

FRAMEWORK AGREEMENT SCHEDULE 4

ORDER FORM/ WORK PACKAGE ORDER

FROM

Authority	Secretary of State for Environment, Food and Rural Affairs
Address	Defra Group Commercial 3 rd Floor, Mallard House 1-2 Peasholme Green York YO1 7PX
Contact Ref:	Phone: [REDACTED] Email: [REDACTED]
Order Number	Ref: ecm_56760
Order Date	18 November 2019

TO

Contractor	University of Gloucestershire
For attention of:	Name: [REDACTED] Phone: [REDACTED] E-mail: [REDACTED]
Address	The Park Cheltenham Gloucestershire GL50 2RH

1. SERVICES REQUIREMENTS

(1.1) Services and deliverables required:

Project Background

Agri-Environment Schemes (AES) provide funding to farmers and other land managers in England in return for delivering environmental management on their land. Farmers and land managers can select from a range of environmental management options to create an agreement that fits their farming practices and meets local environmental priorities. Provision of evidence and monitoring documents is a key part of the AES process both during the application process and throughout the lifetime of an agreement so that progress towards agreement objectives can be assessed.

Natural England Countryside Stewardship Facilitation Fund (CSFF) aims to support and bring together farmers and managers to improve the local natural environment at a landscape scale. Under these collaborative initiatives the same evidence monitoring requirements must be met.

The Payment by Results pilot is a European funded novel Agri-environment pilot scheme based in the Yorkshire Dales and the Norfolk/Suffolk Upland. The habitat/species monitoring element of this pilot scheme is carried out by the

farmers/land managers and provides the evidence/regulation to support payments.

We know that visibility and experience of outcomes is important for agreement holders in building their intrinsic motivations to engage in environmental management on farm and undertake additional, voluntary management within their agreements (and so develop long-term pro-environmental behaviour change) (Mills et al. 2018). Self-monitoring helps farmers to recognise and experience the outcomes of their efforts – the ‘demonstrable benefits’ (Emery and Franks 2012).

This fits into a wider literature on farmer experimentation, motivations for doing so and implications for management, including environmental management (Vogl et al. 2015; Kummer et al. 2012; Leitgeb et al. 2011) and on the links between self-monitoring and health and well-being (Saxby, Gkartzios, and Scott 2018). There is also evidence from the FARMCAT¹ project that by training agreement holders in species recording and habitat evaluation – experiential learning - the understanding of the purpose of biodiversity management increases and ecological knowledge improves, as does the quality of environmental outcomes.

However, there is also anecdotal evidence of dis-benefits from self-monitoring, where farmers and ‘The State’ or ‘experts’ are placed in conflict situations or where farmers are fearful of ‘getting it wrong’ and this adversely affects their engagement with the agreement².

There is a need to build on the evidence above and identify how self-monitoring (within AES) impacts upon:

- the quality of a farmer/land manager’s engagement with an agreement or the overall scheme
- the implications for improved environmental outcomes
- the long-term pro-environmental behaviour change as a result of AES.

To enable this Natural England are currently completing a project to identify suitable social indicators (for agri-environment schemes)³.

The monitoring of habitats and species by the farmer or land manager has been studied previously through the Making Environmental Stewardship More Effective (MESME) project, link - <http://publications.naturalengland.org.uk/publication/5201275>. This project focused on the methodology, practicality and financial implications of the self-monitoring process.

However, the project proposed here will consider the social factors at play and builds on the existing social research literature.

¹ <https://socialsciences.exeter.ac.uk/politics/research/projects/project/?id=363>

² This paragraph should be referred to as part the requested Literature Review.

³ Links to on-going AES M&E project ‘LM0478 Social Science Evidence for Delivery of Better Agri-environment Schemes’

Overall Project Aim

The overall project aim is to attain a better understanding of the opportunities and challenges, benefits and disbenefits of self-monitoring and evidence gathering and its implementation within an AES framework.

Research Questions – Project objectives

We know that there are benefits from self-monitoring and evidence reporting, however, there is a need for a greater understanding of the challenges and dis-benefits of this aspect of AES since it plays a significant role within scheme implementation and validation.

1. Does quality of engagement with the self-monitoring project/agreement (measured using our social indicators) alter (positively or negatively) where:
 - i) Self-assessment is linked to auditing, verification and payments
 - ii) Where self-assessment is not related to payments (and is for developing farmer interest/motivation/knowledge/skill alone).

2. a) How does advice and support for self-monitoring and evidence provision compare between advice relationships? The suggested sample groups are: Facilitation Fund and individual agri-environment scheme agreement holders.

b) What is unique about self-monitoring advice/support (compared to other advice relationships)? Considerations could include technical competence*, relational competence* and administration support (See Appendix 2 for definitions)*. Plus time spent, format of advice and any other key attributes.

c) Are the findings of 2a affected by the attributes of the environmental outcome the land manager is monitoring - e.g. whether the outcome is compatible with 'good farming practice' such as improved yields and tidy farms, whether the outcome is easily recognised/sensory, the time lag between management intervention and outcome .

d) Based on findings from 2c suggest best practice guidelines for advice and support for self-monitoring based on different environmental outcome attributes

3. Based on the research findings outline best practice guidance with regard to advice and support for self-monitoring of environmental outcomes, both for collaborative and individual agreements.

4. Based on results for the above questions,
 - a) what are the risks associated with requiring self-monitoring as part of an agri -environment agreement?

- b) What can we say about the requirement for self-monitoring which should be placed on land managers regarding amount and complexity? How do we monitor whether this is appropriate in future schemes?
- c) Are there any unintended consequences of self-monitoring and evidence gathering?

Project Scope

The approach will be qualitative and comprised of introductory emails and face-to-face interviews with farmers/land managers. Using the Natural England social indicators⁴, the selected sample should aim to achieve a good understanding of the project objectives relating to self-monitoring and evidence gathering. The total interview sample size will be a minimum of 30.

The sample will have a representative spread of the main factors that influence farmer engagement with their agreements. These factors are;

- Receipt of advice,
- Experience of AES
- Interest in experimentation
- Farm size / type
- Social bonds

A literature review should be run in parallel with the field research. The literature review should cover the same questions as those selected for the field research.

Timeline

The project will be carried out from October 2019 with a final report by the end of March 2020.

Tasks

Task 1 – Sample identification

- a) Using data provided by Natural England identify a short-list of potential agreements/interviewees that will provide a representative sample of the main influencing factors identified in the methodology.

Task 2 – Literature Review

Carry out a review of the existing literature including:

- Past projects commissioned for the Agri-Environment Monitoring and Evaluation Programme.

⁴ Social indicators will be available on completion of the project referenced in footnote 2

- Other reports and studies from the Defra Publications Pages and Natural England Access to Evidence catalogue.
- Published peer-reviewed studies within the social science and conservation literature.

Search by key word(s) and sort results by relevance. Rate the different evidence sources by relevance and quality, and by the direction (and where possible, magnitude) of effect (positive, neutral, negative).

Task 2 - Interviews

- a) Based on the results of Task 1, and the finalised Social Indicators (see footnote 2) the successful contractor will be required to devise a semi-structured survey/interview to meet the project objectives 1 and 2 outlined above. The proposed survey will need to be agreed with the Project Steering Group and will require Defra Survey Control Unit approval, so time needs to be allowed for this in the project planning (allow 4 weeks)
- b) Contact the participants identified for survey/interview via email to make an introduction to the project and identify suitable times/dates/locations for interviews.
- c) Carry out the surveys following Natural England survey and ethics guidelines.

Task 3 –Analysis and literature review completion

- a) Analyse and evaluate the returned survey/interview data in relation to the Social Indicators, the research questions and influencing factors.
- b) Provide conclusions and recommendations from the data analysis in a comprehensive report.
- c) Complete literature review.

General Survey Requirements:

Researchers / surveyors must be familiar with the literature on farmer behaviours and rural sociology research (which addresses motivation to engage, retention of pro-environmental management etc.). All works must adhere to Natural England's ethic requirements and Survey Control protocol (see below) Contractors must be GDPR-compliant.

Outputs

1. A completed comprehensive report covering all objectives and tasks of the project by 31 March 2020 (first draft to be submitted 15th Feb 2020 to allow time for comments and revisions)
 - a. There is a requirement for all publishable reports to be peer reviewed. The contractor will be responsible for arranging peer-review of the final report by 2 appropriate reviewers, to be agreed

with the Project Steering Group. Costs for the peer review should be itemised separately in the tender

2. A '2-page summary' report, using format in attached Annex A 'Summary Template' summarising the aims, outcomes and implications of the project, for use by policy colleagues, and other non-specialists 31 March 2020.
3. All data and metadata collected during the survey, including any hard copies of field sheets and associated spreadsheets populated with data will be provided to Natural England/Defra at the completion of the project 31 March 2020
4. The contractor will present a webinar via the Natural England webinar system to present the results and findings to the steering group and interested parties before 31 March 2020

Reporting and milestones

The successful contractor will be required to produce:

- The contractor will be expected to present the results from task 1 the project steering group. This information will enable the steering group to understand progress and inform the development of the farmer/land manager surveys. 18th November 2019.
- A draft final report (with an accompanying draft 2-page summary) will be provided to Natural England by 15 February 2020 and a meeting to present/discuss the results will be arranged soon afterwards. This should include full analysis, conclusions and discussion on the data collected against the requirements.
- The finalised report, and accompanying final 2-page summary will be provided to Natural England by 31st March 2020.
- Produce and present a webinar outlining the main results of this project suitable for steering group members and interested parties by 31st March 2020.

Natural England requires the opportunity to comment on draft final reports. The appointed contractor will be responsible for ensuring both the quality of the work as well as the presentation of the material (e.g. proof reading, ensuring clear English). The appointed Contractor is also to be aware that Natural England requests acknowledgement in the publication (including oral presentations) of its funded research, and that the project manager is notified at least two weeks prior to publication. All reports should be provided in MS Word and PDF format.

The final report will be externally peer-reviewed (note: the contractor will be responsible for arranging peer-review by two appropriate reviewers, to be agreed with the Natural England project officer and steering group) and be

suitable for publication as a Defra science report. Tenderers should be aware that Natural England and Defra will publish final reports. The final report will be structured in a format that, if appropriate, facilitates rapid conversion into one (or more) papers suitable for submission to an appropriate peer-reviewed scientific journal.

Natural England is happy to encourage widespread publication and welcomes the use of appropriate trade press, peer-reviewed journals, sector-specific journals and appropriate use of social media. The contractor is also to be aware that Natural England requests that all publication (including oral presentations) of its funded research is notified to the project manager at least two weeks before publication.

Note: If the findings of the work are deemed suitable, the contractor will aim to submit a manuscript to a peer-reviewed journal as soon as possible after completion of the report, co-authored by staff from the contractor and Natural England, as appropriate. A proposed timetable for submission of manuscript and publication timeline will be agreed with Natural England.

Project Management

Duration

October 2019 – 31st March 2020.

Natural England will establish a steering group to oversee the contract including representatives from Natural England and Defra and other relevant partners. It is anticipated that the steering group will meet at the inception stage of the project then monthly during course of the contract.

The successful contractor should appoint a project leader. The project leader will be responsible for the management and delivery of the project and will act as the liaison point with the Natural England project manager.

The contractor will be expected to lead and attend a project inception meeting, where they will need to provide a detailed proposal and plan for the assessment they will undertake and agree any variations with the project panel.

The project leader will be responsible for setting up interim meetings. Depending on the location of the contractor this may be in a Natural England office or via telecall.

A final meeting will be held once the draft report has been delivered, where the results can be discussed and the dissemination webinar outline agreed. The location/s for the face to face meetings will be at the premises of Natural England in either Newcastle-Upon-Tyne or York.

Secretariat and production of minutes from meetings is the responsibility of the successful contractor, who will share meeting minutes with the project team, Natural England and the steering group, where applicable.

The project leader will send a short (no more than 1 pg A4) written progress update to the Natural England project manager once a month. The form of these updates will be agreed in the inception meeting. The contractor must produce and update a risk assessment analysis of each stage of the works.

IPR and data sharing

All data resulting from this project, project documents, Intellectual Property Rights and other materials will be the property of Natural England.

To facilitate the project aims, Natural England's Data Services team will liaise with the successful contractor to generate a contractor data licence. The contractor will be responsible for applying to and liaising with the Data Services team in requisite time in order to obtain the necessary data. The project officer will assist in this and make a preliminary enquiry on behalf of the project but, following outline approval the successful contractor(s) will be required to provide a full data request as required to meet the detail of their tender.

Data will be supplied to the successful contractor via secure data sharing in a format to be agreed with the contractor and Natural England's data services / GIS team.

All information provided to the contractor for the purposes of this project, shall be kept securely, confidentially and disposed of at the end of the project. It must not be used elsewhere without prior consent. The supplier will be required to follow Natural England's data protection policy and only act on information provided under our instruction.

Survey Requirements

As surveys are to be undertaken as part of this study, approval will need to be gained from the Survey Control Liaison Unit (SCLU) in Defra. Any structured approach made by or on behalf of the Government in order to obtain aggregated data is classed as a statistical survey and should be referred to Defra's Survey Control Liaison Unit (SCLU). This also applies to customer satisfaction surveys.

Natural England and Defra are strongly committed to minimising the burden they place upon businesses and local authorities. As a result proposals for new surveys must be assessed by the Survey Control Liaison Unit (SCLU). In order to undertake the survey of agreement holders, proposed as part of this project, approval will need to be gained from the SCLU. Natural England will make the initial application, but, following outline approval the successful contractor(s) will be required to provide a draft questionnaire to be agreed and approved. **A period of at least 6 weeks** should be built into the project plan to accommodate this survey approval process.

(2.2) Performance Standards

The successful contractor will appoint a project leader. The project leader will be responsible for the management and delivery of the project and will act as the liaison point with the Natural England project manager.

All works must adhere to Natural England's ethic requirements and Survey Control protocol. Contractors must be GDPR-compliant.

(2.3) Location(s) at which Services are to be provided:

University of Gloucestershire
The Park
Cheltenham
Gloucestershire
GL50 2RH

(2.4) Standards:**(2.5) Contract Monitoring Arrangements**

For the avoidance of doubt the services required are being provided under Framework Agreement 22707

3. PRICE AND PAYMENTS**(3.1) Contract Price payable by the Authority excluding VAT, payment profile and method of payment (e.g. Government Procurement Card (GPC) or BACS))**

£59,677.50

For full pricing schedule see Annex 1

Payable by BACS

(3.2) Invoicing and Payment

The Supplier shall issue electronic invoices in arrears following completion of appropriate milestones.

4. Invoicing Requirements

Invoices against project milestones should be submitted to the NE project officer by email. Invoices will need to include supporting evidence relating to spend incurred (e.g. brief summary of time input, travel and subsistence incurred etc.).

BY APPROVING THIS ORDER FORM THE CONTRACTOR AGREES to enter a legally binding contract with the Authority to provide to the Authority and natural England the Services specified in this Order Form, incorporating the rights and obligations in the Call-Off Contract that are set out in the Framework Agreement entered into by the Contractor and Defra on [insert commencement date].

Electronic Signature

Acceptance of the award of this Contract will be made by electronic signature carried out in accordance with the 1999 EU Directive 99/93 (Community framework for electronic signatures) and the UK Electronic Communications Act 2000. Acceptance of the offer comprised in this Contract must be made within 7 days and the Agreement is formed on the date on which the Contractor communicates acceptance on the Customer's electronic contract management system ("Bravo"). No other form of acknowledgement will be accepted.

Annex 1: Pricing Schedule

No.	Item	Staff Grade / cost	Day £ rate / expenditure	No. of days / unit	Financial year	Total price (ex. VAT) £
(a)	Project management	Project Manager (HC)	████	█	████	████
		Senior Project Manager (JM)	████	█		████
1	Sample Identification	Project Manager (HC)	████	█	████	████
		Project Manager (PG)	████	█		████
		Technical Specialist (NL)	████	█		████
2	Construction of interview/survey	Project Manager (HC)	████	█	████	████
		Senior Project Manager (JM)	████	█		████
		Project Manager (PG)	████	█		████
3	Land Manager Interview/surveys. Implementation and completion. (Price per 30) Face to face. Assuming 1 interview per day, with 5 days contingency	Project Manager (HC)	████	█	████	████
		Project Manager (PG)	████	█		████
		Technical Specialist (NL)	████	█		████
		Technical Specialist (JB)	████	█		████
4	Expert Interview/surveys. Implementation and completion. (Price per 10) Via telephone. Assuming a rate of approx. 2 interviews a day	Technical Specialist (NL)	████	█	████	████
		Technical Specialist (JB)	████	█		████
		Project Manager (HC)	████	█		████
5	Interview/survey analysis. Reporting. Literature Review. + data cleaning/prep	Project Manager (HC)	████	█	████	████
		Senior Project Manager (JM)	████	█		████
		Technical Specialist (JB)	████	█		████
		Technical Specialist (NL)	████	█		████
6	Peer review	Senior Project Manager (PC)	████	█	████	████
		Project Manager (External review 1)	████	█		████
		Project Manager (External review 2)	████	█		████

7	Presentation of webinar	Project Manager (HC)	████	█	████	████
		Technical Specialist (JB)	████	█	████	████
8	Travel & Subsistence	Car hire for 30 interviews (2 day hire required for 20 interviews, 1 day hire required for 10 interviews) @ £30/day	████	█	████	████
		Hotel for 25 nights (assuming 5 are accessible from Cheltenham without overnight stays) @ £80/night	████	█	████	████
		Fuel for 10 local (<100 mile) round trips @ £12/interview	████	█	████	████
		Fuel for 10 middle-distance (100-200 mile) round trips @ £24/interview	████	█	████	████
		Fuel for 10 max distance (200-500 mile) round trips @ £60/interview	████	█	████	████
		Subsistence cost for 35 days/nights @ £35/day	████	█	████	████
		Train journey to 2 x NE meetings x 2 for JM and HC	████	█	████	████
9	Any other costs	Transcription of Land Manager Interviews	████████	████████	████	████
		Transcription of Expert Interviews	████████	████████	████	████
10	Total exc. VAT				19/20	£59,677.50

