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Crown
Commercial
Service

The Independent Inquiry Into Child Sexual Abuse

and

Populas Limited

A Contract

For

**The Provision Of Quantitative Research For The Truth
Project**

Reference: CCCO17A32

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**SUBJECT TO THE CALL-OFF TERMS AND CONDITIONS OF UK SHARED BUSINESS SERVICES LTD. PRECEDENT FRAMEWORK AGREEMENT
FOR THE PROVISION OF MARKET RESEARCH SERVICES FRAMEWORK MR130001**

**ORDER FORM
Framework Agreement**

FROM

Customer (the "Customer")	The Independent Inquiry Into Child Sexual Abuse
Service Address	Provider Premises
Invoice Address	REDACTED
Contact Ref:	CCCO17A32
Contract Value	The contract value will be capped at £75,000.00. The Customer reserves the right to pay only for services rendered following receipt of approved invoices.
Contract Duration	The contract will expire upon successful delivery of the services. This is expected to be approximately ten (10) months.
Order Number	To be confirmed
Order Date	To be confirmed

TO

Provider:	Populas Limited
For the attention of: E-mail Telephone number	REDACTED
Address	REDACTED

1. SERVICES REQUIREMENTS

Services and deliverables required:

The Customer requires quantitative research to inform on whether the public fully understand:

- The role of the Inquiry;
- The Inquiry's remit;
- The credibility of the Inquiry;
- The independence of the Inquiry from the establishment;
- Recognition and recall of the IICSA brand;
- The reputation of the IICSA brand;
- The equity of the IICSA brand

The Customer require the Provider to complete three waves of research. The first establish a baseline awareness level, the second to track awareness in December 2017, and a third wave April 2018 in line with the campaign activity cycle. The Customer requires at least 700 responses per wave

Research Outputs

The Customer requires insight and a question set which will help gauge understanding in the following key areas:

For IICSA:

- The role of the Inquiry;
- The Inquiry's remit;
- The credibility of the Inquiry;
- The independence of the Inquiry from the establishment;
- Recognition and recall of the IICSA brand;
- The reputation of the IICSA brand;
- The equity of the IICSA brand

For Truth Project

- Truth Project Brand recall and awareness
- Truth Project Brand positioning
- Truth Project Brand personality
- Truth Project Memorability
- Truth Project Likeability (brand, campaign, execution)
- Creative Cut-through
- Message take-out and resonance
- Effectiveness of Marketing Channels

The Customer is keen to understand more about the views of the general public, particularly relating to knowledge of the Inquiry and the Truth Project. The Customer needs to understand the barriers to communications and how to overcome these. The Customer anticipates in order to raise consideration to participate, the campaign will encourage victims and survivors to find out more, rather than being a direct call to action [to participate]. The Customer requires this research activity to better understand the effectiveness of its Marketing and Communications programme and help to refine the marketing output in accordance to key findings.

The Customer will also look towards the research to inform how it positions IICSA/the Inquiry; how important it is for victims and survivors to understand the role of the Inquiry and its relationship to the Truth Project? This will also guide the decision of how to brand the campaign should dual branding be used, Truth Project as a lead brand, supported by the

Inquiry, or some other combination?

Security requirements

The Provider must comply with the Data Protection Act (DPA) 1998 and any information collected, processed and transferred on behalf of the Customer must be held and transferred securely.

If required, the Customer will arrange post-interview support for interviewees.

The Customer require the option of top lines following the research.

The results must be showed via a presentation followed by a written report.

The Provider will provide the services in line with their proposal of 15th August 2017 an extract of which is below. This is a call off contract and any recommendations within the Provider’s response will only be actioned following agreement with the Customer.

REDACTED

(1.2) Commencement date: The contract will commence on 18th September 2017.

(1.3) Price

The Contract value is capped at £75,000.00. This is a maximum value and is no gaurentee of spend.

The Customer reserves the right not to spend the entire budget and payment will be made in line with the rate card below.

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 in line with the rate card below.

Role	Discounted Daily Rate
REDACTED	REDACTED

Rates will remain firm for the duration of the contract.

Any travel and subsistence will be paid in line with UKSBS policy

(1.4) Completion date: This contract will expire upon completion. This is expected to be approximately ten (10) months.

2 ADDITIONAL REQUIREMENTS

(2.1) Supplemental requirements in addition to Call-Off Terms and Conditions:

Intellectual Property Rights (IPR)

The results of any and all research with regards to this contract will be owned by the Customer.

(2.2) Variations to Call-Off Terms and Conditions

Not used at award.

3. PERFORMANCE OF THE SERVICES AND DELIVERABLES

(3.1) Key personnel of the Provider to be involved in the services and deliverables:

REDACTED

(3.2) Performance standards

Key Milestones

Milestone	Description	Timeframe
1	Briefing Weeks	Week 1
2	Recruitment underway and questionnaire	Weeks 2 & 3
3	Fieldwork	Weeks 4-6
4	Analysis	Weeks 7-9
5	Initial Presentation to Client	Week 10

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6	Presentation deck and management summary/analysis to include recommendations	Week 11
7	Full Report	Week 12
8	Report from second wave	January 2018
9	Report from third wave	April 2018

Service Levels and Performance

The Customer will measure the quality of the Provider's delivery by the following key performance indicators (KPIs):

KPI/SLA	Service Area	KPI/SLA description	Target
1	Delivery timescales	Adherence to all key millstones outlined in section 7	100%

(3.3) Location(s) at which the services are to be provided:

The Services will be carried out at the Supplier's premises.

(3.4) Quality standards

The Provider will adhere to the Framework quality standards, as referred to in the Framework Agreement and with all standards stated within their tender

The Provider will adhere to the standards set out in the cyber essentials certification.

(3.5) Contract monitoring arrangements

The Provider will need to provide regular updates on the progress of the work they are carrying out. This may be by email or as part of a weekly or fortnightly teleconference with the Customer.

Ad hoc contract management meetings may need to take place during the agreement.

4. CONFIDENTIAL INFORMATION

(4.1) The following information shall be deemed Commercially Sensitive Information or Confidential Information

Provider's pricing

Points of contact

Research Outputs will only be shared out the contracting parties with the express written consent of the Customer.

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BY SIGNING AND RETURNING THIS ORDER FORM THE PROVIDER AGREES to enter a legally binding contract with the Customer to provide the Service specified in this Order Form together with, where completed and applicable, the mini-competition order (additional requirements) set out in section 2 of this Order Form. Incorporating the rights and obligations in the Call-Off Terms and Conditions set out in the Framework Agreement entered into by the Provider and UK SBS on 24.02.2014 and any subsequent signed variations to the terms and conditions.

For and on behalf of the Provider

Name and Title	
Signature	
Date	

For and on behalf of the Customer

Name and Title	
Signature	
Date	