**Order Schedule 20 (Order Specification)**

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyers under this Order Contract

# PURPOSE

## **REDACTED TEXT under FOIA Section 43 Commercial Interests.**

## **REDACTED TEXT under FOIA Section 40, Personal Information** are looking for a Supplier to perform research and insight projects. The successful Supplier will be contracted through a call-off contract to perform additional ad-hoc research projects as and when required.

## The Supplier will be required to undertake research of UK and international audiences.

# BACKGROUND TO THE CONTRACTING aUTHORITY

## Cabinet Office (CO) is the Authority for this Statement of Requirements. CO supports the Prime Minister and ensures the effective running of the Government.

## CO is also the corporate headquarters for the government, in partnership with HM Treasury and take the lead in certain critical policy areas.

## **REDACTED TEXT under FOIA Section 43 Commercial Interests.**

## CO may be referred to as the Authority throughout this document.

# Background to requirement/OVERVIEW of requirement

## The Authority requires a Supplier with experience and expertise in delivering all tasks required to design, plan and deliver research requirements for the duration of the contract.

## Identify segments in the UK population, based on attitudes towards national security and how they might respond to messaging, to inform targeting of campaigns and communications activity.

## The Supplier will be expected to have the capability to undertake research of international audiences, as well as domestic audiences in the UK.

# definitions

|  |  |
| --- | --- |
| **Expression or Acronym** | **Definition** |
| CO | means Cabinet Office |
| HMG | means Her Majesty’s Government |

# scope of requirement

## The Statement of Requirements outlines the activities required to be delivered by the Supplier, to underpin national security strategic communications activities for the duration of the contract:

### Quantitative research

### Qualitative research

### Audience segmentation

### Statistical analysis

### Methodological expertise

### Data visualisation

## The Supplier must have the essential expertise and research capability necessary to effectively deliver research services. This includes the following key elements:

### Identify key UK and international audiences and their attributes through quantitative and qualitative methods, including geographical location, media habits and key targeting channels to facilitate strategic communications mapping.

### Provide situational understanding of the problem set, geography or policy area to inform strategic development.

### Conduct pre-campaign testing on materials, strategic approaches and messengers to ensure strategic communications efficacy.

### Provide post-campaign evaluation to evidence impact of communications

## As part of your proposal to deliver this requirement you will need to identify if there are any elements of the planned work which you propose to subcontract. Your response must include the details of the subcontracting entities, cost transparency and how subcontractors will be managed to ensure that the delivery timetable is met.

# The requirement

## The call-off contract will be for sixteen (16) months with the option to extend for a further 12 months (6 + 6). The maximum contract value is £600,000.00 (ex VAT). The value is £400,000.00 (ex VAT) for the initial term of the contract. A potential £200,000.00 (ex VAT) may be available, subject to further budgetary approval. This is a Call Off Contract and as such the Contracting Authority reserve the right to spend all of the budget.

## The Contract should also enable the Authority to quickly commission ad-hoc research which may need to delivered at pace. The Supplier will be expected to respond to ad-hoc research requirements within 72 hours of commission with a quotation, feasibility assessment and suggested timeline of activity, with the commission to begin within a week of CO accepting the response.

## The Supplier will be expected to undertake research for UK and international audiences.

# key milestones and Deliverables

## Key milestones will be set for individual briefs. The successful Supplier will be expected to be capable of providing substantive initial responses within tight turn-around periods where required.

## The following Contract milestones/deliverables shall apply:

|  |  |  |
| --- | --- | --- |
| **Milestone/Deliverable** | **Description** | **Timeframe or Delivery Date** |
| 1 | **Contract inception meeting**: with the Contract Manager and wider communications campaigns teams | Within week 1 of Contract Award  |
| 2 | **Operational reporting** on spend and delivery on each project (exact format to be established during the mobilisation period and may vary across different projects) | Monthly |
| 3 | **Contract review meetings** to be attended by the Supplier’s key staff | Quarterly |
| 4 | **Responding to requirements at pace**: delivery of research requests as agreed during the commissioning process. | Response within 72 hours of commission, commencing delivery within 1 week |

#

# MANAGEMENT INFORMATION/reporting

## The Authority expects the following management information and reporting:

### Monthly spend and progress report and work package management meeting (exact format to be agreed through the mobilisation period)

### Quarterly contracts management meetings, including detailed progress report against milestones and forecast cost (exact format to be agreed through the mobilisation period)

# volumes

## The value of this Statement of Requirement has been calculated by applying the Authority’s experience of undertaking research and insights work.

## We estimate the total budget for research and insights activity drawn down through this contract to be up to the value of £400,000.00 ex VAT for the 16-month initial contract period.

## As a Call-Off Contract levels of work cannot be guaranteed. The budget amount cited is indicative only and does not represent a guarantee of spend. Project volumes are not guaranteed and will reflect communications priorities, which can change at short notice. The successful Supplier must have capacity to scale project teams up and down to accommodate the Authorities workflows and changing priority issues.

## Your proposal must provide a full cost breakdown.

# continuous improvement

## The Supplier will be expected to continually improve the way in which the required services are to be delivered throughout the work package duration.

## Where appropriate and beneficial, the Supplier should present new ways of working to the Authority during monthly review meetings.

## Changes to the way in which the services are to be delivered must be brought to the Authority’s attention and agreed prior to any changes being implemented.

# Sustainability

## The Authority has a responsibility to act and to support nature, the environment and its vital contributions to biodiversity. The Supplier is required to act in various sustainable manners in the delivery of the Contract, particularly in terms of eliminating waste, reducing travel and minimising energy consumption. The Supplier must comply with all current legislation regarding sustainability and legislation introduced or amended during the period of the contract pertaining to this.

## This must include compliance with the Modern Slavery Act 2015 and the Climate Change Act 2008.

## The Supplier must consider their “carbon footprint” in allocating and deploying resources to undertake this contractual requirement.

# quality

## The Supplier will ensure that there is a technically qualified, dedicated delivery team.

## All Supplier delivery should be quality assured and signed off before presentation to the Authority.

# PRICE

## Agencies will need to adhere to best practice for utilising budget and optimising the use of public money to achieve results and/or deliver a quality service.

## The Supplier should provide a fully costed proposal with a detailed breakdown for each element of the work package including a costed named resource profile.

## Prices are to be submitted via the e-Sourcing Suite Attachment 4 – Price Schedule excluding VAT and including all other expenses relating to Contract delivery.

# STAFF AND CUSTOMER SERVICE

## As you will be working on sensitive topics, we require the project team to undergo security clearance (SC). There is a minimum requirement for at least one member of your team to be SC-cleared when undertaking research for sensitive work. The cost of SC will be covered by the Authority.

## The Authority must be notified in advance where staffing in the team will change, to ensure sufficient time to undertake and complete the required level of security vetting.

## The Supplier shall provide a sufficient level of dedicated resources throughout the duration of the work package in order to consistently deliver a quality service. The proposed resources can only be replaced with the agreement of the Authority for a resource with the same level of experience and technical ability.

## The Supplier’s resources assigned to the work package shall have the relevant qualifications and experience to deliver the work to the required standard. As part of your proposal, a pen portrait will be required for each member of the delivery team.

## The Supplier shall ensure that staff understand the Authority’s vision and objectives and will provide excellent customer service to the Authority throughout the duration of the work package. The Authority will ensure to brief the Supplier appropriately following contract signing and be available for questions or comments.

## The Supplier shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.

## The Supplier’s staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.

## The Supplier shall ensure that staff understand the Authority’s vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.

# service levels and performance

## The Authority will measure the quality of the Supplier’s delivery by:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **KPI/SLA** | **Service Area** | **KPI/SLA description** | **Target** | **How this will be Measured** |
| 1 | Delivery timescales | Response to briefs to be submitted to Authority within 2 working days | 72 hours | Measured by Authority delivery manager against SLA target |
| 2 | Appropriate accreditation and credentials | Suppliers to supply staff with the appropriate accreditation and seniority for the Requirement to be completed. | 100% | Measured by Authority delivery manager against SLA target |
| 3 | Management Reporting | Management reporting to 100% accuracy submitted on time and accurate | 100% | Measured by Authority delivery manager and receipt of documents against SLA target |
| 4 | Accounting | All undisputed invoices to be paid in 30 calendar days – flow down into Supplier’s supply chain (100%) | 100% | Measured by Authority and Supplier finance teams against SLA target |
| 5 | Supplier to respond to requests for ad-hoc research | Within 72 hours | 100% | Measured by Authority delivery manager against SLA Target |

## The Authority will maintain a record of provider adherence to the agreed service level and performance timelines.

## Any non-adherence will result in performance review meetings between the Authority and the Supplier, to provide a full debrief and explanation as to why the service level agreement was not met. An improvement plan will be established here.

## Continued failure to meet the service level agreements, defined as twice within any rolling 3 month period, will trigger a performance review meeting and the drafting and implementation of the improvement plan. This improvement plan must be satisfactorily delivered within 30 days of the agreed plan.

## Where the Supplier fails to deliver a plan to the required standard, the Authority reserves the right to terminate the services in line with Attachment 5 – Call-off Contract Terms and Conditions of RM6126 Research Marketplace.

# Security and CONFIDENTIALITY requirements

## The Supplier will be required to sign a Non-Disclosure Agreement prior to supplying any services.

## As you will be working on sensitive topics, we require the project team to undergo security clearance (SC) vetting. There is a minimum requirement for at least one member of your team to be SC-cleared when undertaking research for sensitive work. The cost of SC will be covered by the Authority.

## The Authority must be notified in advance where staffing in the team will change, to ensure sufficient time to undertake and complete the required level of security vetting.

## The Authority will require site/premises access on request.

# payment AND INVOICING

## 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.

## Invoices should be emailed to **REDACTED TEXT under FOIA Section 40, Personal Information**.

# CONTRACT MANAGEMENT

## Attendance at Contract Review meetings shall be at the Supplier’s own expense.

## These should occur on a quarterly basis. However, the supplier should be willing to hold these more frequently if necessary.

# Location

## The location of the Services will be carried out at the Supplier’s premises. Meetings will be held either at the Supplier’s premises or **REDACTED TEXT under FOIA Section 40, Personal Information**., which shall be confirmed at the inception meeting. Where it is not possible to hold a meeting face-to-face, telephone calls and video conferencing will be used for communication.