

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

### Part 1: Letter of Appointment

Market & Opinion Research International Limited  
REDACTED INFORMATION

#### Letter of Appointment

This letter of Appointment dated 20 January 2020 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:	CCZZ19A64
From:	The Department for Transport ("Customer")
To:	Market & Opinion Research International Limited ("Supplier")

Effective Date:	22 January 2020
Expiry Date:	End date of Initial Period: 21 January 2021 End date of Maximum Extension Period: 21 January 2022 Minimum written notice to Supplier in respect of extension: 30 days

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: <ul style="list-style-type: none"><li>the Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B.</li></ul>
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Key Individuals:	REDACTED INFORMATION
Guarantor(s)	Not Applicable

Contract Charges (including any applicable discount(s), but excluding VAT):	As per Annex 1 of the Contract Terms and Conditions – All roles and Rates will remain firm for the duration of the Contract and any extension period.  The maximum contract value shall not exceed £270,000.00 (excluding VAT).  REDACTED INFORMATION
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Insurance Requirements	Clause 19 of the Contract Terms.
Liability Requirements	<b>Suppliers limitation of Liability</b> as per Clause 18 of the Contract Terms;
Customer billing address for invoicing:	Invoices must be mailed to the following address: REDACTED INFORMATION

GDPR	Please see Schedule 7 (Processing, Personal Data and Data Subjects) of the Terms and Conditions.
Alternative and/or additional provisions (including Schedule 8(Additional clauses)):	Not Applicable

#### **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 INFORMATION

Name and Title:

REDACTED INFORMATION

Signature:

REDACTED INFORMATION

Signature:

REDACTED INFORMATION

Date:

Date:

## ANNEX A

### Customer Project Specification

#### 1. DEFINITIONS

Expression or Acronym	Definition
DfT	Means; Department for Transport.
SPSS	Means; Statistical Package for the Social Sciences
Omnibus Survey	Means; a regular or ongoing collection of survey data which may be collected for multiple clients and/or on multiple topics in the same interview/collection.
Tracker survey	Means; a methodology which allows the regular collection of data over time.
REDACTED INFORMATION	REDACTED INFORMATION
REDACTED INFORMATION	REDACTED INFORMATION

#### 1. PURPOSE

##### 1.1 REDACTED INFORMATION

1.2 The Contract is for an initial period of one (1) year, with the possibility of extending the Contract for a further year (1+1).

1.3 The Department for Transport (DfT) shall be referred to as 'the Customer' hereafter.

#### 2. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

2.1 The Supplier will provide a flexible platform to collect regular data from a representative sample of the general adult population in in Great Britain only (to include England, Scotland and Wales). For the avoidance of doubt, this survey excludes Northern Ireland. REDACTED INFORMATION.

##### 2.2 REDACTED INFORMATION

#### 3. SCOPE OF REQUIREMENT

3.1 The scope of this requirement extends to the following:

3.1.1 Finalise the Customer's core questionnaire and additional flexible questions;

3.1.2 Surveying a minimum of four (4) fieldwork waves, evenly spaced intervals over a twelve month (12) month period; There will be an option to extend this requirement for a further twelve (12) month period;

3.1.3 Data processing;

3.1.4 Production of an anonymised, cleaned, labelled and coded SPSS (or equivalent) datafile at the end of each wave;

3.2 No additional analysis or reporting of the data is required.

## 4. THE REQUIREMENT

### 4.1 General Requirements

- 4.1.1 A representative tracking survey of the general adult (age 16+) population in Great Britain only (to include England, Scotland and Wales). For the avoidance of doubt, this survey excludes Northern Ireland. The tracker must consist of a core set of questions which are repeated for a minimum of four (4) waves per year to allow for comparisons over time.
- 4.1.2 The tracker will have the capacity for a small number of additional bespoke questions to be added or rotated each wave.
- 4.1.3 The Customer works to Government Social Research Unit (GSR) ethical guidelines on research with those aged under 18 ([https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/515296/ethics\\_guidance\\_tcm6-5782.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/515296/ethics_guidance_tcm6-5782.pdf)). The GSR states that generally people aged 16 and over are thought to be able to give their consent to participate.
- 4.1.4 REDACTED INFORMATION
- 4.1.5 The research will utilise a quantitative online methodology to explore the topics outlined below.
- 4.1.6 The sample will be drawn in such a way as to enable robust statistical analyses at selected sub-group levels: REDACTED INFORMATION.
- 4.1.7 The Supplier will provide a sufficient sample to enable sub-group analysis quarterly (either via quarterly fieldwork or aggregated over more frequent fieldwork periods). The sample must also be drawn in such a way as to enable comparison of national level results over time between the fieldwork waves.
- 4.1.8 For the first fieldwork wave, a boosted sample will be provide a baseline.
- 4.1.9 The exact frequency of fieldwork waves would be decided between the Supplier and the Customer, but a minimum of four (4) fieldwork waves will be required over a twelve (12) month period. The first wave of fieldwork must be completed, and the final cleaned and coded dataset for that wave received, within twelve (12) weeks of Contract award.

4.2 The exact nature of the topics that will be explored in the research are not set; they will be finalised prior to fieldwork. Changes to the core questionnaire will be required on an ongoing basis to capture views on programmes and initiatives led by the Customer.

4.2.1 The Customer will lead on questionnaire design. The Supplier will work with the Customer to review and finalise the questionnaire.

4.2.2 The Supplier will be responsible for the fieldwork surveying, data processing and the production of an anonymised, cleaned, labelled and coded SPSS (or equivalent) datafile including appropriate weights for each fieldwork wave. No additional analysis or reporting of the data is required.

4.2.2.1 Please note, the Customer is happy to accept datafiles via SPSS or equivalent software and the methodology for how anonymised, cleaned, labelled and coded datafiles is achieved is required as part of bid submissions.

- 4.3 REDACTED INFORMATION
- 4.4 Flexible Question Requirement
- 4.5 The scope of this research will involve adults aged 16 and over in Great Britain to include England, Scotland and Wales (excluding Northern Ireland). REDACTED INFORMATION.
- 4.6 The Supplier will provide a quantitative survey research approach (envisaged to be an online methodology), however, the exact methodology and number of participants are not fixed.
- 4.7 The Supplier will be responsible for recruiting research participants/drawing the sample.
- 4.8 The Customer will develop a core quantitative research instrument in the form of a questionnaire for use in all fieldwork waves.
  - 4.8.1 Questionnaires will be adaptable/flexible enough to be used in a range of methodologies (e.g. online, paper, face to face etc). The Customer will draft a set of questions which will be used by the Supplier.
    - 4.8.1.1 The questionnaire will be finalised and agreed by both the Customer and the Successful Supplier.
  - 4.8.2 This will be approximately 20 minutes in length. The additional flexible questions) will be developed in conjunction with the Customer's project manager, and where appropriate, the project stakeholder group.
- 4.9 The aims for this research is outlined below:
  - 4.9.1 Primary research with adult (age 16+) Great Britain respondents, REDACTED INFORMATION. The research must have a minimum of four, evenly spaced fieldwork waves over a 12-month period.
  - 4.9.2 REDACTED INFORMATION
  - 4.9.3 There are numerous methodological possibilities for this project, but the research will afford the ability to compare data over fieldwork waves. The sample will be drawn in such a way to enable robust sub-group analysis as required. It must also use the core questionnaire developed by the Customer.
  - 4.9.4 The Supplier shall provide the Customer with an anonymised, cleaned, labelled and coded SPSS (or equivalent) dataset for each fieldwork wave.

## **5. KEY MILESTONES AND DELIVERABLES**

- 5.1 The following Contract milestones/deliverables shall apply:

Milestone/Deliverable	Description	Timeframe
1	Start-up Meeting	Within two (2) days of Contract Award
2	Draft additional flexible question module for the core quantitative research instrument	Within one (1) week of Contract Award
3	First fieldwork wave quantitative research instrument finalised	Within two (2) weeks of Contract Award
4	First wave fieldwork completed and dataset received	Within two (2) weeks of Contract Award
5	Second wave fieldwork completed and dataset received	Within twenty four (24) weeks of Contract Award
6	Third wave fieldwork completed and dataset received	Within thirty six (36) weeks of Contract Award
7	Fourth (or final) wave fieldwork completed and dataset received	Within forty eight (48) weeks of Contract Award

## 6. MANAGEMENT INFORMATION/REPORTING

- 6.1 The Supplier will provide an anonymised, cleaned, labelled and coded SPSS (or equivalent) dataset for each fieldwork wave. The dataset will include an anonymous, unique identifier for every case. If any weighting is used, the weighting variable should also be provided, along with instructions for the Customer as to how and when to apply the weighting.
- 6.2 Regular updates in terms of progression against target dates. Regular bi-weekly updates via email or telephone to the Customer project manager will be required to provide confidence to the team that deliverables are on track.
- 6.3 No further analysis or reporting of the data is required by the Customer.

## 7. VOLUMES

- 7.1 Please refer to Section 4 – The Requirement for details on quantities and volumes.

## 8. CONTINUOUS IMPROVEMENT

- 8.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 8.2 Changes to the way in which the Services are to be delivered will be brought to the Customer's attention and agreed prior to any changes being implemented.

## 9. QUALITY

- 9.1 The Customer reserves the right to examine any aspect of the Supplier's work in detail, or to commission suitable agents to do this.
- 9.2 The Customer intends to use the data primarily to inform policy analysis for internal Government use. However, the Supplier shall note that the data may also be shared with Local Authorities or published in Departmental statistics reports (although this is likely to be at an aggregated

level/averages only). The contractual arrangement between the Supplier and the Customer will enable the Customer to use the data in this way.

9.3 The Customer will own and retain all Intellectual Property Rights arising from this Research Project.

## 10. PRICE

10.1 Rate Cards will form part of the Contract. The price submitted by the Supplier will adhere to and not exceed the framework rates in line with RM6018 Research Marketplace framework.

10.1.1 Day Rates MUST Include expenses, exclude VAT and be held firm for the duration of the contract. Rates include all other expenses relating to Contract delivery.

10.2 The maximum budget spend on this Contract will be £270,000.00 (excluding VAT) and including all extension options.

10.2.1 REDACTED INFORMATION

10.2.2 The £270,000 budget will form the maximum Contract value. However, the Customer reserves the right not to spend all of the available budget.

## 11. STAFF AND CUSTOMER SERVICE

11.1 REDACTED INFORMATION.

11.2 REDACTED INFORMATION.

11.3 The Supplier 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.

## 12. SERVICE LEVELS AND PERFORMANCE

12.1 The Customer will measure the quality of the Supplier's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Research Design	The additional question module for the core quantitative research instrument should be provided to the Customer within one (1) weeks of Contract Award.	100%
2	Research Design	The final research tracker should be provided to the Customer by week forty eight (48) of Contract Award.	100%
3	Fieldwork	All fieldwork should be completed by week fifty two (52) of Contract Award.	100%
4	Data Delivery	All datafiles should be provided to the Customer by week fifty two (52) of Contract Award.	100%

12.2 Regular Bi-Weekly updates via email or telephone call to the Customer project manager will be required to provide confidence to the team that deliverables are on track.

12.3 In the event of poor performance through the failure to deliver KPIs/SLAs above to time and of appropriate quality, the Customer shall meet with the Supplier to understand the root causes of the issue. The Supplier shall formulate a Performance Improvement Plan to rectify these issues and meet the requirements in this statement.

12.4 If poor performance continues, following formal written warnings, early termination of the Contract will also be considered.

12.5 The Customer will monitor the work of the Supplier throughout the Research Project through regular day to day contact via multiple channels (E.g. email, telephone and face to face meetings).

### **13. SECURITY AND CONFIDENTIALITY REQUIREMENTS**

13.1 The Supplier will transfer the required datasets and outputs and the security of the transfer will be ensured. At the Start up meeting, the Supplier and the Customer will finalise this process for the purposes of the Contract.

13.2 REDACTED INFORMATION

### **14. PAYMENT AND INVOICING**

14.1 Invoices for payment will be submitted on completion of each wave and the receipt by the Customer of the deliverables, and required supporting documentation.

14.2 The contractual payment mechanism will be Time & Materials up to the maximum contract value. This will be agreed within the Statement of Work at the Start-up meeting based on the Rate Card. The Contracting Customer reserves the right to have no minimum spend per contract year and for the overall contract term. Further, the Contracting Customer reserves the right not to spend all of the budget allocated to the Contract.

14.3 Payment for the data provided will be arranged through a BACS system of payment. The Suppliers details will be requested by the contract manager following contract award.

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

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

14.6 A Purchase Order number will be provided to the Potential Provider in advance of receipt of the agreed upon deliverables. This number must be included on any Potential Provider invoice.

14.7 Payment shall be made within thirty (30) calendar days of a correctly submitted invoice as outlined above.

14.8 Invoices must be mailed to the following address:

REDACTED INFORMATION

### **15. CONTRACT MANAGEMENT**

15.1 Overall responsibility for managing this Contract is with the Customer and the Supplier.

15.2 The Suppliers will provide regular reporting of key findings to the Customer, throughout the fieldwork period, including feedback following piloting of the research, and present interim and full findings at the Customer's premises.

15.3 Attendance at these meetings will be at the Supplier's own expense.

15.4 The Supplier will appoint a designated Contract Manager to this project who will work alongside the Customer's Contract Manager.

## **16. LOCATION**

- 16.1 The location of the Services will be carried out at the Suppliers premises, with participants to be from Great Britain (to include England/Scotland and Wales and excludes Northern Ireland).
- 16.2 The Customer's premises are:  
REDACTED INFORMATION

**ANNEX B**

**Supplier Proposal**  
REDACTED INFORMATION

## **Part 2: Contract Terms**

Please refer to Attachment 5 RM6018-Contract-terms.