



International Traders and Investors Study (ITIS) Wave 5

CR_1950



Department for
International Trade

Yonder Consulting
Northburgh House,
10 Northburgh Street,
London,
EC1V 0AT

Our ref: CR_1950
Date: 12/08/2022

Dear Yonder,

Award of Agreement: GREAT International Traders and Investors Study (ITIS) Wave 5

This letter (Award Letter) and Agreement set out the terms of the Agreement between The Department for International Trade as the Customer and Yonder Consulting as the Contractor for the provision of the Services. Unless the context otherwise requires, capitalised expressions used in this Award Letter have the same meanings as in the terms and conditions of the Agreement. In the event of any conflict between this Award Letter and the Agreement, this Award Letter shall prevail. Please do not attach any Contractor's terms and conditions to this Award Letter as they will not be accepted by the Customer and may delay conclusion of the Agreement.

For the purposes of the Agreement, the Customer and the Contractor agree as follows:

- 1) The charges for the Services shall be as set out in Appendix 2 of the Agreement
- 2) The Specification of the Services to be supplied as set out in Appendix 1 of the Agreement.
- 3) The Term shall have deemed to commence on 12/08/2022 and the Expiry Date shall be 30/09/2023.
- 4) The address for notices of the Parties are:

Customer

Department for International Trade
Old Admiralty Building,
Whitehall,
London,
SW1A 2BL

Contractor

Yonder Consulting
Northburgh House,
10 Northburgh Street,
London,
EC1V 0AT



Department for
International Trade

Attention: CUSTOMER

Attention: SUPPLIER CONTACT

Email: [Redacted]

Email: [Redacted]

- 5) The following persons are Key Personnel for the purposes of the Agreement:

[Redacted]

Yonder Consulting

[Redacted]

Yonder Consulting

- 6) The Customer may require the Contractor to ensure that any person employed in the provision of the Services has undertaken a Disclosure and Barring Service check. The Contractor shall ensure that no person who discloses that he/she has a conviction that is relevant to the nature of the Services, relevant to the work of the Customer, or is of a type otherwise advised by the Customer (each such conviction a “**Relevant Conviction**”), or is found by Contractor to have a Relevant Conviction (whether as a result of a police check, a Disclosure and Barring Service check or otherwise) is employed or engaged in the provision of any part of the Services.

Payment

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

Department for International Trade

c/o UK SBS, Queensway House

West Precinct

Billingham

TS23 2NF

Email : ap@uksbs.co.uk

Telephone: 03332079122

Within ten (10) Working Days of receipt of your acceptance of this letter, we will send you a unique PO Number. You must be in receipt of a valid PO Number before submitting an invoice.



Department for
International Trade

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 Customer 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 either by email to finance@services.uksbs.co.uk or by telephone 0333 207 9122 between 08:30-17:00 Monday to Friday.

Liaison

For general liaison your contact will continue to be [Redacted]

We thank you for your co-operation to date, and look forward to forging a successful working relationship resulting in a smooth and successful delivery of the Services. Please confirm your acceptance of the award of this Agreement by signing and returning the enclosed copy of this letter to [Redacted] at the address shown below within seven (7) days from the date of this letter. No other form of acknowledgement will be accepted. Please remember to quote the reference number above in any future communications relating to this Agreement.

Yours sincerely

[Redacted]
Commercial Team
Commercial, Finance and Corporate Services
Department for International Trade
Old Admiralty Building,
Whitehall
London
SW1A 2BL

E-mail: [Redacted]



Department for
International Trade

We accept the terms set out in this letter and Agreement

Signed for and on behalf of Yonder Consulting

Name: [Redacted]

Job Title: Senior Director

Signature: [Redacted]

Date: 12/08/2022

Signed for and on behalf of the Department for International Trade

Name: [Redacted]

Job Title: Commercial Deputy Director

Signature: [Redacted]

Date: 12/08/2022



Department for
International Trade



Department for
International Trade

Short Form Contract

**Contract for the delivery of GREAT
International Traders and Investors Study
(ITIS) Wave 5 by Yonder to Department for
International Trade**

Ref: CR_1950

12/08/2022



1. Interpretation

1.1 In these terms and conditions:

Term	Description
“Agreement”	means the contract between (i) the Customer acting as part of the Crown and (ii) the Contractor constituted by the Contractor’s acceptance of the Award Letter;
“Award Letter”	means the letter from the Customer to the Contractor printed above these terms and conditions;
“Central Government Body”	<p>means a body listed in one of the following sub-categories of the Central Government classification of the Public Sector Classification Guide, as published and amended from time to time by the Office for National Statistics:</p> <p>Government Department;</p> <p>Non-Departmental Public Body or Assembly Sponsored Public Body (advisory, executive, or tribunal);</p> <p>Non-Ministerial Department; or</p> <p>Executive Agency;</p>
“Charges”	means the charges for the Services as specified in the Award Letter;
“Commercially Sensitive Information”	the Confidential Information included within this contract comprising of commercially sensitive information relating to the Supplier, its IPR or its business or which the Supplier has indicated to the Authority that, if disclosed by the Authority, would cause the Supplier significant commercial disadvantage or material financial loss;
“Confidential Information”	means all information, whether written or oral (however recorded), provided by the disclosing Party to the receiving Party and which (i) is known by the receiving Party to be confidential; (ii) is marked



	as or stated to be confidential; or (iii) ought reasonably to be considered by the receiving Party to be confidential;
“Conflict of Interest”	a conflict between the financial or personal duties of the Supplier or the Supplier Staff and the duties owed to the Buyer under a Contract, in the reasonable opinion of the Buyer;
“Contractor”	means the person named as Contractor in the Award Letter;
“Controller”	take the meaning given in the GDPR
“Customer”	means the person identified in the letterhead of the Award Letter;
“Data Loss Event”	any event that results, or may result, in unauthorised access to Personal Data held by the Processor under this Agreement, and/or actual or potential loss and/or destruction of Personal Data in breach of this Agreement, including any Personal Data Breach;
“Data Protection Impact Assessment”	an assessment by the Controller of the impact of the envisaged processing on the protection of Personal Data;
“Data Protection Legislation”	i) the GDPR, the LED and any applicable national implementing Laws as amended from time to time (ii) the Data Protection Act (DPA) 2018 to the extent that it relates to processing of personal data and privacy; (iii) all applicable Law about the processing of personal data and privacy;
“Data Protection Officer”	take the meaning given in the GDPR;
“Data Subject”	take the meaning given in the GDPR;
“Data Subject Request”	a request made by, or on behalf of, a Data Subject in accordance with rights granted pursuant to the Data Protection Legislation to access their Personal Data;
“Deliverables”	Goods and/or Services that may be ordered under the Contract including the Documentation;



"Delivery"	"delivery of the relevant Deliverable or Milestone in accordance with the terms of this contract as confirmed and accepted by the Buyer by confirmation in writing to the Supplier. " Deliver " and " Delivered " shall be construed accordingly;
"FOIA"	means the Freedom of Information Act 2000;
"Force Majeure"	means any event outside the reasonable control of either Party affecting its performance of its obligations under this Agreement arising from acts, events, omissions, happenings or non-happenings beyond its reasonable control, including acts of God, riots, war or armed conflict, acts of terrorism, acts of government, local government or regulatory bodies, fire, flood, storm or earthquake, or disaster but excluding any industrial dispute relating to the Supplier or its Personnel or any other failure in the Supplier's or a Sub-contractor's supply chain;
"GDPR"	the General Data Protection Regulation (<i>Regulation (EU) 2016/679</i>);
"Information"	has the meaning given under section 84 of the FOIA;
"Joint Controllers"	where two or more Controllers jointly determine the purposes and means of processing;
"Law"	means any law, subordinate legislation within the meaning of Section 21(1) of the Interpretation Act 1978, bye-law, enforceable right within the meaning of Section 2 of the European Communities Act 1972, regulation, order, regulatory policy, mandatory guidance or code of practice, judgment of a relevant court of law, or directives or requirements with which the Processor is bound to comply;
"LED"	Law Enforcement Directive (<i>Directive (EU) 2016/680</i>);
"Party"	the Contractor or the Customer (as appropriate) and "Parties" shall mean both of them;
"Personal Data"	take the meaning given in the GDPR;



“Personal Data Breach”	take the meaning given in the GDPR;
“Processor”	take the meaning given in the GDPR;
“Processor Personnel”	means all directors, officers, employees, agents, consultants and contractors of the Processor and/or of any Sub-Processor engaged in the performance of its obligations under this Agreement;
“Protective Measures”	appropriate technical and organisational measures which may include: pseudonymising and encrypting Personal Data, ensuring confidentiality, integrity, availability and resilience of systems and services, ensuring that availability of and access to Personal Data can be restored in a timely manner after an incident, and regularly assessing and evaluating the effectiveness of the such measures adopted by it including those outlined in Schedule 1;
“Purchase Order Number”	means the Customer’s unique number relating to the order for Goods to be supplied by the Contractor to the Customer in accordance with the terms of the Agreement;
“Rectification Plan”	The rectification plan pursuant to the Rectification Plan Process.
“Request for Information”	has the meaning set out in the FOIA or the Environmental Information Regulations 2004 as relevant (where the meaning set out for the term “request” shall apply);
“Services”	Means the services to be supplied by the Contractor to the Customer under the Agreement;
“Specification”	means the specification for the Services to be supplied by the Contractor to the Customer as specified in the Award Letter;
“Staff”	means all directors, officers, employees, agents, consultants and contractors of the Contractor and/or of any sub-contractor of the



	Contractor engaged in the performance of the Contractor's obligations under the Agreement;
"Staff Vetting Procedures"	means vetting procedures that accord with good industry practice or, where applicable, the Customer's procedures for the vetting of personnel as provided to the Contractor from time to time;
"Sub-processor"	any third Party appointed to process Personal Data on behalf of that Processor related to this Agreement;
"Term"	Means the period from the start date of the Agreement set out in the Award Letter to the Expiry Date as such period may be extended in accordance with clause 4.2 or terminated in accordance with the terms and conditions of the Agreement;
"VAT"	means value added tax in accordance with the provisions of the Value Added Tax Act 1994; and
"Working Day"	means a day (other than a Saturday or Sunday) on which banks are open for business in the City of London.

- 1.2 In these terms and conditions, unless the context otherwise requires:
- 1.3 references to numbered clauses are references to the relevant clause in these terms and conditions;
- 1.4 any obligation on any Party not to do or omit to do anything shall include an obligation not to allow that thing to be done or omitted to be done;
- 1.5 the headings to the clauses of these terms and conditions are for information only and do not affect the interpretation of the Agreement;
- 1.6 any reference to an enactment includes reference to that enactment as amended or replaced from time to time and to any subordinate legislation or byelaw made under that enactment; and
- 1.7 the word 'including' shall be understood as meaning 'including without limitation'.

2. Basis of Agreement

- 2.1 The Award Letter constitutes an offer by the Customer to purchase the Services subject to and in accordance with the terms and conditions of the Agreement.



- 2.2 The offer comprised in the Award Letter shall be deemed to be accepted by the Contractor on receipt by the Customer of a copy of the Award Letter countersigned by the Contractor within seven (7) days of the date of the Award Letter.

3. Supply of Services

- 3.1 In consideration of the Customer's agreement to pay the Charges, the Contractor shall supply the Services to the Customer subject to and in accordance with the terms and conditions of the Agreement.
- 3.2 In supplying the Services, the Contractor shall co-operate with the Customer in all matters relating to the supply of the Services and comply with all the Customer's instructions.
- 3.3 The Contractor shall supply the Services in accordance with the Specification.
- 3.4 The Contractor shall perform the Services with all reasonable care, skill and diligence in accordance with good industry practice in the Contractor's industry, profession or trade; use Staff who are suitably skilled and experienced to perform tasks assigned to them, and in sufficient number to ensure that the Contractor's obligations are fulfilled in accordance with the Agreement; and provide all equipment, tools and vehicles and other items as are required to provide the Services.

4. Term

- 4.1 The Agreement shall take effect on the date specified in Award Letter and shall expire on the Expiry Date, unless it is otherwise extended in accordance with clause 4.2 or terminated in accordance with the terms and conditions of the Agreement.
- 4.2 The Customer may extend the Agreement for a period of up to six (6) months by giving not less than ten (10) Working Days' notice in writing to the Contractor prior to the Expiry Date. The terms and conditions of the Agreement shall apply throughout any such extended period.

5. Charges, Payment and Recovery of Sums Due

- 5.1 The Charges for the Services shall be as set out in the Award Letter and shall be the full and exclusive remuneration of the Contractor in respect of the supply of the Services. Unless otherwise agreed in writing by the Customer, the Charges shall



include every cost and expense of the Contractor directly or indirectly incurred in connection with the performance of the Services.

- 5.2 All amounts stated are exclusive of VAT which shall be charged at the prevailing rate. The Customer shall, following the receipt of a valid VAT invoice, pay to the Contractor a sum equal to the VAT chargeable in respect of the Services.
- 5.3 The Contractor shall invoice the Customer as specified in the Agreement. Each invoice shall include such supporting information required by the Customer to verify the accuracy of the invoice, including the relevant Purchase Order Number and a breakdown of the Services supplied in the invoice period.
- 5.4 In consideration of the supply of the Services by the Contractor, the Customer shall pay the Contractor the invoiced amounts no later than thirty (30) days after verifying that the invoice is valid and undisputed and includes a valid Purchase Order Number. The Customer may, without prejudice to any other rights and remedies under the Agreement, withhold or reduce payments in the event of unsatisfactory performance.
- 5.5 If the Customer fails to consider and verify an invoice in a timely fashion the invoice shall be regarded as valid and undisputed for the purpose of paragraph 5.4 after a reasonable time has passed.
- 5.6 If there is a dispute between the Parties as to the amount invoiced, the Customer shall pay the undisputed amount. The Contractor shall not suspend the supply of the Services unless the Contractor is entitled to terminate the Agreement for a failure to pay undisputed sums in accordance with clause 16.5. Any disputed amounts shall be resolved through the dispute resolution procedure detailed in clause 19.
- 5.7 If a payment of an undisputed amount is not made by the Customer by the due date, then the Customer shall pay the Contractor interest at the interest rate specified in the Late Payment of Commercial Debts (Interest) Act 1998.
- 5.8 Where the Contractor enters into a sub-contract, the Contractor shall include in that sub-contract:
- 5.9 provisions having the same effects as clauses 5.3 to 5.7 of this Agreement; and
- 5.10 a provision requiring the counterparty to that sub-contract to include in any sub-contract which it awards provisions having the same effect as 5.3 to 5.8 of this Agreement.
- 5.11 In this clause 5.8, “sub-contract” means a contract between two or more Contractors, at any stage of remoteness from the Authority in a subcontracting



chain, made wholly or substantially for the purpose of performing (or contributing to the performance of) the whole or any part of this Agreement.

- 5.12 If any sum of money is recoverable from or payable by the Contractor under the Agreement (including any sum which the Contractor is liable to pay to the Customer in respect of any breach of the Agreement), that sum may be deducted unilaterally by the Customer from any sum then due, or which may come due, to the Contractor under the Agreement or under any other agreement or contract with the Customer. The Contractor shall not be entitled to assert any credit, set-off or counterclaim against the Customer in order to justify withholding payment of any such amount in whole or in part.

Premises and equipment

- 6.1 If necessary, the Customer shall provide the Contractor with reasonable access at reasonable times to its premises for the purpose of supplying the Services. All equipment, tools and vehicles brought onto the Customer's premises by the Contractor or the Staff shall be at the Contractor's risk.
- 6.2 If the Contractor supplies all or any of the Services at or from the Customer's premises, on completion of the Services or termination or expiry of the Agreement (whichever is the earlier) the Contractor shall vacate the Customer's premises, remove the Contractor's plant, equipment and unused materials and all rubbish arising out of the provision of the Services and leave the Customer's premises in a clean, safe and tidy condition. The Contractor shall be solely responsible for making good any damage to the Customer's premises or any objects contained on the Customer's premises which is caused by the Contractor or any Staff, other than fair wear and tear.
- 6.3 If the Contractor supplies all or any of the Services at or from its premises or the premises of a third party, the Customer may, during normal business hours and on reasonable notice, inspect and examine the manner in which the relevant Services are supplied at or from the relevant premises.
- 6.4 The Customer shall be responsible for maintaining the security of its premises in accordance with its standard security requirements. While on the Customer's premises the Contractor shall, and shall procure that all Staff shall, comply with all the Customer's security requirements.
- 6.5 Where all or any of the Services are supplied from the Contractor's premises, the Contractor shall, at its own cost, comply with all security requirements specified by the Customer in writing.



- 6.6 Without prejudice, any equipment provided by the Customer for the purposes of the Agreement shall remain the property of the Customer and shall be used by the Contractor and the Staff only for the purpose of carrying out the Agreement. Such equipment shall be returned promptly to the Customer on expiry or termination of the Agreement.
- 6.7 The Contractor shall reimburse the Customer for any loss or damage to the equipment (other than deterioration resulting from normal and proper use) caused by the Contractor or any Staff. Equipment supplied by the Customer shall be deemed to be in a good condition when received by the Contractor or relevant Staff unless the Customer is notified otherwise in writing within five (5) Working Days.

7. Staff and Key Personnel

- 7.1 If the Customer reasonably believes that any of the Staff are unsuitable to undertake work in respect of the Agreement, it may, by giving written notice to the Contractor:
- a. refuse admission to the relevant person(s) to the Customer's premises;
 - b. direct the Contractor to end the involvement in the provision of the Services of the relevant person(s); and/or
 - c. require that the Contractor replace any person removed under this clause with another suitably qualified person and procure that any security pass issued by the Customer to the person removed is surrendered,
 - d. and the Contractor shall comply with any such notice.
- 7.2 The Contractor shall:
- a. ensure that all Staff are vetted in accordance with the Staff Vetting Procedures;
 - b. if requested, provide the Customer with a list of the names and addresses (and any other relevant information) of all persons who may require admission to the Customer's premises in connection with the Agreement; and
 - c. procure that all Staff comply with any rules, regulations and requirements reasonably specified by the Customer.
- 7.3 Any Key Personnel shall not be released from supplying the Services without the agreement of the Customer, except by reason of long-term sickness, maternity leave, paternity leave, termination of employment or other extenuating circumstances.



- 7.4 Any replacements to the Key Personnel shall be subject to the prior written agreement of the Customer (not to be unreasonably withheld). Such replacements shall be of at least equal status or of equivalent experience and skills to the Key Personnel being replaced and be suitable for the responsibilities of that person in relation to the Services.

8. Assignment and sub-contracting

- 8.1 The Contractor shall not without the written consent of the Customer assign, sub-contract, novate or in any way dispose of the benefit and/ or the burden of the Agreement or any part of the Agreement. The Customer may, in the granting of such consent, provide for additional terms and conditions relating to such assignment, sub-contract, novation or disposal. The Contractor shall be responsible for the acts and omissions of its sub-contractors as though those acts and omissions were its own.
- 8.2 Where the Customer has consented to the placing of sub-contracts, the Contractor shall, at the request of the Customer, send copies of each sub-contract, to the Customer as soon as is reasonably practicable.
- 8.3 The Customer may assign, novate, or otherwise dispose of its rights and obligations under the Agreement without the consent of the Contractor provided that such assignment, novation or disposal shall not increase the burden of the Contractor's obligations under the Agreement.

9. Intellectual Property Rights

- 9.1 The All intellectual property rights in any materials provided by the Customer to the Contractor for the purposes of this Agreement shall remain the property of the Customer but the Customer hereby grants the Contractor a royalty-free, non-exclusive and non-transferable licence to use such materials as required until termination or expiry of the Agreement for the sole purpose of enabling the Contractor to perform its obligations under the Agreement.
- 9.2 All intellectual property rights in any materials created or developed by the Contractor pursuant to the Agreement or arising as a result of the provision of the Services shall vest in the Contractor. If, and to the extent, that any intellectual property rights in such materials vest in the Customer by operation of law, the Customer hereby assigns to the Contractor by way of a present assignment of future rights that shall take place immediately on the coming into existence of any such intellectual property rights all its intellectual property rights in such materials (with full title guarantee and free from all third party rights).



- 9.3 The Contractor hereby grants the Customer:
- 9.4 a perpetual, royalty-free, irrevocable, non-exclusive licence (with a right to sub-license) to use all intellectual property rights in the materials created or developed pursuant to the Agreement and any intellectual property rights arising as a result of the provision of the Services; and
- 9.5 a perpetual, royalty-free, irrevocable and non-exclusive licence (with a right to sub-license) to use:
- 9.6 any intellectual property rights vested in or licensed to the Contractor on the date of the Agreement; and
- 9.7 any intellectual property rights created during the Term but which are neither created or developed pursuant to the Agreement nor arise as a result of the provision of the Services,
- 9.8 including any modifications to or derivative versions of any such intellectual property rights, which the Customer reasonably requires in order to exercise its rights and take the benefit of the Agreement including the Services provided.
- 9.9 The Contractor shall indemnify, and keep indemnified, the Customer in full against all costs, expenses, damages and losses (whether direct or indirect), including any interest, penalties, and reasonable legal and other professional fees awarded against or incurred or paid by the Customer as a result of or in connection with any claim made against the Customer for actual or alleged infringement of a third party's intellectual property arising out of, or in connection with, the supply or use of the Services, to the extent that the claim is attributable to the acts or omission of the Contractor or any Staff.

10. Governance and Records

- 10.1 The Contractor shall:
- a. attend progress meetings with the Customer at the frequency and times specified by the Customer and shall ensure that its representatives are suitably qualified to attend such meetings; and
 - b. submit progress reports to the Customer at the times and in the format specified by the Customer.
- 10.2 The Contractor shall keep and maintain until six (6) years after the end of the Agreement, or as long a period as may be agreed between the Parties, full and accurate records of the Agreement including the Services supplied under it and all



payments made by the Customer. The Contractor shall on request afford the Customer or the Customer's representatives such access to those records as may be reasonably requested by the Customer in connection with the Agreement.

11. Confidentiality, Transparency and Publicity

11.1 Subject to clause 11b, each Party shall:

- a. treat all Confidential Information it receives as confidential, safeguard it accordingly and not disclose it to any other person without the prior written permission of the disclosing Party; and
- b. not use or exploit the disclosing Party's Confidential Information in any way except for the purposes anticipated under the Agreement.

11.2 Notwithstanding clause 11.1, a Party may disclose Confidential Information which it receives from the other Party:

- a. where disclosure is required by applicable law or by a court of competent jurisdiction;
- b. to its auditors or for the purposes of regulatory requirements;
- c. on a confidential basis, to its professional advisers;
- d. to the Serious Fraud Office where the Party has reasonable grounds to believe that the other Party is involved in activity that may constitute a criminal offence under the Bribery Act 2010;
- e. where the receiving Party is the Contractor, to the Staff on a need to know basis to enable performance of the Contractor's obligations under the Agreement provided that the Contractor shall procure that any Staff to whom it discloses Confidential Information pursuant to this clause shall observe the Contractor's confidentiality obligations under the Agreement; and

11.3 where the receiving Party is the Customer:

on a confidential basis to the employees, agents, consultants and contractors of the Customer;

on a confidential basis to any other Central Government Body, any successor body to a Central Government Body or any company to which the Customer transfers or proposes to transfer all or any part of its business;



to the extent that the Customer (acting reasonably) deems disclosure necessary or appropriate in the course of carrying out its public functions; or

in accordance with clause 11.2.

and for the purposes of the foregoing, references to disclosure on a confidential basis shall mean disclosure subject to a confidentiality agreement or arrangement containing terms no less stringent than those placed on the Customer under this clause 11.

- 11.4 The Parties acknowledge that, except for any Information which is exempt from disclosure in accordance with the provisions of the FOIA, the content of the Agreement is not Confidential Information and the Contractor hereby gives its consent for the Customer to publish the Agreement in its entirety to the general public (but with any Information that is exempt from disclosure in accordance with the FOIA redacted) including any changes to the Agreement agreed from time to time. The Customer may consult with the Contractor to inform its decision regarding any redactions but shall have the final decision in its absolute discretion whether any of the content of the Agreement is exempt from disclosure in accordance with the provisions of the FOIA.
- 11.5 The Contractor shall not, and shall take reasonable steps to ensure that the Staff shall not, make any press announcement or publicise the Agreement or any part of the Agreement in any way, except with the prior written consent of the Customer.

12. Freedom of Information

- 12.1 The Contractor acknowledges that the Customer is subject to the requirements of the FOIA and the Environmental Information Regulations 2004 and shall:
- 12.1.1 provide all necessary assistance and cooperation as reasonably requested by the Customer to enable the Customer to comply with its obligations under the FOIA and the Environmental Information Regulations 2004;
- 12.1.2 transfer to the Customer all Requests for Information relating to the Agreement that it receives as soon as practicable and in any event within 2 Working Days of receipt;
- 12.1.3 provide the Customer with a copy of all Information belonging to the Customer requested in the Request for Information which is in its possession or control in the form that the Customer requires within 5 Working Days (or such other period as the Customer may reasonably specify) of the Customer's request for such Information; and



12.1.4 not respond directly to a Request for Information unless authorised in writing to do so by the Customer.

- 12.2 The Contractor acknowledges that the Customer may be required under the FOIA and the Environmental Information Regulations 2004 to disclose Information concerning the Contractor or the Goods (including commercially sensitive information) without consulting or obtaining consent from the Contractor. In these circumstances the Customer shall, in accordance with any relevant guidance issued under the FOIA, take reasonable steps, where appropriate, to give the Contractor advance notice, or failing that, to draw the disclosure to the Contractor's attention after any such disclosure
- 12.3 Notwithstanding any other provision in the Agreement, the Customer shall be responsible for determining in its absolute discretion whether any Information relating to the Contractor or the Goods is exempt from disclosure in accordance with the FOIA and/or the Environmental Information Regulations 2004.

13. Data Protection

- 13.1 The Parties acknowledge that for the purposes of the Data Protection Legislation, the Customer is the Controller and the Contractor is the Processor unless otherwise specified in Schedule 1. The only processing that the Processor is authorised to do is listed in Schedule 1 by the Controller and may not be determined by the Processor.
- 13.2 The Processor shall notify the Controller immediately if it considers that any of the Controller's instructions infringe the Data Protection Legislation.
- 13.3 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 operations and the purpose of the processing;
 - (b) an assessment of the necessity and proportionality of the processing operations in relation to the Services;
 - (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.
- 13.4 The Processor shall, in relation to any Personal Data processed in connection with its obligations under this Agreement:



- (a) process that Personal Data only in accordance with Schedule 1, unless the Processor is required to do otherwise by Law. If it is so required the Processor shall promptly notify the Controller before processing the Personal Data unless prohibited by Law;
- (b) ensure that it has in place Protective Measures, which are appropriate to protect against a Data Loss Event, 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 Data Loss Event;
 - (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 this Agreement (and in particular Schedule 1);
 - (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 clause;
 - (B) are subject to appropriate confidentiality undertakings with the Processor or any Sub-processor;
 - (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 this Agreement; and
 - (D) have undergone adequate training in the use, care, protection and handling of Personal Data; and
- (d) not transfer Personal Data outside of the 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 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;

(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 Agreement unless the Processor is required by Law to retain the Personal Data.

13.5 Subject to clause 13.6, the Processor shall notify the Controller immediately if it:

(a) receives a Data Subject Request (or purported Data Subject 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 this Agreement;

(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 Data Loss Event.

13.6 The Processor's obligation to notify under clause 13.5 shall include the provision of further information to the Controller in phases, as details become available.

13.7 Taking into account the nature of the processing, the Processor shall provide the Controller with full assistance in relation to either Party's obligations under Data Protection Legislation and any complaint, communication or request made under clause 1.5 (and insofar as possible within the timescales reasonably required by the Controller) including by promptly 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 the Controller to comply with a Data Subject 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 Data Loss Event;
- (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.

13.8 The Processor shall maintain complete and accurate records and information to demonstrate its compliance with this clause. 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 GDPR or Personal Data relating to criminal convictions and offences referred to in Article 10 of the GDPR; or
- (d) the Controller determines that the processing is likely to result in a risk to the rights and freedoms of Data Subjects.

13.9 The Processor shall allow for audits of its Data Processing activity by the Controller or the Controller's designated auditor.

13.10 Each Party shall designate its own data protection officer if required by the Data Protection Legislation.

13.11 Before allowing any Sub-processor to process any Personal Data related to this Agreement, the Processor must:

- (a) notify the Controller in writing of the intended Sub-processor and processing;
- (b) obtain the written consent of the Controller;
- (c) enter into a written agreement with the Sub-processor which give effect to the terms set out in this clause 13 such that they apply to the Sub-processor; and



(d) provide the Controller with such information regarding the Sub-processor as the Controller may reasonably require.

13.12 The Processor shall remain fully liable for all acts or omissions of any of its Sub-processors.

13.13 The Controller may, at any time on not less than 30 Working Days' notice, revise this clause 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 this Agreement).

13.14 The Parties agree to take account of any guidance issued by the Information Commissioner's Office. The Controller may on not less than 30 Working Days' notice to the Processor amend this agreement to ensure that it complies with any guidance issued by the Information Commissioner's Office.

13.15 Where the Parties include two or more Joint Controllers as identified in Schedule 1 in accordance with GDPR Article 26, those Parties shall enter into a Joint Controller Agreement based on the terms outlined in Schedule 2 in replacement of Clauses 13.1-13.14 for the Personal Data under Joint Control.

14. Liability

14.1 Neither party shall be responsible for any injury, loss, damage, cost or expense suffered by the other party if and to the extent that it is caused by the negligence or wilful misconduct of such party or by breach by such party of its obligations under the Agreement.

14.2 Subject always to clauses 14.3 and 14.4:

14.2.1 the aggregate liability of the Contractor in respect of all defaults, claims, losses or damages howsoever caused, whether arising from breach of the Agreement, the supply or failure to supply of the Services, misrepresentation (whether tortious or statutory), tort (including negligence), breach of statutory duty or otherwise shall in no event exceed a sum equal to 125% of the Charges paid or payable to the Contractor; and

14.2.2 the aggregate liability of the Contractor in respect of all defaults, claims, losses or damages howsoever caused, whether arising from breach of the Agreement, the supply or failure to supply of the Services, misrepresentation (whether tortious or statutory), tort (including negligence), breach of statutory duty or otherwise shall in no event exceed a sum equal to the Charges paid or payable to the Contractor; and except in the case of claims arising against the



Contractor under clauses 9.4 and 18.3, in no event shall either party be liable to the other for any indirect, special or consequential loss or damage.

14.3 Nothing in the Agreement shall be construed to limit or exclude either Party's liability for:

14.3.1 death or personal injury caused by its negligence or that of its Staff;

14.3.2 fraud or fraudulent misrepresentation by it or that of its Staff; or

14.3.3 any other matter which, by law, may not be excluded or limited.

14.4 The Contractor's liability under the indemnity in clause 9.9 shall be unlimited

15. Force Majeure

The Neither Party shall have any liability under or be deemed to be in breach of the Agreement for any delays or failures in performance of the Agreement which result from circumstances beyond the reasonable control of the Party affected. Each Party shall promptly notify the other Party in writing when such circumstances cause a delay or failure in performance and when they cease to do so. If such circumstances continue for a continuous period of more than two months, either Party may terminate the Agreement by written notice to the other Party.

The Customer shall not accept that EU exit is either a force majeure event or a frustration event, as the likely consequences of this process have been widely aired in public for some time, all suppliers have had ample time to plan for continuation of service and performance of contracts will still be possible in most cases.

16. Termination

16.1 The Customer may terminate the Agreement at any time by notice in writing to the Contractor to take effect on any date falling at least 1 month (or, if the Agreement is less than three (3) months in duration, at least ten (10) Working Days) later than the date of service of the relevant notice.

16.2 Without prejudice to any other right or remedy it might have, the Customer may terminate the Agreement by written notice to the Contractor with immediate effect if the Contractor:

16.2.1 (without prejudice to clause 16.2.5), is in material breach of any obligation under the Agreement which is not capable of remedy;



- 16.2.2 repeatedly breaches any of the terms and conditions of the Agreement in such a manner as to reasonably justify the opinion that its conduct is inconsistent with it having the intention or ability to give effect to the terms and conditions of the Agreement;
- 16.2.3 is in material breach of any obligation which is capable of remedy, and that breach is not remedied within 30 days of the Contractor receiving notice specifying the breach and requiring it to be remedied;
- 16.2.4 undergoes a change of control within the meaning of section 416 of the Income and Corporation Taxes Act 1988;
- 16.2.5 breaches any of the provisions of clauses 7.2, 11, 12, 13 and 17;
- 16.2.6 becomes insolvent, or if an order is made or a resolution is passed for the winding up of the Contractor (other than voluntarily for the purpose of solvent amalgamation or reconstruction), or if an administrator or administrative receiver is appointed in respect of the whole or any part of the Contractor's assets or business, or if the Contractor makes any composition with its creditors or takes or suffers any similar or analogous action (to any of the actions detailed in this clause 16.2.6) in consequence of debt in any jurisdiction; or
- 16.2.7 fails to comply with legal obligations in the fields of environmental, social or labour law.
- 16.3 The Contractor shall notify the Customer as soon as practicable of any change of control as referred to in clause 16.2.4 or any potential such change of control.
- 16.4 If any Default by the Contract is in the Customer's opinion capable of remedy, the Customer may, up to 10 working days from being notified of the Default, instruct the Supplier to comply with the Rectification Plan Process. Details of the rectification plan process can be found in Joint Schedule 10.
- 16.5 The Contractor may terminate the Agreement by written notice to the Customer if the Customer has not paid any undisputed amounts within 90 days of them falling due.
- 16.6 Termination or expiry of the Agreement shall be without prejudice to the rights of either Party accrued prior to termination or expiry and shall not affect the continuing rights of the Parties under this clause and clauses 2, 3.2, 6.1, 6.2, 6.6, 6.7, 7, 9, 10.2, 11, 12, 13, 14, 16.7, 17.4, 18.3, 19 and 20.7 or any other provision of the Agreement that either expressly or by implication has effect after termination.
- 16.7 Upon termination or expiry of the Agreement, the Contractor shall:



16.7.1 give all reasonable assistance to the Customer and any incoming Contractor of the Services; and

16.7.2 return all requested documents, information and data to the Customer as soon as reasonably practicable.

17. Compliance

The Contractor shall promptly notify the Customer of any health and safety hazards which may arise in connection with the performance of its obligations under the Agreement. The Customer shall promptly notify the Contractor of any health and safety hazards which may exist or arise at the Customer's premises and which may affect the Contractor in the performance of its obligations under the Agreement.

The Contractor shall:

17.2.1 comply with all the Customer's health and safety measures while on the Customer's premises; and

17.2.2 notify the Customer immediately in the event of any incident occurring in the performance of its obligations under the Agreement on the Customer's premises where that incident causes any personal injury or damage to property which could give rise to personal injury.

The Contractor shall:

17.3.1 perform its obligations under the Agreement in accordance with all applicable equality Law and the Customer's equality and diversity policy as provided to the Contractor from time to time; and

17.3.2 take all reasonable steps to secure the observance of clause 17.3.1 by all Staff.

The Contractor shall supply the Services in accordance with the Customer's environmental policy as provided to the Contractor from time to time.

The Contractor shall comply with, and shall ensure that its Staff shall comply with, the provisions of:

the Official Secrets Acts 1911 to 1989; and

section 182 of the Finance Act 1989



18. Prevention of Fraud and Corruption

- 18.1 The Contractor shall not offer, give, or agree to give anything, to any person an inducement or reward for doing, refraining from doing, or for having done or refrained from doing, any act in relation to the obtaining or execution of the Agreement or for showing or refraining from showing favour or disfavour to any person in relation to the Agreement.
- 18.2 The Contractor shall take all reasonable steps, in accordance with good industry practice, to prevent fraud by the Staff and the Contractor (including its shareholders, members and directors) in connection with the Agreement and shall notify the Customer immediately if it has reason to suspect that any fraud has occurred or is occurring or is likely to occur.
- 18.3 If the Contractor or the Staff engages in conduct prohibited by clause 18.1 or commits fraud in relation to the Agreement or any other contract with the Crown (including the Customer) the Customer may:
- 18.3.1 terminate the Agreement and recover from the Contractor the amount of any loss suffered by the Customer resulting from the termination, including the cost reasonably incurred by the Customer of making other arrangements for the supply of the Services and any additional expenditure incurred by the Customer throughout the remainder of the Agreement; or
 - 18.3.2 recover in full from the Contractor any other loss sustained by the Customer in consequence of any breach of this clause.



19. Dispute Resolution

- 19.1 The Parties shall attempt in good faith to negotiate a settlement to any dispute between them arising out of or in connection with the Agreement and such efforts shall involve the escalation of the dispute to an appropriately senior representative of each Party.
- 19.2 If the dispute cannot be resolved by the Parties within one month of being escalated as referred to in clause 19.1, the dispute may by agreement between the Parties be referred to a neutral adviser or mediator (the “Mediator”) chosen by agreement between the Parties. All negotiations connected with the dispute shall be conducted in confidence and without prejudice to the rights of the Parties in any further proceedings.
- 19.3 If the Parties fail to appoint a Mediator within one month, or fail to enter into a written agreement resolving the dispute within one month of the Mediator being appointed, either Party may exercise any remedy it has under applicable law.

20. General

- 20.1 Each of the Parties represents and warrants to the other that it has full capacity and authority, and all necessary consents, licences and permissions to enter into and perform its obligations under the Agreement, and that the Agreement is executed by its duly authorised representative.
- 20.2 A person who is not a party to the Agreement shall have no right to enforce any of its provisions which, expressly or by implication, confer a benefit on him, without the prior written agreement of the Parties.
- 20.3 The Agreement cannot be varied except in writing signed by a duly authorised representative of both the Parties.
- 20.4 The Agreement contains the whole agreement between the Parties and supersedes and replaces any prior written or oral agreements, representations or understandings between them. The Parties confirm that they have not entered into the Agreement on the basis of any representation that is not expressly incorporated into the Agreement. Nothing in this clause shall exclude liability for fraud or fraudulent misrepresentation.
- 20.5 Any waiver or relaxation either partly, or wholly of any of the terms and conditions of the Agreement shall be valid only if it is communicated to the other Party in writing and expressly stated to be a waiver. A waiver of any right or remedy arising from a



breach of contract shall not constitute a waiver of any right or remedy arising from any other breach of the Agreement.

- 20.6 The Agreement shall not constitute or imply any partnership, joint venture, agency, fiduciary relationship or other relationship between the Parties other than the contractual relationship expressly provided for in the Agreement. Neither Party shall have, nor represent that it has, any authority to make any commitments on the other Party's behalf.
- 20.7 Except as otherwise expressly provided by the Agreement, all remedies available to either Party for breach of the Agreement (whether under the Agreement, statute or common law) are cumulative and may be exercised concurrently or separately, and the exercise of one remedy shall not be deemed an election of such remedy to the exclusion of other remedies.
- 20.8 If any provision of the Agreement is prohibited by law or judged by a court to be unlawful, void or unenforceable, the provision shall, to the extent required, be severed from the Agreement and rendered ineffective as far as possible without modifying the remaining provisions of the Agreement, and shall not in any way affect any other circumstances of or the validity or enforcement of the Agreement.

21. Notices

- 21.1 Any notice to be given under the Agreement shall be in writing and may be served by personal delivery, first class recorded or, subject to clause 21.3, e-mail to the address of the relevant Party set out in the Award Letter, or such other address as that Party may from time to time notify to the other Party in accordance with this clause.
- 21.2 Notices served as above shall be deemed served on the Working Day of delivery provided delivery is before 5.00pm on a Working Day. Otherwise delivery shall be deemed to occur on the next Working Day. An email shall be deemed delivered when sent unless an error message is received.
- 21.3 Notices under clauses 15 [Error! Reference source not found.](#) (Force Majeure) and 16 (Termination) may be served by email only if the original notice is then sent to the recipient by personal delivery or recorded delivery in the manner set out in clause 21.1.

22. Governing Law and Jurisdiction

The validity, construction and performance of the Agreement, and all contractual and non contractual matters arising out of it, shall be governed by English law and



shall be subject to the exclusive jurisdiction of the English courts to which the Parties submit.



Appendix 1: Specification of Requirement

1. About the Department for International Trade

- 1.1 The Department for International Trade (DIT) was created in July 2016 and is responsible for promoting British trade across the world and ensuring the UK takes advantage of the huge opportunities open to the UK.
- 1.2 DIT's responsibilities include those of the former UK Trade & Investment in helping UK based companies succeed in the global economy. The Department also helps overseas companies bring their high quality investment to the UK's dynamic economy which is acknowledged as Europe's best place from which to succeed in global business.
- 1.3 The Department offers expertise and contacts through its extensive network in the UK and diplomatic offices around the world. The organisation provides companies with the tools they require to be competitive on the world stage.
- 1.4 The Department has a regionally-based delivery network providing support for exporters and foreign investors. The delivery of export support is through nine (9) regionally-structured contractors within England. DIT funds these contractors on an annual basis and around three hundred (300) private sector International Trade Advisers are employed by the contractors to assist a specified minimum number of new exporters (including companies who have not exported in the previous twelve (12) months) to achieve export success.

2. Background to the Requirement

2.1 The GREAT Global Trade campaign

The GREAT Global Trade (GGT) campaign will be HMG's flagship international trade and investment promotion campaign for FY 2022-23. It will be a vehicle to promote several government ambitions under the themes of international trade and Global Britain, both of which are at the heart of the Export Strategy, the Single Departmental Plan, and the 10 Point Plan for a Green Industrial Revolution. The campaign will build on previous international campaigns, including the GREAT Ready to Trade (RTT) campaign launched in 2020.

2.2 The campaign aims to deliver the following SMART objectives:



- Raise or maintain buyers' propensity (% likely) to buy goods and services from UK suppliers
 - Increase or maintain buyers' recognition of the GREAT campaign
 - Increase or maintain the proportion of buyers (who also recognise the campaign) who strongly agree that the campaign motivates them to do business with the UK
 - Raise or maintain investors' propensity to expand or invest in the UK by maintaining or increasing the proportion of international investors who say they are highly likely to expand or invest in the UK
- Increase or maintain investors' recognition of the GREAT campaign
- Increase or maintain the proportion of investors (who also recognise the campaign) who strongly agree that the campaign made them think now was a good time to invest in the UK
- Generate investment enquiries for DIT's international pipeline

3. The Requirement

- 3.1** The requirement is for a supplier to provide timely survey data working with international companies across a range of countries. The total requirement is for one wave of the study: Wave 5. The key research objectives for this project are:
- 3.1.1** To understand international perceptions of the UK and track changes over time:
- a. Measure levels of awareness and perceptions of the UK's strengths and capabilities among international businesses and perceptions of the UK as an investment destination/trade partner.
 - b. Assess the overall likelihood (and appetite) of international businesses to trade with or invest in the UK against key international countries.
 - c. Measure levels of awareness and understanding of the GREAT brand among international businesses within specific markets.
 - d. Benchmark key attributes of selected other countries (e.g. Germany and the USA) and compare performance against the UK.
- 3.1.2** Quantifying buying/investment behaviour following a period of campaign activity, specifically:
- a. The company's attitudes towards trading and investing in the UK.
 - b. Awareness of opportunities to trade and invest with/in the UK.
 - c. Knowledge of trading/investing with/in the UK.
 - d. Awareness of great.gov.uk.
 - e. The number of businesses that have taken steps towards trading/investing or have traded/invested in/with the UK because of the campaign.
- 3.1.3** Assessing the relative effectiveness of the different channels and messages of the campaign;



- 3.1.4 Measuring reactions to the campaign and identifying what the lessons are for the next phases of campaign;
 - 3.1.5 Measuring awareness and understanding of Free Trade Agreements and their impact on propensity to do business with the UK ;
 - 3.1.6 Assessing the impact of the Covid-19 pandemic on propensity to do business with the UK
- 3.2 To note that the final report will be a key component in helping to evaluate the *GREAT Ready To Trade* performance and outcomes.

4. Methodology

4.1 The supplier will be required to survey businesses in fourteen (14) core countries: Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, South Africa, South Korea, Turkey, United Arab Emirates, United States. The supplier will have the capability to interview senior decision makers at international companies, their understanding of the regional differences in relation to the survey design and the choice of the methodology given the specific characteristics of the selected country. DIT retains the option to include additional countries within the research subject to the capability of the supplier. The countries of interest are: Colombia, Hong Kong, Italy, Kenya, Netherlands, Nigeria, Qatar, Saudi Arabia, Singapore, Spain.

4.2 For each country, the supplier will utilise a methodology that ensures the following:

4.2.1 Survey Design

- The sampling frame and the proposed source(s) that will be used to build this frame. DIT envisages using the Dun & Bradstreet sample frame in order to be consistent with 2018, 2019, 2020 and 2021. Bidders may suggest alternatives provided they can demonstrate how comparability with 2018, 2019, 2020 and 2021 will be maintained, though a robust justification for any change would be required.
- The questionnaire mode. DIT requires a CATI (computer-assisted telephone interviewing) method in order to be consistent with 2018, 2019, 2020 and 2021
- The expected questionnaire length, in terms of time taken for the respondent to complete. DIT recommends interviews of approximately 25 minutes based on successfully completed interviews in previous waves.
- The expected response rate, how this will be ensured, and the expected impact of response rate on the representativeness of the study in terms of the designated sample frame. DIT requires 250 completed interviews per country.
- Plans to mitigate lower than predicted incidence rates whilst keeping with the allotted timeframe and budgetary constraints.
- An understanding of the regional differences in relation to the survey design and the choice of the methodology given the specific characteristics of the selected country.

4.2.2 Comparability and consistency

- An appropriate handling of comparability between countries and translation.
- Appropriate plans to manage data and ensure consistent data merging, given that surveys will be conducted in multiple countries.



- How comparability with previous research will be guaranteed, and whether longitudinal data tracking will be feasible
- Comparability between the 2018, 2019, 2020 and 2021 waves of the GREAT International Traders and Investors Study in order to establish a time series.
- Replicability in future years in order to continue measuring the time series robustly.

4.2.3 Further considerations

- The study should be as representative as possible of the relevant business communities (those that could or already do buy or invest internationally).
- The supplier will have the capability to boost the sample in some key countries with an interest in more in-depth analysis if required by DIT.
- The supplier must ensure that there is only one respondent per company.

4.3 The findings will be key to the evaluation of the *GREAT Global Trade* campaign and must therefore meet the campaign evaluation requirements.



4.4 Methodological considerations in detail

4.4.1 The supplier should demonstrate how they will address any methodological challenges presented by the project to deliver high quality results and meet DIT requirements.

4.4.2 The methodology must ensure that results are as valid and reliable as possible. This is likely to depend on a number of factors and we have highlighted below those that are particularly salient for studies of businesses such as the one proposed in respect of these Services.

4.4.3 Sampling design: It is recommended that Dun and Bradstreet (D&B) data is used to build a suitable sampling frame to ensure comparability between countries and with the 2018, and 2019, 2020 and 2021 waves of the GREAT International Traders and Investors Study. The supplier may suggest alternatives for specific markets or the whole survey provided they can demonstrate to the satisfaction of the Authority that they will produce equal or improved quality and how comparability with 2018, 2019, 2020 and 2021 will be maintained. The supplier will be responsible for acquiring the data needed and any costs incurred as a result.

NOTE: The supplier must consider whether the surveyed businesses are representative of the business population of interest to DIT in each surveyed country, and must note that micro-businesses (fewer than ten (10) employees) and any businesses that would never consider trading or investing internationally are not in scope.

4.4.4 The supplier should include advice in their response how best to do this.

4.4.5 The supplier should explain how they would meet the request for longitudinal data. The supplier must discuss their proposed method of selecting businesses and the pros and cons of the approach, and how they plan to link any businesses contained in the sampling frame to specific DIT sectors which do not directly correlate with SIC (Standard Industry Classification) codes.^[1]

4.4.5 **Questionnaire design:** This will be developed using the questionnaire from the 2021 GREAT International Traders and Investors Study as a starting point, though there will likely be some changes required. The average length of the questionnaire in 2021 across all countries surveyed was 23 minutes, although it should be noted that this did vary between countries. DIT expects the 2022 questionnaire to have an average length of circa 25 minutes. The supplier will be asked to recommend new questions or proxy measures for specific indicators if necessary, taking into account that they need to be carefully framed in terms of time and organisation level.



4.4.6 There needs to be clarity about the scope of the impact, in terms of time, coverage (e.g. plant, enterprise, enterprise group), and how the supplier will ensure we are working with 'businesses' (rather than 'workplaces') as the most relevant unit of analysis for the survey.

4.4.7 **Survey methodology:** DIT notes that CATI was used for all previous waves and is anticipating that the supplier will use a CATI method to ensure comparability, though alternatives will be accepted if the supplier can demonstrate to the satisfaction of the Authority that they would deliver equal or improved quality and maintain comparability with previous years.

4.4.8 **Survey screening:** The supplier will need to have clear screening criteria, as respondents will need to have the necessary information to answer the questions posed to them. Screening procedures will need to identify eligible businesses and the appropriate respondent within each business to participate. Interviews should be conducted with a senior individual within the business who has some involvement in making decisions about making investments and/or buying products or services on behalf of the organisation. The screening criteria used for 2018, 2019, 2020 and 2021 should be used as the audience we are trying to reach is the same:

- Companies with >10 employees and turnover >\$2m
- Companies currently or considering trading and/or investing internationally

4.4.9 **Interview length:** The supplier must ensure that they minimise the compliance burden on survey respondents without compromising on the information required.

4.4.10 **Interviews:** Recall may be a methodological challenge for the study and the supplier will address this in their methodology. During the interview, participants will be asked to go online to view a selection of campaign materials. The supplier must ensure that their methodology will facilitate this.

4.4.11 **Translations:** Translations of the survey will be needed for some countries, the languages required will depend on the final country selection, and the supplier will be responsible for arranging translations. The supplier must ensure that the survey is interpreted consistently across all languages it covers in their methodology.

4.4.12 **Response rate:** A high response rate will be important in ensuring that the survey sample attains adequate coverage of the population within reasonable timescales. The supplier's methodology must include measures to maximise response.



4.4.13 Data security: It is crucial that the data is processed in a correct and secure manner. This will include having the appropriate technical and organisational arrangements to protect against unauthorised or unlawful processing, or accidental loss or damage to business data. The supplier will be required to set out their organisational arrangements and security procedures for receiving, storing, and handling data, including securely destroying all the data collected under this project at the point when there is no business need to keep it.

4.4.14 Data collection and analysis: The supplier will ensure an appropriate method for how the information will be collected, recorded, managed and stored, as well as their approach to analysing this data. DIT will work with the supplier to agree the required analysis and any weighting if necessary.

4.4.15 Fieldwork:

DIT recommend interviews of 25 minutes based on the recommended survey methodology (CATI). The supplier will be asked to include costs for longer interviews within the pricing schedule (30 minutes). The supplier is required to complete 250 interviews with each of the core countries. DIT may ask the supplier to perform up to 250 additional boost interviews within each core country. DIT would like to have the option to conduct additional qualitative work with respondents who have completed the qualitative survey. The supplier must ensure that permission is obtained from respondents to facilitate this.

5. Optional Services and Deliverable

5.1 There is an optional deliverable of a publication-ready report summarising the findings from each of the markets surveyed.

5.2 There are two further optional elements to the requirement:

- DIT may ask the supplier to perform up to 250 additional boost interviews within each core country
- DIT may also ask the supplier to add additional countries to the project including but not limited to Hong Kong, Singapore, Saudi Arabia, Qatar, Italy, Spain, Colombia, Nigeria, Kenya, and the Netherlands

5.3 The Authority will commission the optional deliverables based on internal demand throughout the life of the contract.



6. Deliverables

6.1 The supplier will be required to provide:

- a. **A publication-ready report.** Using the 2021 report (circa 120 pages) as a template, the supplier will be required to produce a full analytical report detailing the key findings. The report should be in a format that can be published on the www.gov.uk website and must therefore meet the latest accessibility requirements.
- b. **A full publication-ready technical report on the conduct of the survey** – the report is to contain the questionnaire, sample design and approach taken, and the documentation and derivation of weights where applied. It should also include discussion of what the results can and cannot tell DIT and a view of how representative the achieved sample is. This should be in a format that can be published on the www.gov.uk website and must therefore meet the latest accessibility requirements. The technical report should incorporate a statement of all the sampling errors associated with estimates made.
- c. **Provision of a fully functional, error checked CSV dataset** – this should be fully labelled and formatted, using agreed labels and coding frames together with syntax files used to generate any analysis (including any derived variables and weights). Datasets will need to allow to drill down into the data and segment responses e.g. by sector/segment/company size to allow specific analysis. The CSV dataset will be analysed in Python and R.
- d. **A set of pre-agreed tabulated Excel tables and charts (weighted and unweighted) with 95% confidence intervals to allow for significance testing between waves of the survey** – these should summarise the main findings from the survey at aggregate level along with splits by sector, and country. The weighted results will be made publicly available so will also need to be in ODS format to be published on the www.gov.uk website (with the underlying data for any charts also provided). The tables must meet the AA level of the Web Content Accessibility Guidelines (WCAG) 2.1 as detailed by the Government Statistical Service here: <https://gss.civilservice.gov.uk/policy-store/releasing-statistics-in-spreadsheets/>. The supplier should provide details of the automated systems that they can put in place in order to provide timely reports, which will also include data cleaning systems that will be used. All tables should include the necessary technical information for users, such as the unweighted base numbers. Charts should use a colourblind-friendly palette.
- e. **A presentation to disseminate the findings of the study.** Using the 2021 slide deck as a template, this should include a slide deck in PowerPoint format summarising key findings from the study that can be circulated internally within DIT. To note that DIT would prefer top line findings to be disseminated as soon as possible, so an initial presentation before the full report is written would be required.



f. A slide deck to summarise the key findings from each individual market surveyed.

Using the 2021 slide deck as a template, the successful supplier will be required to produce a slide deck summarising the key findings from each individual market surveyed, with one slide for each market. As mentioned above, there is also the optional deliverable of a publication-ready report summarising the findings from each individual market surveyed. If commissioned, using the 2021 report as a template, the supplier would be required to produce a report detailing the key findings from each individual market surveyed. The report should be in a format that can be published on the www.gov.uk website and must therefore meet the latest accessibility requirements.

7. Supplier Proposal

7.1 Total Core Price

[Redacted]

7.2 Core Market Fixed Costs

[Redacted]

Full payment will be made on satisfactory completion and sign off of all MACs listed in Schedule 4 of the Contract by the Authority

7.3 Core Market Interview Costs

[Redacted]

Full payment will be made on satisfactory completion and sign off of all MACs listed in Schedule 4 of the Contract by the Authority

7.4 Optional Market Fixed Costs

[Redacted]

7.5 Optional Market Interview Costs

[Redacted]

7.6 Boost Costs

[Redacted]



7.7 Optional Deliverable Cost

[Redacted]

8. Key Performance Framework

8.1 This Performance Management Framework (PMF) will be used to monitor measure and control all aspects of Yonder Consulting's performance of contract responsibilities. Its' purpose is to set out the obligations on Yonder Consulting, to outline how the performance will be evaluated and to detail the sanctions for performance failure.

Metric	MAC	What information is required to measure this MAC?	How will the MAC be measured?	Met	Not Met
Delivery	1 – Pre-fieldwork materials	Copy of the final questionnaire.	Verified by DIT contract manager in writing, in conjunction with the advisory panel.	Submission of the final questionnaire (translated into necessary languages) completed on time and to the required standard as detailed in Section 8 of the Specification.	Questionnaire is completed late/not to the required standard as detailed in Section 8 of the Specification.
Delivery	2 – Fieldwork completion and data tables	Final fieldwork report and a user-friendly, comprehensive set of data tables, in Excel.	Fieldwork interviews (250 per market) completed on time, in line with the quotas agreed. Data tables are provided in a user-friendly format, with all relevant cross breaks included. Verified by DIT contract manager in writing.	Submission of the final fieldwork report confirming fieldwork has been completed on time and to the required standard. Tables are submitted on time and to the required standard as detailed in Section 8 of the Specification.	Fieldwork is completed late/not to the required standard. Tables are submitted late and/not to the required standard as detailed in Section 8 of the Specification.
Delivery	3 – Key findings presentation	A detailed presentation of the findings, limitations, assumptions and implications for the	Presentation detailing the key findings from the study and implications for	The presentation and findings are satisfactorily robust and is comprehensive,	The presentation and findings are not satisfactorily robust, not comprehensive



		international campaigns will be made to the Communication and Marketing directorate.	the campaign teams. It should be in a format that is ready to be circulated internally within DIT. Verified by DIT contract manager in writing.	and is made by the agreed date according to the required standard as detailed in Section 8 of the Specification.	and not made by the agreed date according to the required standard as detailed in Section 8 of the Specification.
Delivery	4 – Final report and technical report	A detailed report with findings and implications of the study clearly laid out. A thorough technical report containing all the technical information for the study.	Final report detailing the key findings from the study and implications for the campaign teams. It should be in a format that is ready to be published on gov.uk. Technical report detailing all methodological information and the full questionnaire, in a format that is ready to be published on gov.uk. Verified by DIT contract manager in writing.	The final report is submitted on time and to the required standard. The technical report is submitted on time and to the required standard. Tables are submitted on time and to the required accessibility and technical standards as detailed in Section 8 of the Specification.	The final report is submitted late and/not to the required standard. The technical report is submitted on time and to the required standard. Tables are submitted late and/not to the required standard as detailed in Section 8 of the Specification.

9. Governance and Contract Management

9.1 Representatives of the Department will hold once inception meeting at the initiation of the contract to agree a project plan, in addition to a Methods meeting to agree sample, weighting and questionnaire content. Both of these meetings will be take place within 10 working days following contract signature. Fortnightly project update meetings with the project manager will also be held, including progress reports to detail fieldwork progress during the fieldwork stage of the requirement.



9.2 Two progress meetings to assess overall contract performance will be held; one at the mid-point of the contract, and one at the conclusion

9.3 A final meeting at contract end will take place to review the project against the Milestone Acceptance Criteria (MACs)

9.4 The contract review meetings will be held at a DIT location or via teleconference at the discretion of the DIT Contract Manager.

9.5 Yonder Consulting shall be responsible for any travel and subsistence costs incurred as a result of attendance at any Review or ad-hoc meeting.

10. Exit Strategy and Transition Plan

10.1 The Customer must ensure ensure that the study is replicable in future years and will produce comparable results.

10.2 As a result, prior to contract expiry, the supplier must produce a full dataset in CSV format and detailed methodological report that outlines details of:

- a) the sampling frame
- b) the sample composition sampling strategy
- c) weighting applied
- d) questionnaire design;
- e) all other details connected with the design of the survey.

10.3 These will enable any other party wishing to conduct future waves of the survey to be able to replicate the design as closely as possible.



Appendix 2 – Payment

Payment will be made on a fixed-term, milestone basis. The supplier will be paid upon successful completion, as agreed by the Authority of each milestone.

Requirement	Total Charges (£)
Fixed Costs per Deliverable	[Redacted]
Total Core Market Interview Costs	[Redacted]
Total:	£449,999.50



Schedule 1– Schedule of Processing, Personal Data and Data Subjects

This Schedule 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 Schedule shall be with the Controller at its absolute discretion.

- 1.The contact details of the Controller's Data Protection Officer are: [Redacted]
- 2.The contact details of the Processor's Data Protection Officer are: [Redacted]
- 3.The Processor shall comply with any further written instructions with respect to processing by the Controller.
- 4.Any such further instructions shall be incorporated into this Schedule.

Description	Details
Identity of the Controller and Processor	The Parties acknowledge that for the purposes of the Data Protection Legislation, the Customer is the Controller and the Contractor is the Processor in accordance with Clause 1.1.
Subject matter of the processing	The Contractor is to conduct telephone interviews to enable the delivery of Wave 5 of the International Traders and Investors Study in accordance with the contract terms. The interviews will be with senior decision-makers in businesses to discuss their experiences of and attitudes towards trading and investing internationally, with a particular focus on the UK.
Duration of the processing	The data processing will be from the effective date to 12 months post contract expiry.



	<p>The sample will be purchased in August 2022 from Dunn and Bradstreet.</p> <p>Fieldwork will commence late September or early October 2022, and will complete by February 2023.</p> <p>Data (including permissioned PID) will be processed and analysed from when the recipient responds with consent to up to 12 months post contract expiry or termination.</p> <p>Research participants will be asked if they are willing to be approached by DIT or DIT's contractors for further research on the same topic within the next 12 months. If they consent to this, their personal data (name, company name, email address and/or telephone number) will be transferred to the supplier for transfer to DIT. DIT will store this data for a maximum of 12 months and then delete if there is no renewed permission from these data subjects.</p> <p>Audio recordings (where permissioned) of interviewed will be accessed throughout the fieldwork to facilitate quality control of the data collection. Recording will normally be accessed for quality assurance during the fieldwork period, but are stored securely thereafter for a maximum of 2 years after the fieldwork completion. Recordings will be shared with DIT on request via a secure website.</p>
Nature and purposes of the processing	<p>Recruitment of individuals for this study will involve the capture of gatekeeper (i.e. secretary, administrators or other colleagues) and respondent PID in the process of appointment-making by the Supplier. The purpose of retaining this PID is to ensure that the Supplier can manage</p>



their contact with the research targets (e.g. contact efficiency, avoid calls when the target is on leave / out of office, avoid excessive contact with gatekeepers). The personal data is stored within the Supplier's CATI system and will only be accessible to the relevant interviewer and to the project management team.

Personal data collected during recruitment of individual respondents may include email addresses; these are captured in order to enable the Supplier to send (on request) an email letter to the target respondent – often via their PA or other gatekeeper – outlining the nature of the research and formally inviting their participation. On occasion, email addresses may also be used to confirm an appointment date/time for the interview, where respondents or their gatekeepers request such confirmation.

All completed interviews will result in the Supplier holding the name, job title DDI (where applicable) and company name of the respondent, assuming they consent to this. The Supplier may use this personal data for the purposes of data validation / potential back-checking in case of any client queries in relation to the data. Personal data of participating respondents will be stored securely and separately from response-data (pseudonymised), in accordance with DIT's stated policy. This personal data will not be made available to view in the CATI interface.

All respondents will be asked to consent to audio-recording of their interview by the Supplier. The recordings of interviews for those who consent will be used for quality control and training purposes. The



	<p>interviewer conducting the interview also has (passive) access to the audio recording as required, as this enables review of responses in order to ensure accurate capture, in particular of any open-ended responses. Respondents who withhold consent to recording may in some cases be interviewed via a non-recorded line; in such instances, the Supplier shall seek their express permission to take part on that basis.</p> <p>With data subject consent, personal details of respondents will be transferred to DIT via the Supplier for potential follow-up research on the same topic. Such data will be encrypted and uploaded to secure site to ensure safe transfer and minimise any risk of interception or loss.</p>
Type of Personal Data being Processed	<p>Personal data to be processed will be minimally invasive and limited strictly to data required to enable recruitment and provide validation of the research process and data quality. This will include:</p> <ul style="list-style-type: none">- Full name- Job title- Company name- Target respondent email address- Gatekeeper/PA email address- Company telephone number and/or target respondent DDI <p>Additionally, some responses to potential survey questions could be regarded as personal data, such as:</p> <ul style="list-style-type: none">- Whether the respondent has visited the UK- Whether the respondent has lived or worked in the UK



	<ul style="list-style-type: none">- Whether the respondent has business contacts in the UK
Categories of Data Subject	Individual business decision-makers and their 'gatekeepers' (e.g. PAs, administrators or other colleagues).
<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>	<p>The Supplier will delete personal data within 12 months of the end of the contract. Thereafter, anonymised survey data is retained by the Supplier for a further 2 years.</p> <p>Permissioned audio recordings are retained for a maximum of 2 years as a legitimate interest of the supplier in order to fulfil any client requirement for data validation within this period.</p>



Schedule 2 (Commercially Sensitive Information)

What is the Commercially Sensitive Information?

In this Schedule the Parties have sought to identify the Supplier's Confidential Information that is genuinely commercially sensitive and the disclosure of which would be the subject of an exemption under the FOIA and the EIRs.

Where possible, the Parties have sought to identify when any relevant Information will cease to fall into the category of Information to which this Schedule applies in the table below and in the Order Form (which shall be deemed incorporated into the table below).

Without prejudice to the Relevant Authority's obligation to disclose Information in accordance with FOIA or Clause 16 (When you can share information), the Relevant Authority will, in its sole discretion, acting reasonably, seek to apply the relevant exemption set out in the FOIA to the following Information:

No.	Date	Item(s)	Duration of Confidentiality
1	08/08/2022	Pricing schedule	5 years



Schedule 3: Rectification Plan

Request for [Revised] Rectification Plan			
Details of the Default:	[Guidance: Explain the Default, with clear schedule and clause references as appropriate]		
Deadline for receiving the [Revised] Rectification Plan:	[add date (minimum 10 days from request)]		
Signed by [Buyer] :		Date:	
Supplier [Revised] Rectification Plan			
Cause of the Default	[add cause]		
Anticipated impact assessment:	[add impact]		
Actual effect of Default:	[add effect]		
Steps to be taken to rectification:	Steps	Timescale	
	1.	[date]	
	2.	[date]	
	3.	[date]	
	4.	[date]	
	[...]	[date]	



Timescale for complete Rectification of Default	<input checked="" type="checkbox"/> Working Days		
Steps taken to prevent recurrence of Default	Steps	Timescale	
	1.	<input type="text" value="[date]"/>	
	2.	<input type="text" value="[date]"/>	
	3.	<input type="text" value="[date]"/>	
	4.	<input type="text" value="[date]"/>	
	<input type="text" value="..."/>	<input type="text" value="[date]"/>	
Signed by the Supplier:		Date:	
Review of Rectification Plan [Buyer]			
Outcome of review	<input type="text" value="[Plan Accepted] [Plan Rejected] [Revised Plan Requested]"/>		
Reasons for Rejection (if applicable)	<input type="text" value="[add reasons]"/>		
Signed by Buyer		Date:	