

**ORDER FORM**  
**Framework Agreement**

**FROM**

<b>Customer</b>	Greater London Authority (GLA)
<b>Service Address</b>	GREATER LONDON AUTHORITY City Hall The Queen's Walk London SE1 2AA
<b>Invoice Address</b>	GREATER LONDON AUTHORITY City Hall The Queen's Walk London SE1 2AA
<b>Contact Ref:</b>	Name: [REDACTED] Phone: [REDACTED] E-mail: [REDACTED]
<b>Order Number</b>	GLA 80933
<b>Order Date</b>	01 <sup>st</sup> April 2017

**TO**

<b>Provider:</b>	ICM Research Limited
<b>For the attention of:</b>	[REDACTED] ICM Research Limited
<b>E-mail</b>	[REDACTED]
<b>Telephone number</b>	[REDACTED]
<b>Address</b>	10 Great Pulteney Street Soho London W1F 9NB

## 1. SERVICES REQUIREMENTS

### (1.1) Services [and deliverables] required:

As per attached: GLA 80933 Volume 2 Specification of Requirements from the Invitation to Tender (ITT)

ICM Research's Technical Submission attached.

### (1.2) Commencement date: 01<sup>st</sup> April 2017

### (1.3) Price payable by customer

01<sup>st</sup> April 2017 to 31<sup>st</sup> March 2018

At the current budget value of [REDACTED] The GLA Events Team will prioritise events and research elements to be included within this budget based on your commercial submission and breakdown of the prices. If further budget becomes available the GLA Events Team may want to call off further events or research elements.

### (1.4) Completion date: 31<sup>st</sup> March 2018

## 2 ADDITIONAL REQUIREMENTS

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

N/A

### (2.2) Variations to Call-Off Terms and Conditions

ICM Research Limited's 2017-2018 charges agreed as per tender response submitted on 24<sup>th</sup> March 2017 (attached)

**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**

As per service specification

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

GREATER LONDON AUTHORITY

City Hall

The Queen's Walk

London

SE1 2AA

**(3.4) Quality standards**

As per service specification

**(3.5) Contract monitoring arrangements**

The contract will be monitored continuously over the course of the year, and after each of the events or research elements has been delivered. At the end of March 2018 a review of the years work and the final end of year report will be undertaken.

**4. CONFIDENTIAL INFORMATION**

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

**(4.2) Duration that the information shall be deemed Commercially Sensitive Information or Confidential Information**

**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	03 APRIL 2017

For and on behalf of the Customer

Name and Title	
Signature	
Date	4 <sup>th</sup> April 2017

































Financial Evaluation - 40%

2017/18 Deliverables (to be agreed)		
<p>a) Face to face interviews at NINE events Including:  <input type="checkbox"/> Questionnaire development  <input type="checkbox"/> Fieldwork - at least 500 interviews per event  <input type="checkbox"/> Analysing results  <input type="checkbox"/> Topline results reports  <input type="checkbox"/> Summary power point reports  <input type="checkbox"/> Full data tables with crossbreaks.</p>		
<p>a) Face to face interviews at NINE events Including:  <input type="checkbox"/> Questionnaire development  <input type="checkbox"/> Fieldwork - 400 interviews per event  <input type="checkbox"/> Analysing results  <input type="checkbox"/> Topline results reports  <input type="checkbox"/> Summary power point reports  <input type="checkbox"/> Full data tables with crossbreaks.</p>		
<p>a) Face to face interviews at NINE events Including:  <input type="checkbox"/> Questionnaire development  <input type="checkbox"/> Fieldwork - 300 interviews per event  <input type="checkbox"/> Analysing results  <input type="checkbox"/> Topline results reports  <input type="checkbox"/> Summary power point reports  <input type="checkbox"/> Full data tables with crossbreaks.</p>		
<p>a) Face to face interviews at New Year's Eve Including:  <input type="checkbox"/> Questionnaire development  <input type="checkbox"/> Fieldwork - at least 500 interviews per event  <input type="checkbox"/> Analysing results  <input type="checkbox"/> Topline results reports  <input type="checkbox"/> Summary power point reports  <input type="checkbox"/> Full data tables with crossbreaks.</p>		
<p>b) Vox pops at one event Including:  <input type="checkbox"/> Questionnaire development  <input type="checkbox"/> Fieldwork - at least 8 interviews  <input type="checkbox"/> 25-30 minutes of unedited footage  <input type="checkbox"/> Short (3 min) promotional video  <input type="checkbox"/> Longer (15 minutes) video for the GLA and partners</p>		
<p>b) Vox pops at Notting Hill Carnival Including:  <input type="checkbox"/> Questionnaire development  <input type="checkbox"/> Fieldwork - at least 8 interviews  <input type="checkbox"/> 25-30 minutes of unedited footage  <input type="checkbox"/> Short (3 min) promotional video  <input type="checkbox"/> Longer (15 minutes) video for the GLA and partners</p>		
<p>b) Vox pops at New Years Eve Including:  <input type="checkbox"/> Questionnaire development  <input type="checkbox"/> Fieldwork - at least 8 interviews  <input type="checkbox"/> 25-30 minutes of unedited footage  <input type="checkbox"/> Short (3 min) promotional video  <input type="checkbox"/> Longer (15 minutes) video for the GLA and partners</p>		
<p>c) An online survey with attendees and non-attendees for one event - New Year's Eve (please cost on the basis of your organisation performing the mailout for 2,000 complete responses) Including:  <input type="checkbox"/> Questionnaire development  <input type="checkbox"/> Survey into online software (to be distributed to GLA databases)  <input type="checkbox"/> Analysing results  <input type="checkbox"/> Topline results report  <input type="checkbox"/> Summary powerpoint report  <input type="checkbox"/> Full data tables with crossbreaks.</p>		
<p>d) One online survey with a representative sample of Londoners Including:  <input type="checkbox"/> Questionnaire development  <input type="checkbox"/> Survey into online software  <input type="checkbox"/> Fieldwork - at least 1000 Londoners  <input type="checkbox"/> Analysing results  <input type="checkbox"/> Topline results report  <input type="checkbox"/> Summary powerpoint report  <input type="checkbox"/> Full data tables with crossbreaks.</p>		
<p>e1) One end of year report  <input type="checkbox"/> Full report, summarising the findings from all of the year's events research, addressing all of our research objectives  <input type="checkbox"/> Word or Power Point</p>		
<p>e2) Presentation of end of year report to GLA and Partners</p>		
<p>Other costs (to be itemised separately)</p>		
<p>Total</p>		