6.1.1.3 The Supplier responds within 5 working days to written briefs for specific pieces of work. The response must include costed proposals

6.1.1.4 The Supplier is required to adhere to the timescales/ project plans 100 per cent unless otherwise agreed by the Authority.

6.1.1.5 The Supplier will ensure that 100 per cent of the services provided address the requirements in the brief.

6.1.1.6 The Supplier provides DWP Pension Communications with regular progress reports while a survey is in field (daily or weekly as deemed necessary by DWP Pension Communications)

6.1.1.7 The Supplier maintains regular contact with DWP Pension Communications to discuss progress (daily if deemed necessary by DWP Pension Communications)

6.1.1.8 The Supplier acknowledges 100 per cent of complaints and issues raised immediately, and implements and manages resolutions to all of them during the term of the contract, and within agreed timescales with the Authority, including the escalation of appropriate issues to the Authority's representative

6.1.1.9 The supplier sends invoices for individual pieces of work to the key DWP Pensions Communications contacts within 10 working days of the work being completed and the invoice amount being agreed.

6.1.1.10 The Supplier adheres 100 per cent to DWP's branding guidance, (to be provided to the successful tenderer upon appointment).

6.1.1.11 The ability to provide up to date contract spend when requested by Crown Commercial Service (CCS) and within seven working days of the request being made.

6.2 Overarching objectives of the research

- 6.2.1 To measure the impact of our communication campaigns
- 6.2.2 To continue to monitor trends overall and across key target audiences – to enable us to monitor how awareness and understanding of our communications is changing over time.
- 6.2.3 In more detail, the quantitative research and analysis must currently:
- 6.2.4 Identify and track appropriate ‘lead’ indicators – attitudes or intended behaviours (that should lead to actual behaviour), and an insight into the key factors driving these measurements. We would like to get to the impact of our campaigns and other comms activity on actual behaviour as soon as data is available.
- 6.2.5 Broadly measure the effectiveness of communications activity by tracking campaign recall and awareness of messages; and identify and track appropriate ‘lag’ indicators – real time behaviour/activity
- 6.2.6 Differentiate, as far as possible, between the impact of our communication activity on intermediate outcomes, and that of external factors
- 6.2.7 Provide a robust ‘early warning system’ to alert us immediately if things are not going to plan against key measures (or indeed if we achieve our objectives ahead of schedule) so that we can rapidly scale activity up or down, as appropriate
- 6.2.8 Allow for flexibility: while the ultimate objectives will remain constant, our means of achieving them may change as our understanding develops over time. As a result, the precise mix of out-take and intermediate outcomes may be refined during the campaign
- 6.2.9 Quantitative tracking waves are likely to be needed twice per year. These will take place between campaign bursts. It is currently expected that the campaign will need two tracking waves – one in September 2015 and one in March 2016.

7. ADDITIONAL REQUIREMENTS

7.1 Reporting

- 7.1.1 The successful agency will provide research reports in appropriate formats (for example, Powerpoint and Word), which include analysis and recommendations, after each wave of research. These reports may be published on .gov.uk and if so, they need to be in Word format.
- 7.1.2 It is expected that Agency will provide DWP with topline findings shortly after field work has been completed, as well as full and final versions of the results.
- 7.1.3 The Agency will also provide recommendations on what format of reporting will best feed into DWP reporting, and support appropriately DWP’s wider evaluation objectives requirements.
- 7.1.4 Reporting must be authoritative and comprehensive, and it will be necessary to present this in a format which can be readily-understood by colleagues unfamiliar with communications or research terminology.
- 7.1.5 The successful agency will need to present the findings of the research including analysis and recommendations, in person to DWP. This is likely to take place in DWP’s offices in Caxton House, Tothill Street, London SW1H 9NA.

- 7.1.6 The Agency has to be flexible and responsive to need; for example at certain times, fast and succinct reporting may be required – either on existing data, or new research which we may want to commission on an ad hoc basis.
- 7.1.7 The successful agency will need to provide by email a weekly update report on the progress of the work they are carrying out. This may also need to be supplemented with a weekly or fortnightly teleconference with DWP.

8. INTELLECTUAL PROPERTY RIGHTS (IPR)

- 8.1 It shall be a condition of the Contract that, except to the extent that the Services incorporate designs furnished by the Contracting Authority, the Services will not infringe any patent, trade mark, registered design, copyright or other right in the nature of Intellectual Property of any third party and the Successful Provider shall indemnify the Contracting Authority and the Crown against all actions, suits, claims, demands, losses, charges, costs and expenses which the Contracting Authority or the Crown may suffer or incur as a result of or in connection with any breach of this Condition.
- 8.2 All Intellectual Property Rights (including ownership and copyright, but excluding trademarks and trade names of the Successful Provider) in:
 - 8.2.1 Any Specifications, instructions, plans, drawings, patents, patterns, models, designs or other material furnished to or made available to the Successful Provider by the Contracting Authority shall remain the property of the Contracting Authority; and
 - 8.2.2 The final version of any tangible product of the Services (the “Final Product”) delivered to the Contracting Authority and prepared by or for the Successful Provider for use, or intended use, in relation to the performance of this Contract;
 - 8.2.3 shall (save as set out below) belong to the Contracting Authority on payment of the Contract Price for the Services, and the Successful Provider shall ensure that the Providers employees, servants, agents, suppliers and sub-contractors shall not (except when necessary for the implementation of the Contract or as otherwise permitted by the Contract) without prior written consent of the Contracting Authority, use any Intellectual Property Rights assigned to the Contracting Authority in accordance with this clause.
- 8.3 The Contracting Authority shall not require the Successful Provider and the Successful Provider shall not be obliged to transfer or assign:
 - 8.3.1 Intellectual Property Rights in any part of the Final Product that may be owned by a third party and which has been identified as such in the Final Product and or
 - 8.3.2 Any Intellectual Property Rights in the Providers methods of work, working papers, computer programmes, methodologies, skills, experience, expertise and any associated or related information maintained by the Provider in any form, all Intellectual Property Rights therein remaining vested in the Provider.
- 8.4 To the extent that matters excluded in the part (8.2.2) are comprised in or incorporated in or required in connection with a Final Product, the Provider shall grant the Contracting Authority on payment of the Contract Price for the Services a non-exclusive royalty free licence to use the same solely for the purposes contemplated by this Contract. The Provider shall retain ownership of its working papers. Subject to the Providers confidentiality commitments to the Contracting Authority, for the purposes of delivering services to the Contracting Authority and other clients of the Provider, the Contracting Authority and other Contractor Persons shall be entitled to use, develop or share with each other knowledge, experience and skills of general application gained through performing the Services.

9. LOCATION

9.1 The use of DWP premises for the sessions may be available if this is required, otherwise it will need to take place at the premises of choice by the supplier. The costs for this must be included within the pricing bid.

10. SECURITY REQUIREMENTS

10.1 The Supplier must anonymise all data before supplying it to DWP, so that individuals involved in the research cannot be identified.

11. PAYMENT

11.1 Payment will be via purchase order.

11.2 All invoices must be sent, quoting a valid purchase order number to:

11.3 Redacted

**Schedule Three (3)
Service Delivery Proposal**

Redacted

**Schedule Four (4)
Contract Pricing Matrix**

Redacted