

Annex A: Completed Commissioning Letter

REDACTED TEXT

Qualitative Director
Market and Opinion Research International Ltd
(trading as Ipsos Mori Ltd)

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12/02/2018

REDACTED TEXT

Research and Evaluation Framework Agreement – Lot 1 – Commercial, Economic and Social Impact Assessment and Analysis

CCSN17A34 Research to assist the UK Perspectives Project

Thank you for your response to the Specification for the above Commission by the Cabinet Office (the Customer) through the Research and Evaluation Framework dated 2nd January 2016 between (1) Secretary of State for Business, Innovation and Skills; and (2) Ipsos Mori Ltd (the Framework Agreement).

The Cabinet Office accepts your Supplemental Tender, submitted in response to our Specification.

The Call-Off Terms and Conditions for this Contract are those set out in Schedule 5 to the Framework.

The agreed total charges are £208,007.00 exclusive of VAT which should be added at the prevailing rate. Costs shall be submitted in line with the following rates;

REDACTED IMAGE

The Price for each task of the requirement shall be costed as below.

REDACTED IMAGE

Full details of all costing can be found in the Supplemental Tender. All travel and subsistence costs are included within the total Contract value and will be paid at cost.

The Customer will make payment within 30 days after the receipt of all deliverables and a valid invoice.

Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.

Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.

All electronic invoices should be sent to **REDACTED TEXT**. This is the preferred route for invoices. Physical invoices can be sent to the below address;

REDACTED TEXT
REDACTED TEXT
REDACTED TEXT
REDACTED TEXT

You are reminded that any Customer Intellectual Property Rights provided in order to perform the Services will remain the property of the Customer.

The reports and all related outputs, survey materials and data remain the intellectual property of the Customer. Decisions regarding the timings, format and any publication of reports will be taken by the Customer.

The following Key Milestones have been agreed;

Date	Quantitative (CATI)	Qualitative (Workshops)
	Contract awarded	
Thu 08/02/2018	Setup meeting	
Fri 09/02/2018	Confirm research design & approach	
Fri 09/02/2018		Begin recruitment for online groups
By Thu 15/02/2018	Qualitative online scoping discussion groups undertaken	
Mon 19/02/2018	First draft CATI q'aire to the UKGD team	-
Wed 21/02/2018	UKGD to provide comments on CATI q'aire	First draft workshop materials to UKGD team
Thu 22/02/2018	Meeting to discuss questionnaire	-
Fri 23/02/2018		Begin recruitment
Tue 27/02/2018	Final draft of CATI q'aire to UKGD team	UKGD comments on workshop materials to Ipsos
Wed 28/02/2018	CATI q'aire signed off (by midday)	-
Wed 28/02/2018	Survey scripting begins (pm)	-
Thu 01/03/2018	-	Workshop materials signed off
Fri 05/03/2018	Fieldwork begins	Fieldwork begins
Sun 25/03/2018	Fieldwork ends	
Thu 29/03/2018	Headline findings and data to UKGD team	
TBC in April	Draft final report to UKGD team	
TBC in April	UKGD team comments on report to Ipsos	
TBC in April	Respond to UKGD team review and finalise report and KDA	

The Customer will measure the quality of the delivery of the services through monitoring the below SLAs;

KPI/SLA	Service Area	KPI/SLA description	Target
1	Final Question Drafting	The Service Provider will be receptive to any requirement to redraft or amend the final questions prior to the research being	99%

		conducted. In the event that redrafts are needed, the Service Provider will provide the Customer with a timescale for the completion of this activity within 1 working day.	
2	Fieldwork	The Service Provider will complete all fieldwork by no later than 29/03/2018. Any delays or risks of delays must be reported to the Customer within 1 working day of them being identified.	99%
3	Project Management Lead	The Service Provider must have an identified Project Manager in place who will be able to acknowledge any Customer queries within 2 working days.	99%
4	Weekly Reporting	The Service Provider must provide the Customer with weekly updates on the progress of the services. This will be in a template format and shall be delivered once a calendar week via email. This will be followed by attendance at a teleconference.	99%
5	Ad-hoc Meetings	The Service Provider will make themselves available to attend ad-hoc teleconference meetings as and when they may be required by the Customer. The Customer will endeavour to provide 2 working days' notice of any requirement of attendance at a teleconference, where possible.	99%
6	Provision of Data tables	The Service Provider will provide the Customer with a full set of data tables, no later than 2 calendar weeks following the completion of the fieldwork. These tables shall be provided in an xls, pdf and SPSS format.	100%
7	Provision of	The Service Provider shall provide the Customer will full anonymised	100%

	Datasets	datasets, no later than 2 calendar weeks following the completion of the fieldwork. These datasets shall be in xls and SPSS formats and shall include weighting factors.	
8	Headline Findings	Submission of headline findings to UKGD team by 29/03/2018.	99%
9	Final Report	A date to provide a draft report is to be agreed for early April. The report may be submitted in the Service Provider's house style, but must be understandable by a range of audiences, including those not of a research background.	100%

Where the Customer identifies poor performance against the KPIs/SLAs, the Service Provider shall be required to attend a performance review meeting. The performance review meeting shall be at an agreed time no later than 10 working days from the date of notification at the Customer's premises.

The Service Provider shall be required to provide a full incident report which describes the issues and identifies the causes. The Service Provider will also be required to prepare a full and robust 'Service Improvement Action Plan' which sets out its proposals to remedy the service failure. The Service Improvement Plan shall be subject to amendment following the performance review meeting and agreed by both parties prior to implementation.

The Customer agrees to work with the Service Provider to resolve service failure issues. However, it will remain the Service Provider's sole responsibility to resolve any service failure issues.

Where the Service Provider fails to provide a Service Improvement Plan or fails to deliver the agreed Service Improvement Plan to the required standard, the Customer reserves the right to seek early termination of the contract in accordance with the procedures set out in the Terms and Conditions.

The Services Commencement Date is 21st February 2018

The initial completion date is 21st September 2018. The Customer retains the right to extend the Contract by one (1) period of two (2) months. The completion date following this extension shall be 21st November 2018.

The Contract may be terminated for convenience by giving 1 month notice in accordance with clause 37 of the Call-off Terms and Conditions.

The Authorised Representative for this Commission will be REDACTED TEXT who can be contacted at REDACTED TEXT.

The Key Personnel for the Service Provider shall be;
REDACTED TEXT

Congratulations on your success in being selected to undertake this Commission.

Yours sincerely
REDACTED TEXT
Sourcing Specialist
REDACTED IMAGE
12/02/2018

Accepted and Signed on behalf of Market and Opinion Research International Ltd (trading as Ipsos Mori Ltd)

REDACTED TEXT

Accepted and Signed on behalf of the Cabinet Office

REDACTED TEXT

Specification – dated 02/01/2018

1. THE RESEARCH IS REQUIRED TO:

- 1.1 Understand the bonds between nations: Establish a clear understanding of public attitudes towards social, cultural and economic bonds between the UK Nations and how these factors drive a broader perception of the value of being part of the United Kingdom.
- 1.2 Compare within and between nations: Understand how attitudes differ across the nations using consistent metrics that control for differences between Scotland, Wales, Northern Ireland and England.
- 1.3 Consistently track perceptions: As there are no cross national measures that indicate perceptions of the bonds between nations, trends over time are difficult to establish. There is a need to establish measures that indicate public attitudes towards these bonds that can be tracked over time.

2. DEFINITIONS

Expression or Acronym	Definition
The Customer	means Cabinet Office
Devolved Administrations	refers to the devolved government or executive in Scotland, Wales and Northern Ireland.
Devolution	refers to the powers which have been passed from the UK Parliament to institutions in Scotland, Wales and Northern Ireland.
Potential Provider	means those submitting a bid to deliver this Contract
UK nations	refers to England, Scotland, Wales and Northern Ireland
UKGD	means the United Kingdom Governance and Devolution Team

3. SCOPE OF REQUIREMENT

Research Questions & Interest Areas

- 3.1 The research is required to address the following questions:
 - 3.1.1 What are public perceptions of the economic, social and cultural bonds between the UK nations? What is driving these perceptions?
 - 3.1.2 How can the social, economic and cultural bonds between the nations be articulated in a way that people can relate to?

- 3.1.3 How do public perceptions of the social, cultural and economic bonds between nations interact with their perceptions of policy areas?
- 3.1.4 What are the metrics that indicate perceptions of the links between nations that can be tracked over time?
- 3.2 The Customer has identified interest areas within the broader social, economic and cultural factors. They include, but are not limited to:
 - 3.2.1 **Social Factors: perceived social links between the nations**
 - 3.2.1.1 Perceptions of national identity (as an individual of the nation, and as a collective as a part of the United Kingdom)
 - 3.2.1.2 Sentiment towards people of other nations/the United Kingdom as a whole; how this relates to experience of other nations (tourism, family etc.)
 - 3.2.1.3 Importance of social bonds between UK nations, relative to other social factors or considerations
 - 3.2.2 **Economic Factors: perceived economic links between the nations**
 - 3.2.2.1 Perceived economic value of being part of the United Kingdom
 - 3.2.2.2 Experience/knowledge of trade between nations and relative importance of this
 - 3.2.2.3 Importance of economic bonds of the United Kingdom relative to other economic concerns or considerations
 - 3.2.3 **Cultural Factors: perceived cultural links between the nations**
 - 3.2.3.1 Cultural symbols/institutions of the United Kingdom - shared symbols/institutions versus symbols/institutions unique to the nations
 - 3.2.3.2 Exposure to cultures of other nations/experience of cultures of other nations and how this impacts perceptions
 - 3.2.3.3 Importance of cultural bonds of the United Kingdom relative to other cultural concerns or considerations

Core Requirements

- 3.3 The core requirements are;
 - 3.3.1 **Finalize the research questions;**
 - 3.3.2 **Determine the approach and research design** - incorporate methods for addressing knowledge gaps and interest areas. The Customer anticipates that this will include primary research in the form of a quantitative survey;
 - 3.3.3 **Conduct Research** - The Service Provider shall conduct research to address the knowledge gaps, main research questions and areas of interest;
 - 3.3.4 **Headline Findings** - Headline findings of the research shall be provided to the Customer by 15/03/2018 in the format of summary, no more than 2 sides of A4 in length;
 - 3.3.5 **Final reports** - The final reports shall be provided by 29/03/2018 in the format of a full report up to 15 sides of A4, with 1 side of A4 executive summary, and

supporting slide pack. A draft shall be submitted for review by the Customer by 15/03/2018;

- 3.3.6 **Data** - If requested by the Customer, research data shall be provided to the Customer two weeks after the end of fieldwork. Any handling of data shall be in accordance with the Data Protection Act 1998 and any linked or replacement legislation;
- 3.3.7 **Weekly updates** - The Service Provider is required to update the Customer weekly, on the progress of the research, in a time and manner in the standardised form provided by the Customer. The Service Provider shall discuss progress during a weekly call; And
- 3.3.8 **Risk Management** - The Service Provider shall continually assess and manage risks, and be prepared to adjust the scope of the project at the Customer's discretion.

4. THE REQUIREMENT

4.1 The Service Provider shall:

- 4.1.1 Finalise the research questions;
- 4.1.2 Determine the approach and research design, including development of any interview/survey questions or other fieldwork material;
- 4.1.3 Conduct the fieldwork and other research, if proposed;
- 4.1.4 Analyse the results and produce report on the findings and data outputs.

4.2 The following sections outline each requirement in more detail.

Finalise the research questions

- 4.2.1 The Customer requires the Service Provider to provide confirmation of wording of any additional or research questions they will also seek to answer through their proposal, taking into account the existing questions, knowledge gaps and areas of interest.

Determine the Approach and Research Design

Determine Approach:

- 4.2.2 The Service Provider must present their approach to conducting research to answer the research questions. The Customer expects this will include primary research in the form of a quantitative survey, with a sufficient sample of populations to enable the meeting of objectives and to draw comparisons between demographic groups.
- 4.2.3 The Customer will also consider any research that may be required in addition to the quantitative survey; such as systematic or rapid evidence review of literature, or primary qualitative research or any other relevant approaches.

- 4.2.4 The Service Provider shall work with the Customer to develop any survey or interview questions that will be put to any respondents during the fieldwork period. The Customer anticipates that the final list of questions will be a mixture of open-ended (free text responses) and closed-ended (including multiple choice / scaled) questions.
- 4.2.5 The Service Provider shall take a lead role in shaping the content and wording of questions and response options, and will be open to making modifications and adding questions where appropriate. The Service Provider shall review existing evidence and scales (including from the international perspective) to determine if these could be modified and adapted for this Contract.
- 4.2.6 The Customer will take the final decision on the questions that are put to respondents.

Agree sampling approach:

- 4.2.7 The requirement is for a robust sample which is representative of attitudes within the UK nations, and individually within the four nations, and that will enable any nuances between the experiences of different sub-groups to be drawn out.
- 4.2.8 The Service Provider shall ensure a nationally representative sample size of adults in each of the four UK nations: Scotland, England, Wales and Northern Ireland, with a minimum total sample size of 4300.
- 4.2.9 The sample shall be sufficient to be representative across nations and demographic groups. The Service Provider shall ensure that the sample sizes for sub-national regions shall represent and account for the opinions of:
- 4.2.9.1 Adults that live in Scotland, Wales, England and Northern Ireland
 - 4.2.9.2 Adults in urban and rural areas
 - 4.2.9.3 Gender, age and socioeconomic status shall also be considered, and reported in the final outputs
- 4.2.10 The Customer will have final say over what approach they wish to commission.

Conducting fieldwork

- 4.2.11 When conducting fieldwork, the Service Provider shall conform to guidelines for research set out in the UKSBS framework and ICC/ESOMAR core guidelines.
- 4.2.12 The Service Provider will be expected to undertake translation of any research tools into Welsh, Irish or Scots Gaelic.
- 4.2.13 Timing - The Service Provider is expected to conduct any fieldwork between weeks 3-5 of awarding of the contract. The fieldwork must be completed in time for the Service Provider to submit final reports by 29/03/2018.

Analyse results and produce report

Headline findings:

- 4.2.14 These headline findings shall be provided to the Customer by 07th March 2018.
- 4.2.15 Data and headlines shall be fully quality assured before being submitted to the Customer. To note: the Customer may wish to view anonymised responses to open questions, and the Service Provider shall support this activity where requested.
- 4.2.16 The Service Provider shall hold informal discussions with the Customer on the headline findings within 2 working days of providing the headline findings. This will be to aid understanding of findings, clarify the scope and focus of analysis, and ensure that policy questions of interest are covered where possible.
- 4.2.17 Style - All such reporting (including annexes) shall be in a format and style that is accessible to a range of audiences including those from a non-research background. It shall pay particular regard to explaining findings in an understandable manner, avoiding technical jargon where possible.
- 4.2.18 Format - The headline findings report shall be sent to the Customer electronically in Microsoft Word format.

Final report(s):

- 4.2.19 The Service Provider shall produce a final report by 29th March 2018 (which may be published by the Customer).
- 4.2.20 The final report shall include:
- 4.2.20.1 A full report, of 15 sides of A4, with 1 side of A4 executive summary
 - 4.2.20.2 Headline findings and a clear, non-technical, note on methodology
 - 4.2.20.3 Supporting slide deck of visualised data
- 4.2.21 Style - All such reporting (including annexes) shall be in a format and style that is accessible to a range of audiences including those from a non-research background. It shall pay particular regard to explaining findings in an understandable manner, avoiding technical jargon where possible.
- 4.2.22 Format - The final reports shall be sent to the Customer electronically in Microsoft Word format, and in Microsoft Powerpoint format.
- 4.2.23 The reports shall be sent to the Customer for final approval and for discussion. A draft of the final report must be submitted by 15th March 2018. The Customer may provide feedback or queries on the final report, which the Service Provider must address within 5 working days.

4.2.24 The Customer requires that near final drafts be fully proof read and signed-off by the Service Provider to enable complete and efficient sign-off.

4.2.25 The final reports may use the Service Provider's own house style, and a final copy must be submitted to the Customer by 29th March 2018.

Data tables:

4.2.26 The Service Provider shall provide data tables according to specifications outlined by the Customer within two weeks of end of fieldwork for use for internal analysis.

4.2.27 All data tables shall be provided to the Customer in pdf, xls and SPSS format.

Full datasets:

4.2.28 The Service Provider shall provide full anonymised datasets to the Customer within two weeks of end of fieldwork for use for internal analysis. This includes responses to any open questions, should these be requested by the Customer. Supporting documentation shall be provided to facilitate this process.

4.2.29 The data files shall be submitted to the Customer in SPSS format, xls format and shall include weighting factors.

Project leads/teams

4.2.30 The Service Provider shall have one lead project manager who is accountable and responsible for all components of the evaluation.

4.2.31 The Customer's research project manager and/or team will provide advice and guidance on any issues during the course of the project.

4.2.32 Where comments or input are required from the Customer, the Service Provider shall allow sufficient time for turnaround and give advance notice where possible. As a general guide the Customer will aim to turnaround minor requests within 2 working days and major requests (e.g. commenting on drafts of reports, or checking data outputs) within 7 working days.

Core requirements for Data Protection

4.2.33 If any data sets or files contain identifying information, then they shall be encrypted using an agreed technique e.g. PGP or password protected before being sent to the Customer. Access and password details must be sent to a named contact within the Customer by means of letter, text (SMS) or phone call.

4.2.34 Any data sets or files containing data which could be directly attributed to an identifiable research participant or group of participants must be treated with particular care and shall only be sent to the Customer after being encrypted using a technique acceptable to both parties e.g. PGP. The password / passphrase required to decrypt the file content shall be sent by the Service Provider to a named contact within the Customer by means of letter, text (SMS) or phone call. The use of email to communicate passwords and passphrases is not permitted

- 4.2.35 The Service Provider shall comply with the conditions of the Data Protection Act 1998 and any linked or replacement legislation. The Service Provider shall have robust processes in place to deal with data security issues, including the transmission and storage of research data. Risk management plans shall include plans for data handling and planning against any data loss.
- 4.2.36 Upon completion of the contract, the Customer will take the final decision about the full transfer and removal of data from the Service Provider's systems. The Customer will have final decision over whether all data will be transferred to the Customer.
- 4.2.37 The Service Provider shall ensure they have ethical review procedures and guidelines in place before collecting data from research participants.
- 4.2.38 If the Service Provider uses any form of survey software, tool or online service and collects personal data, then the Privacy Policy of the Service Provider must make clear to research participants what personal data is being collected, what it will be used for, where it will be held (by country) and who will have responsibility as Data Controller and Data Processor of the data.
- 4.2.39 The Service Provider and any third parties providing it with services such as data hosting, survey activity or software tools shall hold ISO 27001:2013 certification, and be willing to undergo an Information Assurance assessment by the Government Digital Service (GDS).

4.3 **Project management reporting**

- 4.3.1 As part of the management of the evaluation the Service Provider shall produce and submit the following management information to the Customer:
- 4.3.1.1 Brief weekly progress updates – to update on progress towards milestones and management of risks arising. The Customer will provide a template format for these reports and the Service Provider shall submit the report in advance of the progress meeting.
 - 4.3.1.2 Fieldwork updates (frequency to be agreed) – to outline response rates and progress towards targets.
- 4.3.2 Brief weekly progress and fieldwork updates - It is expected that project leads for the Customer and Service Provider, plus additional team members as required, will hold weekly teleconferences so that the Service Provider can report on the progress of the project. Once fieldwork starts, these updates shall also include Fieldwork updates.
- 4.3.3 It is expected that project leads for the Customer and Service Provider, plus additional team members as required meet at key points (to be agreed between the Customer and Service Provider) in person to discuss the progress of the evaluation. It is expected that these meetings will take place at the start of the contract, once a week for the duration of the contract, and at the close of the project if necessary. Meetings will take place on a teleconference line supplied by the Customer, or at the offices of the Customer unless otherwise specified.

4.4 **Risk management**

- 4.4.1 The Service Provider shall implement a structured approach to risk management, outlining the key risks identified and how these will be managed.
- 4.4.2 The Service Provider shall continually assess management risks, and be prepared to adjust the scope of the project at the Customer's discretion.
- 4.4.3 As part of the weekly progress reports outlined above, the Service Provider shall report on performance against relevant milestones and include an update on risks identified and how these will be managed.
- 4.4.4 The Customer will assess performance based on these reports and will require additional meetings with the Service Provider if milestones are not met, either in terms of timings or quality.
- 4.4.5 The Service Provider is responsible for the performance of the Contract by any sub-contractors or other agents working on behalf of the Service Provider. The Service Provider is to deal with any issues relating to any sub-contractors or other agents working on behalf of the Service Provider. This however does not exclude sub-contractors or other agents working on behalf of the Service Provider from attending any Contract Monitoring meeting or contributing to any report where it is appropriate.
- 4.4.6 If any sub-contractors or other agents working on behalf of the Service Provider are found unsuitable, for whatever reason, the Service Provider shall engage with all parties to broker a solution.
- 4.4.7 If the Customer decides to terminate the contract early due to poor performance then the Customer will require the Service Provider to conduct a handover with the Customer in order for the project to be passed on to the new supplier. The Service Provider shall also provide the Customer with all survey results to date and the Supplier shall dispense with all survey results held on their internal systems.

5. CUSTOMER'S RESPONSIBILITIES

- 5.1 Project Lead - The Customer will assign a project lead who will act as the point of contact for the duration of the Contract.
- 5.2 Reviewing - The Customer will review in the agreed timeframe and within 5 working days as to not to delay the completion of the final report.

6. CONTINUOUS IMPROVEMENT

- 6.1 The Service Provider shall be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 6.2 The Service Provider shall present any new ways of working to the Customer during weekly review meetings.
- 6.3 Changes to the way in which the Services are to be delivered must be brought to the Customer's attention and agreed prior to any changes being implemented.

7. STAFF AND CUSTOMER SERVICE

- 7.1 The Service Provider shall provide a sufficient level of resource throughout the duration of this Contract, in order to consistently deliver a quality service to all Parties.

7.2 Service Provider's staff assigned to this Contract shall have the relevant qualifications and experience to deliver the Contract.

7.3 The Service Provider shall ensure that staff understand the Customer's vision and objectives and will provide excellent customer service to the Customer throughout the duration of the Contract.

8. SECURITY REQUIREMENTS

8.1 The Service Provider shall be required to implement appropriate arrangements for data security at all times, particularly relating to the transmission and storage of personal data. Such procedures must meet the standards outlined in the framework terms and conditions, and the Data Protection Act, and any linked or replacement legislation.

8.2 Processes shall be in place for data being returned by any interviewers and safeguarding against data loss, including appropriate risk management procedures.

8.3 All staff that handle personal data or conduct research with research participants shall be subject to a Baseline Personnel Security Standard (BPSS) check during recruitment or as a minimum, to meet all UK employment legal requirements supplemented by a Data Barring Service (DBS) Basic check

8.4 The Service Provider shall provide the Customer with an accurate and regularly updated list of all individuals working on its behalf who have access to the data, their level of access and confirmation that BPSS and/or DBS has been undertaken.

REDACTED TEXT