

# DPS Schedule 6 (Order Form Template and Order Schedules)

## Order Form

ORDER REFERENCE: 2023-680 Consumer Tracker

THE BUYER: Agriculture and Horticulture Development Board (AHDB)

BUYER ADDRESS Middlemarch Business Park, Siskin Parkway East, Coventry, CV3 4PE

THE SUPPLIER: YouGov

SUPPLIER ADDRESS: [REDACTED]

REGISTRATION NUMBER: [REDACTED]

DUNS NUMBER: [REDACTED]

DPS SUPPLIER REGISTRATION SERVICE ID: [REDACTED]

This Order Form, when completed and executed by both Parties, forms an Order Contract. An Order Contract can be completed and executed using an equivalent document or electronic purchase order system.

### APPLICABLE DPS CONTRACT

This Order Form is for the provision of the Deliverables and dated 19<sup>th</sup> June 2024  
It's issued under the DPS Contract with the reference number RM6126 for the provision of Research & Insight services.

DPS FILTER CATEGORY(IES):  
**DPS filters was : - Agriculture, Farming, Retail, Quantitative**

### 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:

## DPS Schedule 6 (Order Form Template and Order Schedules)

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1. This Order Form including the Order Special Terms and Order Special Schedules.
2. Joint Schedule 1(Definitions and Interpretation) **RM6126**.
3. DPS Special Terms
4. The following Schedules in equal order of precedence:
  - Joint Schedules for **RM6126** DPS reference number
    - Joint Schedule 2 (Variation Form)
    - Joint Schedule 3 (Insurance Requirements)
    - Joint Schedule 4 (Commercially Sensitive Information)
    - Joint Schedule 10 (Rectification Plan)
    - Joint Schedule 11 (Processing Data)
    -
  - Order Schedules for **RM6126** Order reference number
    - Order Schedule 1 (Transparency Reports)
    - Order Schedule 2 (Staff Transfer)
    - Order Schedule 3 (Continuous Improvement)
    - Order Schedule 5 (Pricing Details)
    - Order Schedule 20 (Order Specification)
5. CCS Core Terms (DPS version) v1.0.3
6. Joint Schedule 5 (Corporate Social Responsibility) **RM6126**
7. [Order Schedule 4 (Order Tender) as long as any parts of the Order Tender that offer a better commercial position for the Buyer (as decided by the Buyer) take precedence over the documents above.]

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: 30th June 2024

ORDER EXPIRY DATE: 29th June 2027

ORDER INITIAL PERIOD: 3 years

### DELIVERABLES

Option B: See details in Order Schedule 20 (Order Specification)



Schedule 20

### MAXIMUM LIABILITY

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

The Estimated Year 1 Charges used to calculate liability in the first Contract Year is an estimated value depending on the packages taken up by AHDB.

[REDACTED]

[REDACTED]

[REDACTED]

### ORDER CHARGES

Option B: See details in Order Schedule 5 and shown below:(Pricing Details)  
Further details are shown in below embedded document.



DPS-Order-Schedule  
-5-Pricing-Details-v1.1

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None

Via BACS

BUYER'S INVOICE ADDRESS:

[APTeam@ahdb.org.uk](mailto:APTeam@ahdb.org.uk)

AHDB, Middlemarch Business Park, Siskin Parkway East, Coventry, West Midlands,  
CV3 4PE

BUYER'S AUTHORISED REPRESENTATIVE

[illegible]

Model Version: v1.3

AHDB, Middlemarch Business Park, Siskin Parkway East, Coventry, West Midlands,  
CV3 4PE

[REDACTED]

BUYER'S ENVIRONMENTAL POLICY  
**Not Applicable**

BUYER'S SECURITY POLICY  
**Not Applicable**

SUPPLIER'S AUTHORISED REPRESENTATIVE

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

SUPPLIER'S CONTRACT MANAGER

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

PROGRESS REPORT FREQUENCY  
As per below table

## DPS Schedule 6 (Order Form Template and Order Schedules)

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Report Type	Content	Frequency
Quarterly Chart book	Each quarter AHDB require key findings/trends to be created in a PowerPoint deck. This should pick out key trends and use strong visual representations to bring key insight. AHDB use these slides in a lot of internal/external presentations. Where historic data matches year-on-year changes must be marked. When comparing to past results significant testing must take place highlighting significant movements.	Quarterly
Annual Presentation	Each year AHDB require the agency to come on-site and deliver a key trends presentation to wider stakeholders. This should identify key trends over the past year and be an issue led and story driven piece of work.	Annually
Raw data outputs	<ul style="list-style-type: none"><li>• Excel with trended top line results</li><li>• Excel with all cross breaks per wave</li><li>• Agencies should also outline their approach for additional raw data to be run.</li></ul>	

### PROGRESS MEETING FREQUENCY

Quarterly on the first working week for the setup of each wave of the tracker.

Example dates for year 1:

Wave 37 – w/c 15<sup>th</sup> July 24/ Wave 38 w/c 14<sup>th</sup> October 24 / Wave 39 w/c 13<sup>th</sup> Jan 25  
/ Wave 40 14<sup>th</sup> April 25

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### KEY STAFF

[REDACTED]

[REDACTED]

### KEY SUBCONTRACTOR(S)

RM6126 - Research & Insights DPS  
Project Version: v1.0  
Model Version: v1.3



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)]

For and on behalf of the Supplier:		For and on behalf of the Buyer:	
Signature:		Signature:	
Name:		Name:	
Role:		Role:	
Date:		Date:	