

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

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### **Part 1: Letter of Appointment**



Dear Sirs

#### **Letter of Appointment**

This letter of Appointment dated 14/05/20 is issued in accordance with the provisions of the DPS Agreement (RM6018) between CCS and the Supplier.

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

Order Number:	TBC
From:	Department of Environment, Food and Rural Affairs (Defra) group Communications ("Customer")
To:	<div></div>

Effective Date:	21st May 2020
Expiry Date:	<p>End date of Initial Period 21st May 2022</p> <p>End date of Maximum Extension Period: 21<sup>st</sup> May 2023</p> <p>Minimum written notice to Supplier in respect of extension: 4 weeks</p>

Services required:	<p>Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by:</p> <p>The Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B</p>
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Key Individuals:	<div></div>
[Guarantor(s)]	<div></div>

Contract Charges (including any applicable discount(s), but excluding VAT):	<div style="background-color: black; height: 15px; width: 100%;"></div> <div style="background-color: black; height: 15px; width: 100%;"></div> <div style="background-color: black; height: 15px; width: 100%;"></div> on size and resource required for interviews/focus groups etc and in line with the CCS ratecard included in annex B.
Insurance Requirements	[ Additional public liability insurance to cover all risks in the performance of the Contract, with a minimum limit of £5 million for each individual claim ]
	[Additional employers' liability insurance with a minimum limit of £10 million indemnity ] [Additional professional indemnity insurance adequate to cover all risks in the performance of the Contract with a minimum limit of indemnity of £2 million for each individual claim.] [Product liability insurance cover all risks in the provision of Deliverables under the Contract, with a minimum limit of £5 million for each individual claim <i>[this is the same policy as the public liability insurance]</i> ]
Liability Requirements	<b>Suppliers limitation of Liability</b> (Clauses 18 and 19 of the Contract Terms); See relevant terms and conditions
Customer billing address for invoicing:	<div style="background-color: black; height: 15px; width: 100%;"></div>

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

#### **FORMATION OF CONTRACT**

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

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

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

**For and on behalf of the Supplier:**

**For and on behalf of the Customer:**

Name and Title: [REDACTED]

[REDACTED]

Date: 19/05/2020

Name and Title: [REDACTED]

Signature [REDACTED]

Date: 14/05/2020

## **ANNEX A**

### **Customer Project Specification**

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#### **Summary**

Defra Group Communications would like to establish a two-year call-off contract for qualitative research activity, enabling the team to commission in-depth interviews and focus groups among specific UK audiences. This call-off contract will be used to deliver activity that will inform and evaluate communication activity across a wide range of issues within Defra's brief. The purpose of this contract will be to meet ad hoc requests for audience insight, which could also include short notice requests linked to incidents (e.g. flooding).

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#### **Objectives**

1. To investigate the awareness, understanding and perceptions our specific audiences have for a variety of policies, announcements and activities across the Defra brief
2. To investigate perceptions of incidents effecting key audiences
3. To investigate intentions to change behaviours and levels of behaviour change among relevant audiences
4. To use insight to flex, adapt and improve how we communicate with our audiences

As a result we would like to achieve:

- 
- A better understanding of how aware audiences are of aspects of Defra's brief
  - A clearer idea of the understanding audiences have of aspects of Defra's brief
  - A better idea of how our audiences perceive aspects of Defra's brief
  - A better idea of how to communicate Defra's brief with specific audiences
  - A clearer understanding of motivators and barriers to behaviour changes among audiences relevant to Defra's brief

- An understanding the effect incidents may have on key Defra audiences and their industries

### **Audiences**

We need to be able to recruit a wide variety of specific local and sector audiences which include representation of the following:

- 
- Fishermen and wider fishing and marine industry
  - Farmers/landowners/estate owners
  - Veterinary surgeons
  - Pet owners
  - Food and drink industry businesses
  - Agricultural and Chemical industry businesses
  - General public

### **Budget**

Defra Group Communications is looking to procure this contract on a no minimum spend basis. We do not anticipate spending more than £49,000 with the chosen supplier over a two year period.

An initial written proposal should be submitted, capturing the following elements:

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- The most suitable products / services you offer to meet the above objectives, and the associated costs and timeframes for delivery of each
  - A description of the commissioning process – from initial approach to delivery of outputs – including timings, responsibilities etc.
  - An outline of standard research deliverables (e.g. data tables, PowerPoint presentation), and any additional add-on/optional services
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## ANNEX B

### Supplier Proposal

To be determined at Call for Competition stage

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We have divided our proposal into the following sections:

1. Understanding of requirement
2. Experience
3. Meeting timely deadlines
4. Account management
5. Price
6. Appendix: Team CVs

#### 1. Understanding of requirement

Defra Group Communications is looking to appoint a research agency for a two-year contract to deliver qualitative research in response to ad hoc communication needs. This contract might entail delivering qualitative studies on a wide range of topics and among numerous audiences – the individual research briefs will depend on the specific circumstances that arise during the two-year period. For example, projects could include:

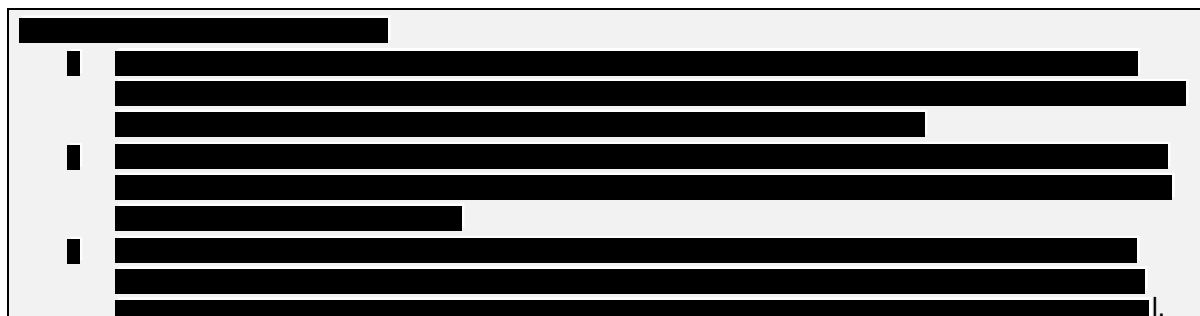
- Assessing awareness of specific announcements or policies (for example, relating to changes resulting from the UK's departure from the EU)
- Understanding views of events which greatly affect the work and lives of specific audiences (such as flooding events, or the coronavirus outbreak)
- Exploring behaviour change among certain audiences (e.g. in relation to initiatives to combat climate change)
- Identifying how to change and improve the way that Defra communicates with key audiences (such as exploring the extent to which key communications can be moved online).

Defra needs a partner able to deliver high-quality, fast turnaround qualitative research which can reliably inform the Department's work.

Based on our understanding of your brief, we have identified three key challenges to the successful delivery of this contract:

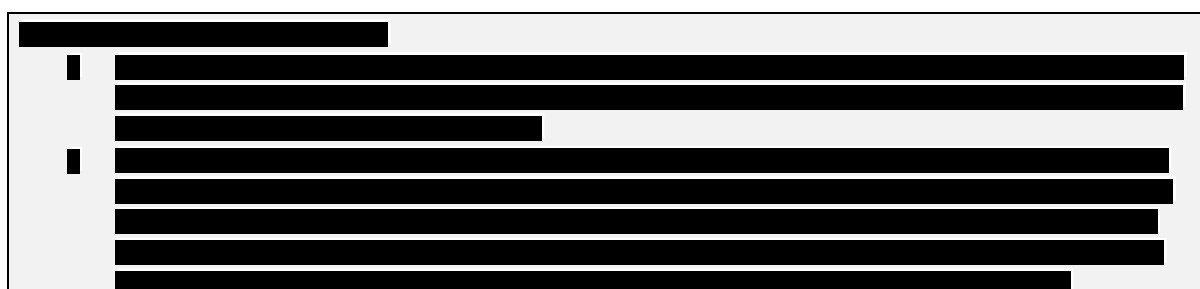
- i) **You need an agency which has a deep understanding of the policy context in which Defra Group Communications is operating.**

Defra will be using the research to make decisions on important and potentially controversial topics. All research needs to be sensitive to the nuances of this policy landscape – and this is all the more important when the work is being delivered at pace.



**ii) You need an agency capable of conducting research among specialist audiences quickly and to a high standard.**

Some of the audiences covered by this contract – such as chemicals industry stakeholders and people working in the fishing industry – would often be considered hard-to-reach in research terms. You need to be able to understand their perspectives quickly and accurately, to reach evidence-based decisions on what to do.



**iii) You need an agency with a ‘can-do’ attitude, able to work flexibly with your team and to very tight timelines.**

The nature of complex policy and communications challenges is that they are unpredictable and often hard to resolve. Many of the challenges that might be covered by this contract – such as major weather events, or responses to the current global pandemic – are also time-sensitive, requiring swift and decisive action. You need an agency that can act as your partner, working seamlessly with you to resolve major challenges.



## 2. Experience (60%)

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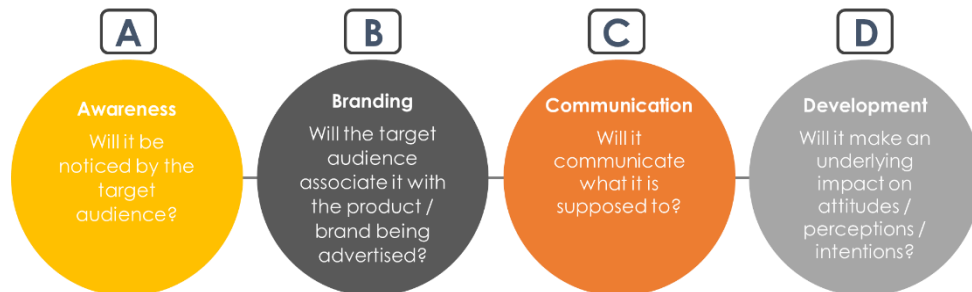
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a) The range of methodological approaches that we use (including regular in-depth semi-structured interviews and focus groups with a variety of audiences)

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**Case Study:** [REDACTED]



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AGRICULTURE & HORTICULTURE  
DEVELOPMENT BOARD

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<b>General public</b>	<ul style="list-style-type: none"> <li>- Existing databases</li> <li>- National network of local recruiters</li> <li>- Social media</li> </ul> <p><i>Experience: we regularly recruit general public audiences for studies across a wide range of sectors</i></p>	Achievable	✓	✓	✓	✓
<b>Pet owners</b>	<ul style="list-style-type: none"> <li>- Existing databases</li> <li>- National network of local recruiters</li> <li>- Social media</li> </ul>	Achievable for more	✓	✓	✓	✓

	<i>Experience: we regularly recruit pet owners for studies (often for pet food manufacturers)</i>	common pets 1-2 weeks needed for exotic pets				
<b>Fishermen, marine industry</b>	<ul style="list-style-type: none"> <li>- Existing recruiter networks in Scotland, Wales, Cornwall &amp; Northumberland</li> <li>- Digital ad campaign in industry publications</li> </ul> <i>Experience: our recruitment partners Field Mouse research have recruited fishermen and individuals working in the marine industry for studies in the past.</i>	1-2 weeks required given nature of the industry		✓	x	✓
<b>Farmers, land-owners, estate owners</b>	<ul style="list-style-type: none"> <li>- Existing database</li> <li>- Existing networks within farming communities</li> </ul> <i>Experience: we regularly conduct research among these groups. Our recruitment partners Field Mouse are similarly experienced.</i>	Achievable (depending on time of year)	✓	✓	✓	✓
<b>Veterinary surgeons</b>	<ul style="list-style-type: none"> <li>- Snowballing from existing network of rural and agricultural contacts</li> </ul> <i>Experience: our recruitment partners Field Mouse have recruited veterinary surgeons for past projects.</i>	1-2 weeks needed given time poor nature of sample		✓	✓	✓
<b>Food and drink industry businesses</b>	<ul style="list-style-type: none"> <li>- Existing professional networks</li> <li>- Recruiter databases</li> <li>- Social media/LinkedIn</li> </ul> <i>Experience: we regularly recruit food and drink industry businesses to take part in research.</i>	1-2 weeks needed unless panel developed in advance	✓ (SMEs)	✓	✓	✓
<b>Agricultural and chemical industry</b>	<ul style="list-style-type: none"> <li>- Existing professional and agricultural networks</li> <li>- Social media/LinkedIn</li> </ul> <i>Experience: our team and recruitment partners have pre-</i>	1-2 weeks needed unless panel developed in advance		✓	✓	✓

<b>businesses</b>	<i>viously recruited both audiences to take part in qualitative research.</i>					
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**c) Our experience of developing questions and creating topic guides that gain meaningful insight into people's awareness, understanding and perceptions**

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**Case Study: Evaluating Flood and Coastal Risk Management (FCRM) Engagement, Environment Agency.**



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## 5. Price

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### Researcher daily rates

Researcher level	[Standard day rate]	Discounted day rate to be used in this contract for Defra (with 10% call-off discount applied)
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
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All day rates exclude VAT.

### Ballpark costs for specific methodological approaches, broken down by audience

General Public/ Pet owners	
Group discussion (6-8 respondents, 1½ hrs)	[REDACTED]
Depth interview	[REDACTED]
24 hour bulletin board (10 respondents)	[REDACTED]
5-7 day online community (20 respondents)	[REDACTED]

Farmers, landowners, estate owners	
Group discussion (5-6 respondents, 1½ hrs)	[REDACTED]
Depth interview	[REDACTED]
24 hour bulletin board (10 respondents)	[REDACTED]
3-5 day online community (20 respondents)	[REDACTED]

Food & drink industry businesses	
Group discussion (SMEs, 6-8 respondents, 1½ hrs)	[REDACTED]
Depth interview	[REDACTED]
24 hour bulletin board (10 respondents, SMEs)	[REDACTED]
3-5 day online community (20 respondents, SMEs)	[REDACTED]

Veterinary surgeons	
Depth interview	[REDACTED]
24 hour bulletin board (10 respondents)	[REDACTED]

3-5 day online community (10 respondents)	
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<b>Fishermen, marine industry</b>	
<b>Agricultural and chemical industry businesses</b>	
Depth interview	
24 hour bulletin board (10 respondents)	
3-5 day online community (15 respondents)	

All ballpark costs exclude VAT.

## 6. Appendix: Team CVs

We have included short profiles of each of the core team members who will be working with you on this contract – they will deliver all elements of each research project, including designing discussion guides, moderating fieldwork and writing reports.

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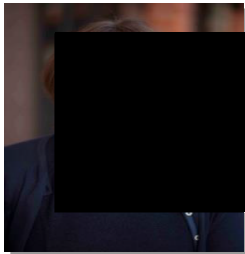
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]

[REDACTED]  
[REDACTED]

[REDACTED]



[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED] Standards Agency, among others.

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

[REDACTED]  
[REDACTED]  
[REDACTED]

**Qualifications:**

1. [REDACTED]

2. [REDACTED]

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

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

██████████

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• [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]