



Defra Group Management Consultancy Framework: Project Engagement Letter

Completed forms and any queries should be directed to Defra Group Commercial at

[REDACTED]

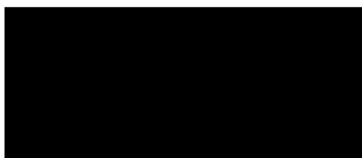








Engagement details			
Engagement ref #	DPEL_61541_089		
Extension?	N	DPEL Ref.	
Business Area	Defra (CSAO)		
Programme / Project	tNCEA		
Senior Responsible Officer	[REDACTED]		
Supplier	Methods Business and Digital Technology Ltd		
Title	tNCEA – Enhanced programme support		
Short description	Marketing Assessment (Customer Segmentation), Completion of Commissioning Tool Completion and BAU (post programme) Scenario Planning		
Engagement start / end date	08/08/23	07/11/2023	
Funding source (CDEL/RDEL)	CDEL		
Consultancy Spend approval reference	i.e. FSoD reference for ALB or CGB reference for Defra		
Expected costs 21/22	£Total Engagement Costs (to be less than approved funds)		
Expected costs 22/23	£Total Engagement Costs (to be less than approved funds)		
Expected costs 23/24	£58,432		
Dept. PO reference	Dept. PO reference # (to allow for Defra Group recharge)		
Lot #	Lot 3		
Version #	V1		



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Approval of Project Engagement Letter

By signing and returning this cover note, [the tNCEA Programme] accepts the contents of this Project Engagement Letter as being the services required and agrees for Methods to provide the services in accordance with the agreed Supplier Proposal under the overarching contract (Lot 3 - [REDACTED]), with Defra Group and confirms the availability of funding to support recharge for the services.

Signatures		
Supplier	Business Area	Defra Group Commercial
	By 	By 
For and on behalf of Methods  	For and on behalf of Defra  	Defra Group Commercial  
03-08-2023 18:40 BST	07-08-2023 09:52 BST	07-08-2023 10:47 BST
Supplier engages with Business Area to complete. Once agreed, Supplier signs front page and sends to Business Area	Business Area signs front page and sends to DgC	On approval, DgC signs and returns copy to Business Area and Supplier

Supplier contact: 

Business Area contact: 

General Instructions



The Engagement Letter describes the services required and provided. When completing the Engagement Letter establish the context, explain why external support is required and distinguish between the objectives, outcomes, scope and deliverables. The rationale behind the costs should be made evident in the Fees section.

The Business Area considerations are guidance notes for the customer to support their evaluation of the Engagement Letter.

1. Background

This DPEL represents a follow on support service for the tNCEA programme and has two main objectives:

1. To develop a comprehensive market (customer) engagement strategy through analysis, development of new data and fully describing tNCEAs features and benefits, leading to the following key outcomes:
 - **Raising the profile of NCEA:** so those who need environmental data know to go to NCEA and where to find the products. People are talking about NCEA, both in government and the private sector, as the place for core environmental data. This hopefully leads to uptake: a wide range of people outside of current customers (core DEFRA policy teams) are using the data and this makes environmental decision-making better across England.
 - **Understanding the full value of NCEA:** identifying the full range of applications of programme data-information-knowledge through case studies and testimonials from users will help with benefits realisation and evaluation, supporting bids for future funding including new investors, and contributing to a products and services approach that is customer-user centric.
 - **Informing future programme design:** linked to the above, understanding the needs of a wide range of users will help identify how we can design the programme to add most value to environmental decision making in future years.
 - **Identifying future partners:** both those who can contribute data and those who may provide funding, so we can compile a more complete set of data on England's environment, at a potentially lower cost to DEFRA, and secure sustainability of the programme.
2. The completion of an additional requirement for the tNCEA commissioning tool enabling a quantitative (financial) assessment of work undertaken on the programme and handing this over to an identified product owner who will also be trained in the use of the tool.

2. Statement of services

Objectives and outcomes to be achieved

WP1

- Providing support for Market Assessment and development of Engagement Strategy (Customer Segmentation) raising the profile within the Defra Group as well as the public profile

WP2



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- Completing the work required on the commissioning tool and handing over to Product Owner

Scope

The scope of this work is limited to the activities agreed for tNCEA within this DPEL as outlined below unless modified through formal change control processes.

Assumptions and dependencies

- That Methods staff will have access to key stakeholders who will engage meaningfully and promptly to provide information to support the outcomes.
- That Methods staff will have access to all key data sources as may be required to support the development of the deliverables and assess progress against the outcomes
- Methods staff will be given appropriate access to IT systems as may be required for the purposes of extracting relevant information, storing, and managing working documents and for any other legitimate purpose as may be necessary for the length of the contract.
- That all relevant stakeholders will be available as necessary for the purposes of knowledge transfer and the transfer of responsibilities, and that key topics of interest will be identified and communicated to the Methods team for this purpose.

Dependencies

- Marketing segmentation activity will be undertaken at pace, agreement with tNCEA to provide timely sessions and staff availability to allow this to be completed in line with outlined DPEL milestone dates.
- Transfer of responsibility (for commissioning tool) is dependent on there being tNCEA staff in place, with the capabilities to own the service and with sufficient time to enable knowledge transfer/training
- There is a dependency on identifying the Product Owner in order to hand over the commissioning tool. No work will be undertaken on this work package until/unless a resource is identified and the client will only be charged if the work commences.,

Risk management

Provide further details of any foreseen risks with this project and how they could be mitigated:
Two layers of risk management shall be considered during this engagement:

- Risk to the service provided by Methods to the Client. These risks shall be recorded and mitigated by Methods staff and communicated to the SRO either through the regular governance structure or on an ad-hoc basis should a critical risk be raised.

Key risks to the service delivery already identified include:

- Risk of a lack of agreement, leadership and ownership across the Programme causes inconsistent approaches which can delay and/or hamper the ability to deliver the DPEL objectives and outcomes.
- Risk of insufficient collaboration and/or availability of key resources, which can hamper the ability to deliver both the DPEL and the wider objectives and outcomes.



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- Risk of Methods' recommendations regarding documentation, processes, meeting cadence etc. not being accepted by the programme which means there is a limited ability to ensure a productive project delivery environment.

A Methods Service Delivery level risk register will be produced as part of the SDD which will be shared with NEAT client so that all identified risks can be mitigated/managed appropriately.

Deliverables

1. Completed and handed over commissioning tool
2. Market engagement strategy, plan and initiation of its implementation

Deliverable	Success Criteria	Milestone / Date	Owner (who in the delivery team?)
Workstream A - Customer Segmentation / Marketing Assessment			
Customer Analysis and Segmentation paper	Collating existing collateral around stakeholder mapping / engagement <ul style="list-style-type: none"> • Describe an analytical marketing approach to stakeholders, customers and investors (SCI) to the core programme team of senior leaders, natural and data scientists, benefits leaders, economists and social researchers. • Develop inter-disciplinary relationships with the rest of the team, user research, product catalogue owner, customer leads etc, 	8 th September 2023	
Customer engagement Strategy and Plan (Tactics)	<ul style="list-style-type: none"> • Work with the Defra team to assemble existing and easily accessible data on the SCI of tNCEA, building upon work over the past two years. Use it to describe and analyse the SCI, identify gaps in data and describe a plan to fill the gaps. <ol style="list-style-type: none"> 1. Prepare a first draft SCI analysis and segmentation 	22 nd September 2023	



Deliverable	Success Criteria	Milestone / Date	Owner (who in the delivery team?)
Marketing Strategy/Engagement Paper	<p>2. Collect the additional data once approved.</p> <p>3. Describe the tNCEA features and benefits.</p> <p>Propose a marketing approach/strategy for the Programme that works with the User Research, Benefits and Economic dimensions of the Programme</p>	31 st October 2023	
Workstream C – Completion of Commissioning Tool			
Completion of commissioning tool to include new user requirement and handover/training to identified product owner	Fully signed off commissioning tool and hand over / full training to product owner.	7 th September 2023	

Limitations on scope and change control

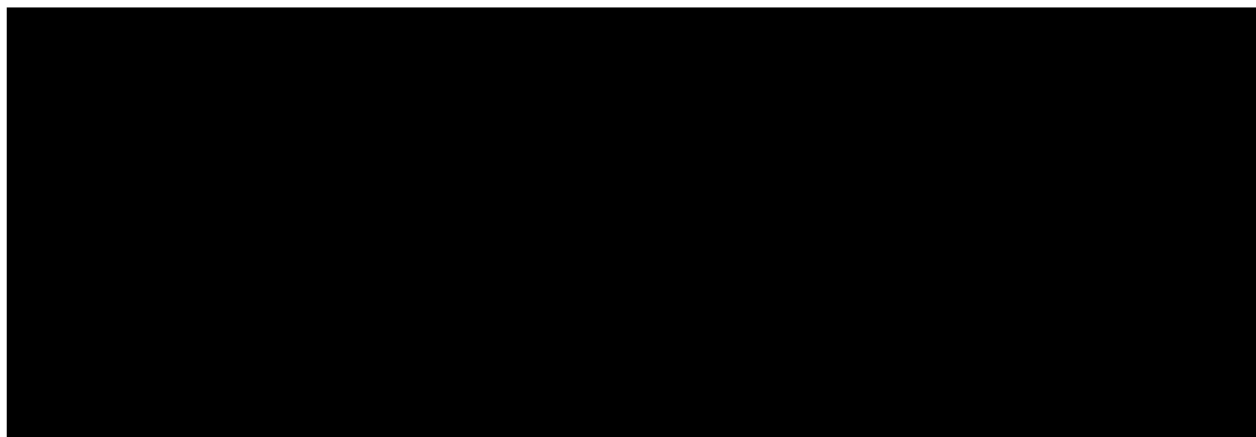
Business Area / Supplier to supplement with any additional areas, as deemed appropriate.

Unless instructions to the Supplier are later amended in writing, the work undertaken will be restricted to that set out above. In providing the services detailed above, the Supplier will be acting in reliance on information provided by the Business Area.

The Project Engagement Letter is the agreed contract of work between the Defra Group Business Area and the Supplier and can be varied under the change control process. Any changes to timescales, scope and costs will require approval by DgC.

3. Delivery team

Provide details of the agreed team members including their roles and responsibilities during the project.





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			Total	■	£58,432.56
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Total resource

Total days*
Engagement Length**

*Total days worked across all resources

**Total working days in engagement

Business Area's team

Outline Business Area staff allocated to support delivery team in completing the engagement including names, roles, responsibilities and any dependencies / scope they will deliver.

4. Fees

Defra Group will reimburse the Supplier for approved work done according to the table below. The total fees for the scope of work detailed in this Engagement Letter will be £58,432, inclusive of expenses and excluding VAT.

Provide costs for any particular stages to the engagement.

Stage	Cost	Due (link to milestone dates)
A		DD/MM/YY
Mid point review	£29,216.28	15/09/23
B (additional stages can be added)		
Completion of agreed outcomes	£29,216.28	07/11/23
Expenses		
(Brief details of expenses)	£	
Grand total	£58,432	

Business Area considerations:

- Are the costs and fees appropriate (costs linked to deliverables, rates and drive value for money)?

Expenses statement



Defra Group overarching contract rates include expenses for any travel to/from any UK location defined by the Business Area as the base office for the work. Only expenses for travel at the Business Area's request from this base can be charged. If appropriate, define permissible expenses to be charged.

Payment

The Supplier should invoice fees monthly in arrears. Defra Group will reimburse fees monthly on confirmation of approval of work delivered by the Business Area. The Supplier will keep an accurate record of time spent by staff in providing the services and provide this information and supporting narrative, if requested.

5. Governance and reporting

Business Area to outline governance and report requirements.

As part of the Call-Off Contract, the Supplier and Business Area agree to provide reporting on the following:

- Completion of the time tracker on a monthly basis, to track days worked by our consultants;

Key Performance Indicators

Business Area and Supplier to agree any specific key performance indicators related to this specific project engagement.

KPI	KPI Requirement	Description	Reporting Frequency	Who Measures	Method of Measurement	Performance Target
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1.	Availability of Methods	A named delivery contact or delegate will be available to the client for discussions within and outside of DPEL content during working hours.	Ongoing for duration of DPEL	SRO or delegate, with Methods Assurance	Escalation from client team if expected behaviour is not demonstrated	Measured against DPEL & Methods Lot3 agreement.
2.	Regular checkpoints provided by Methods	Weekly reporting to ascertain delivery progress, key risks/concerns	Weekly	SRO with Methods Assurance	Regular project meetings	Measured against DPEL deliverables.
3	Delivery of agreed deliverables	Baselined plans detail agreed delivery dates. These will not be exceeded above agreed tolerance without agreement between all parties	Weekly	SRO or delegate, with Methods Assurance	Regular project meetings	Measured against DPEL deliverables.

Feedback and satisfaction

Business Area and Supplier to agree regular reporting intervals for the duration of the engagement.

Defra Group reserves the right to hold review meetings during the assignment, discussing what went well, opportunities for improvement on future assignments and similar. This will incorporate any 'Show and Tell' documentation or transferable products that have been produced.

A post-engagement quality review of the engagement will be arranged where the Business Area rates the services provided.

Non-disclosure agreements

The overarching [REDACTED] framework include NDAs. Insert any additional NDA requirements here.

6. Exit management

The agreed actions and deliverables by the Supplier for when the contract ends are as follows:

Knowledge Transfer:

Specific transfer outcomes will be tracked through regular reporting and evaluated through a review of completed knowledge transfer logs and reports, including sign off from individual knowledge recipients



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The supplier will provide: All documents, reports, excel files, presentations
The supplier will delete: any commercially information that is not required to be kept
The supplier will prepare a handover note of any outstanding issues

Notice period

The nature of these engagements require that Defra Group have the ability to terminate an engagement with notice. Defra Group's termination rights for this engagement are marked below.

The minimum notice period for termination is 5 working days regardless of engagement duration.

1. Business Area identifies a potential need for delivery support, initiates a conversation with DgC, confirms which approvals are required for an engagement to occur, e.g. Consultancy Governance Board if over £100k or DgC Corporate Services Delivery Board if under £100k.
2. Request Form completed by Business Area and submitted to DgC at:
[REDACTED]
3. The form is reviewed by the DgC team around which resource route is most appropriate (e.g. Lots 1/2/3) and may request additional information/edits from the Business Area if required.
4. Lot / Supplier is selected and briefed on the request by DgC, then introduced to the requesting Business Area for further discussion and confirmation of work to be delivered
5. A Project Engagement Letter is completed by the Business Area with input from the Supplier (with supporting proposals as appropriate) and then finally agreed between the two parties, including evidence of all required approvals either being in place or being progressed (e.g. PO) and forwarded to the DgC for review by the Consultancy Governance Board (CGB). Approval states are:

Approval state	Definition	Permissions
Full approval	<ul style="list-style-type: none"> ▪ DPEL agreed ▪ DPEL signed: Supplier, Dept and CO ▪ Purchase Order number 	<ul style="list-style-type: none"> ▪ Work can start ▪ Supplier can invoice for work

