

DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

Part 1: Letter of Appointment

Dear Sirs

Letter of Appointment

This letter of Appointment is issued in accordance with the provisions of the DPS Agreement (RM6018) between CCS and the Supplier dated 20th September 2018

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

Order Number:	CB/BFG/0166
From:	Army Commercial, Catterick Barracks, Bielefeld, BFPO 39
	YUGOV PLC 50 Featherstone Street London EC1Y 8RT ("Supplier")
Effective Date:	20th September 2018
Expiry Date:	End date of Initial Period 20/09/18- 20/09/19 End date of Maximum Extension Period 20/09/20 Minimum written notice to Supplier in respect of extension
Services required:	The Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B.
Key Individuals:	<div style="background-color: black; width: 100px; height: 15px; margin-bottom: 5px;"></div> - MoD Commercial Officer <div style="background-color: black; width: 100px; height: 15px; margin-bottom: 5px;"></div> - Research Director <div style="background-color: black; width: 100px; height: 15px; margin-bottom: 5px;"></div> - End Customer
[Guarantor(s)]	N/A
Contract Charges (including any applicable discount(s), but excluding VAT):	

Milestone	Deliverable	Daily	Number	Total
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		Rate	of Days	cost
1	Delivery of full report for 1st wave of questions			
2	Delivery of full report for 2 nd wave of questions			
3	Delivery of full report for 3 rd wave of questions			
4	Delivery of full report for 4 th wave of questions			
5	Delivery of full report for 5 th wave of questions			
6	Delivery of full report for 6 th wave of questions			
7	Delivery of full report for 7 th wave of questions			
8	Delivery of full report for 8 th wave of questions			
Total Price (Ex Vat)				£104,520

Insurance Requirements	Refer to Main contract terms and conditions at Annex C
Customer billing address for invoicing:	YOUNGOV PLC 50 Featherstone Street London EC1Y 8RT

Alternative and/or additional	Refer to Main contract terms and conditions at Annex C
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provisions (including Schedule 8(Additional clauses)):	
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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:

Name and Title:

Simon McLoughlin
MoD Commercial Officer

Signature:

Signature:

Date: 20.09.2018

Date:

ANNEX A**Customer Project Specification****ISSUE**

1. Delivery of a research programme to provide insight into the perception of the public towards the Army. The focus will be on the Army brand values and attributes [Enclosure 1] and overall familiarity and favorability as an enduring element to this requirement.

AIMS AND OBJECTIVES

2. To examine the attitudes, perception and understanding of the British public towards the Army. Minimum requirements of the research shall include an investigation into:
 - a. Attitudes towards the Army as an employer.
 - b. Attitudes towards the Army in a number of contexts, including its role and current operations with a specific focus on, but not restricted to:
 - The ability of the Army to protect the British Citizens from harm at home and overseas
 - The Army as an inspirational and responsible employer who acts with integrity
 - The Army as a developer of its people to fulfil their potential
 - The Army's reputation for technological innovation and whether it is up to date
 - The Army as 'a great place to work'
 - Perceptions of veterans and the Army's provision of end-to-end care
 - The 'soft' vs 'hard' power of the Army in the variety of their work (e.g. defence, humanitarian aid, etc)

BACKGROUND

3. Communication is getting our message across through our actions and our words. Every aspect of communication is critical, be it external (to the public) or internal (down to our most junior soldiers). The Army has modernised the way it does this by the implementation of the Army brand and the annually refreshed Army Communication Plan (ACP).
4. The Army has conducted research, polling and perception monitoring in the past 12 months to provide baseline questions for the work in this SOR [Enclosure 2]. The baseline research

which was finalised on 21 Jun 18 was vital in order to establish a start point from which the Army can measure the effectiveness of the new brand, reputation and key communication messages going forward.

5. The Army brand is based around the brand promise and pyramid [Enclosure 1]; these form the basis for how the brand is being used by the Army.
6. The Army's key communication messages change on an annual basis. These are developed from CGS' messaging priorities and are held within the annually refreshed Army Communications Plan and tracked through the monthly Strategic Engagement Communication Group (SECG).

REQUIREMENT

7. The Contractor shall conduct quantitative research activities as per each request by the Authority's Designated Officer (DO), which will be specified at the start of the contract. Indicative dates are provided at 7(C). The Contractor shall provide a Headline Report within two weeks of the research followed by a full report within two weeks of the Headline Report. A Presentation of the full report shall be made to the Army's Designated Officer (DO), representatives in MOD and the Army Brand Council, Main Building, Whitehall, London within two weeks of the acceptance of the full report by the DO. The Designated Officer for this requirement is Army DE&C--PLANS-SO2 .The required research activities are to be online surveys. The research activities shall adhere to the following details:
 - a. **Sample size.** The Army requires an online poll of approximately 2000 people. The sample (18+) shall be representative of the whole of the United Kingdom by region, social grade, working status, urban/rural background, tenure and ethnicity (BAME). There should also be representative and weighted sample of the 14-17 year old cohort.
 - b. **Length.** The Contractor shall ensure that the online survey is around 20 minutes in length. The Authority will require a certain degree of flexibility around the length, although around 20 minutes is the preferred maximum length. The questionnaire will be based on a core set of questions similar to those used for the baseline research 2018, with a small number of questions updated on a biannual or annual basis. The Core set of questions (highlighted in blue) are specified at Enclosure 2. The DO will notify the Contractor in advance of a given research period when updates to the remaining non-core question set are to be implemented.
 - c. **Frequency.** The Contractor shall conduct the research and provide the deliverables on a quarterly basis detailed below¹:

Wav	Research	Headlin	Full	Presentatio
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¹ The Authority reserves the right to amend these dates

e	conducted	e Report	Report	n at MoD Main Building
1	24 – 28 Sep 18	1 Oct 18	12 Oct 18	W/C 22 Oct 18
2	17- 21 Dec 18	1 Jan 19	12 Jan 19	W/C 21 Jan 19
3	18 – 22 Mar 19	1 Apr 19	12 Apr 19	W/C 22 Apr 19
4	17- 21 Jun 19	1 Jul 19	12 Jul 19	W/C 22 Jul 19
5	23- 27 Sep 19	1 Oct 19	12 Oct 19	W/C 21 Oct 19
6	16 – 20 Dec 19	1 Jan 20	12 Jan 20	W/C 20 Jan 20
7	16 – 30 Mar 20	1 Apr 20	12 Apr 20	W/C 20 Apr 20
8	22- 26 Jun 20	1 Jul 20	12 Jul 20	W/C 20 Jul 20

d. **Methodology.** The Contractor shall use an online survey. The survey shall include some open-ended questions that will need to be coded. The Contractor shall clarify how many open-ended questions would be coded within the scope of the given price frame. The Contractor shall clarify whether we will have limits on true open-ended questions (sentences) or whether this would just be valid for single word questions. The survey shall be tablet, desktop, and mobile enabled.

e. **Quotas and Weighting.** The final data shall be weighted to represent the current UK population profile. The Contractor shall ensure that the data is weighted by gender, age, social grade, region, working status and ethnicity (BAME included) to correct for any sampling bias. The Contractor shall ensure it includes quotas and specific weighting limits to avoid undue manipulation of the data. The Contractor shall clarify in the bid which weighting source will be used and whether there will be any flexibility in choosing the source. The Contractor shall clarify whether it uses any caps or restrictions on individual weights per respondent, or overall weighting efficiencies across tables.

f. **Question Sets.** The baseline question set (highlighted in blue) originating from research conducted in 2018 is provided at Enclosure 2 to the Statement of Requirement. The baseline questions shall always be used by the Contractor as a minimum for headline

reports. The remaining questions are changeable. The Contractor shall agree with the Authority prior to commencing each round of polling and research what the full question set will be. The Contractor shall plan on 70% of the questions being fixed, with 30% changeable as the Authority requests. The Authority will provide the Contractor with additional questions as it deems appropriate.

g. Milestone Payment Deliverables.

Milestone	Deliverable	Date due
1	Delivery of full report for 1st wave of questions to the satisfaction of DO. To be sent by email to DO prior to or on due date	12th October 18
2	Delivery of full report for 2nd wave of questions to the satisfaction of the DO. To be sent by email to DO prior to or on due date	12th January 19
3	Delivery of full report for 3rd wave of questions to the satisfaction of the DO. To be sent by email to DO prior to or on due date	12th April 19
4	Delivery of full report for 4th wave of questions to the satisfaction of the DO. To be sent by email to DO prior to or on due date	12th July 19
5	Delivery of full report for 5th wave of questions to the satisfaction of the DO. To be sent by email to DO prior to or on due date	12th October 19
6	Delivery of full	12th January 20

	report for 6 th wave of questions to the satisfaction of the DO. To be sent by email to DO prior to or on due date	
7	Delivery of full report for 7 th wave of questions to the satisfaction of the DO. To be sent by email to DO prior to or on due date	12 th April 20
8	Delivery of full report for 8 th wave of questions to the satisfaction of the DO. To be sent by email to DO prior to or on due date	12 th July 20

The reports shall include:

- Summary results tables
- Reporting link of the incoming results for checking and data download.
- Data tables in Excel.
- Raw data in csv/Excel.
- Data to be presented using graphs.
- Slideshow presentation in PowerPoint of top line results trend data highlighted, with clarification on whether the reports are question-led, story-led or a mixture of both.
- Where questions are the same as the 2018 research the comparison should be presented.
- A top-line summary of the research findings for publication in Word.
- Audience segmentation report.
- Specific output on the brand perception of the BAME, female and 14-17 cohort.

h. The deliverables above are covered by the provisions of DECON 703

8. **Timings.** The Contractor shall undertake the first online polling within 1 week of contract award with headline data output no later than 2 weeks, and the full report within 2 weeks of the conclusion of the research. All Questions (baseline and additional) outlined at Enclosure 2 must be

used for the 1st wave of research. For all subsequent waves, headline data is required within 2 weeks of research and final report within 2 weeks of headline report.

9. **Staff and Customer Service.** The Authority requires the Contractor to provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service. Contractor staff shall have the relevant qualifications and experience to deliver the contract. The Contractor shall ensure that their staff understand the Authority's vision and objectives relating to the Army Brand and will provide excellent customer service and reasonable flexibility to the Authority throughout the duration of the Contract.

10. **Project Management.** The Contractor shall provide a dedicated account/project manager of sufficient seniority and with sufficient time allocated to the project to manage the work effectively. The Authority will have a nominated project manager to oversee the contract and to act as a liaison point. Regular contact by phone and email and attendance at regular meetings is expected.

11. **Travel and Subsistence.** The Contractor shall be responsible for all travel and subsistence costs incurred in the undertaking of the contract requirement including presentations at MOD Main Building, Whitehall, London. The Authority confirms that there will be no requirement for the Contractor to travel overseas in relation to this Contract.

12. **Service Levels and Performance.** The Authority will measure the quality of the Contractor's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Threshold	Measurement timescales	Measurement Methodology
1	Service Delivery	Completion of Headline Reports	80%	Timelines stipulated in 8C unless otherwise agreed with the Authority	Satisfaction delivery in accordance with agreed timescales
2	Service Delivery	Delivery of Full reports	80%	Timelines stipulated in 8C unless otherwise agreed with the Authority	Satisfaction delivery in accordance with agreed timescales
3.	Service Delivery	Quality of research and analysis	100%	Quarterly	To the satisfaction of the Authority
5.	Service Delivery	Quality of reporting including	100%	Quarterly	To the satisfaction of

		presentations.			the Authority
6.	Account Management	Quality of Account Management	100%	Quarterly	To the satisfaction of the Authority

Enclosure 1: The Army Brand One Page Explanation

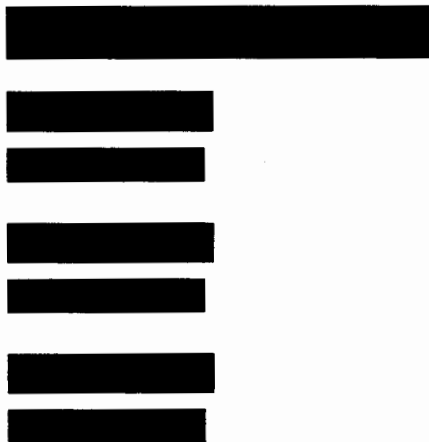
Enclosure 2: Draft Question set

13. Payment and Invoicing

Ordering Invoicing and payment will be dealt with over the MOD's Contracting, Purchasing and Finance (CP&F)

The Customer will pay the Supplier in accordance with the contract charges at Schedule 6 for delivery of these Services, payable in quarterly installments. For the avoidance of doubt, the Contract Charges shall be inclusive of all third party costs.

ANNEX 1



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 Ministry of Defence	[REDACTED]

Client	Description
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 <p>Cabinet Office</p>	
 <p>Department for Education</p>	
 <p>Ministry of Justice</p>	

Client	Description

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