**LETTER OF APPOINTMENT AND CONTRACT TERMS**

* 1. **Letter of Appointment**

Dear Sirs

**Letter of Appointment**

**Contract Reference CCZZ21A34**

**Lived Experiences of Disabled People in the UK**

This letter of Appointment dated 18 October 2021, 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.

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| Order Number: | TBC upon award if applicable  |
| From: | The Cabinet Office ("Customer") |
| To: | CM Monitor (Britain Thinks) Ltd ("Supplier") |

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| --- | --- |
| Effective Date:  | 01 November 2021 |
| Expiry Date:   | End date of Initial Period is twenty weeks from the commencement of contract (21 March 2022).End date of Maximum Extension Period - Preliminary discussions to take place end of November with an option to extend up until 30 April 2022. |

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|  Services required:   | Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by:· the Customer’s Project Specification attached at Annex A and the Supplier’s Proposal attached at Annex B of this Letter of Appointment.  |

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|  Key Individuals: | Libby Daniels – Cabinet Office Mayeesha Jamil – Cabinet Office Ben Shimshon – CM Monitor (Britain Thinks) Ltd Lucy Morrell – CM Monitor (Britain Thinks) Ltd Talia Coroniti – CM Monitor (Britain Thinks) Ltd  |
| Guarantor(s) | N/A |

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| Supplier Contract Charges as as outlined in Schedule 2 of the contract (including any applicable discount(s), but excluding VAT): | £107,320.00 |
| Customers Total contract value including all options to extend contract: | £170,000.00 excluding VATThe customer reserves the right not to execute the option to extend, and therefore the maximum contract value is not guaranteed. |
| Insurance Requirements | The RM6018 terms will apply in respect of:The Supplier shall hold and maintain the following insurances inrelation to the performance of its obligations under this Contract:Public liability insurance to cover all risks in the performance ofthe Contract, with a minimum limit of one million pounds(£1,000,000.00) for each individual claimEmployers' liability insurance with a minimum limit of indemnityas required by LawProfessional indemnity insurance adequate to cover all risks inthe performance of the Contract with a minimum limit ofindemnity of one million pounds (£1,000,000.00) for eachindividual claim. |
| Liability Requirements | As per Clause 18.2 of the Contract Terms and Conditions:125 % of the Contract Value. |
| Customer billing address for invoicing: | Cabinet Office**REDACTED**  |

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| GDPR | As per Schedule 7 Processing, Personal Data and Data Subjects |
| Alternative and/or additional provisions (including Schedule 8(Additional clauses)): | N/A |

**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** Name and Title: **REDACTED**

Signature: **REDACTED** Signature: **REDACTED**

Date: 02.11.2021 Date: 5/11/21

**Annex A**

**Customer Project Specification**

**STATEMENT OF REQUIREMENTS - As issued during the procurement ITT**

# PURPOSE

* 1. The Cabinet Office’s Disability Unit would like to undertake research to understand:
		1. Current perceptions of disabled people in the UK, amongst those who are not disabled, and who are less likely to be caring for, or in regular and direct contact with, disabled people.
		2. Behaviours of people who aren’t disabled that negatively impact disabled people, including collecting evidence of the context in which these behaviours appear.
		3. The purpose of the research is to unlock insights into motivations for behaviours that will inform a creative proposition to drive a behaviour change communications campaign, so we will prioritise the suppliers that are able to design research for this outcome
		4. Test any creative concepts for the campaign which will be developed based on 1.1.1, 1.1.2 and 1.1.3
	2. **BACKGROUND TO THE CONTRACTING AUTHORITY**
	3. The [Disability Unit](https://www.gov.uk/government/organisations/disability-unit) is a team based in the Cabinet Office. The Unit’s aim is to break down the barriers faced by disabled people in the UK.

# BACKGROUND TO REQUIREMENT / OVERVIEW OF REQUIREMENT

* 1. The Disability Unit is creating a campaign designed to combat negative and apathetic perceptions of disabled people in the UK. We are undertaking research to understand current perceptions and what influences behaviour change. We will then create campaign assets that encourage this behaviour change and result in action, which we will want to test as part of this brief.
	2. Our intended outcome is to unlock insights that will allow us to identify specific insights, on the basis of which we will create a behaviour change communications campaign. We would like a research partner that is able to help us gain an in-depth understanding of current attitudes and motivations to behaviour, allowing us to target and focus our creative.
	3. Our overall aim is to change behaviours by targeting the attitudes that underpin them, thereby improving disabled people’s opportunities and sense of belonging.
	4. Therefore, in this phase we would like to gain an in-depth understanding of current attitudes and behaviours as well as impact, to ensure we can unlock an insight to target the campaign and create specific and measurable results.
	5. **DEFINITIONS**

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| Expression or Acronym | Definition |
| Lived experience | Lived experience research is “personal knowledge about the world gained through direct, first-hand involvement in everyday events rather than through representations constructed by other people.”[[1]](#footnote-1) This focus on direct, first-hand knowledge often involves employing ethnographic methods. However, it could also consist of quantitative data, for example via surveys using questions generated from this immersion. |
| Disability | We define disability in line with the UK census, which asks the question: ‘Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?’. |

# SCOPE OF REQUIREMENT

* 1. The research proposal needs to:
		1. Consider all suggested questions
		2. Consider the best research methods to test the hypothesis
		3. Develop and apply a clear set of criteria for benchmarking and evaluation
		4. Identify and document any evidence gaps and/or limitations with the methodology employed
	2. At a minimum we expect the outputs to be:
		1. A clear proposal of the recommended quantitative and qualitative research methods recommended, including but not limited to surveys and focus groups.
		2. An overview of how the above will enable us to identify insights upon which we can build a behaviour change communications campaign.
		3. A benchmarking report and clear method of evaluation.
		4. Identification and segmentation of audiences based on their capabilities, opportunities and motivations to change their behaviours and perceptions.
		5. Testing of creative concepts and ideation with audience groups.

# THE REQUIREMENT

* 1. The supplier needs to design and deliver in-depth research and insight gathering to benchmark attitudes, understand motivations and test creative concepts to support the delivery of a successful campaign designed to address any negative perceptions of disabled people amongst the target audience, and encourage behaviour change, to positively impact the experience of disabled people and their perception of fairness in the UK.
	2. The supplier also needs to design the research to support the goal of uncovering new and specific insights into motivations behind behaviours.
	3. There are two key audience groups included in this brief
		1. UK public who are not disabled and who are less likely to be caring for, or in regular and direct contact with, disabled people. For the purposes of this research, this should be a representative sample of the UK population, though identification of audience segments will be welcome.
		2. People who identify as having a disability
	4. To aid the research it is suggested to minimally address the following questions
		1. Clear audience segmentation of both audiences detailed in 4.2
		2. Benchmarking questions to understand current perceptions of disabled people in this country by those who are non-disabled. Example questions could include:
			1. How do you understand disability?
			2. What do you think a disabled person looks like?
			3. Do you feel disabled people are more, as or less capable in the workplace?
			4. Do you feel disabled people contribute meaningfully to our society?
			5. Do you feel there is enough support for disabled people in the UK?
			6. Would you hire someone with a mental health or cognitive impairment?
			7. Would you hire someone with a physical impairment?
			8. Would you be comfortable if someone with a physical impairment managed you at work?
			9. Would you be comfortable if someone with a mental health or cognitive impairment managed you at work?
			10. Would you feel comfortable if a person with a physical impairment married a close relative?
			11. Would you feel comfortable if a person with a mental health or cognitive impairment married a close relative?
			12. Do you think disabled people add, detract or have no impact on our society?
			13. Are you in a social group or have close contact with a disabled person?
			14. If yes to 4.4.2.13, has this changed your perception of disability? How?
		3. Lived experience research to determine how perceptions impact the lives of disabled people. Suggested questions include:
			1. What are the actions in others that undermine your sense of belonging?
			2. What experience have you had of barriers to opportunity caused by attitudes towards disability?
				1. How does this manifest in

Services/retail

Media

Transport

Employers

Healthcare

Education

* + - 1. What sort of behaviour gives you positive experiences?
			2. Can you describe a situation in which someone’s behaviour towards you negatively impacted your feelings of belonging or the opportunities available to you?
			3. Have you ever felt the need to not disclose your disability in a social setting?
			4. Have you ever felt the need to not disclose your disability in a workplace?
			5. For questions (4.4.2.4 and 4.4.2.5) If so, why?
			6. Has the pandemic positively or negatively impacted others’ behaviour towards you?
		1. Exploring intersectionality: questions to further understand the link between disability and other protected characteristics and how that influences perceptions. Suggested questions include:
			1. What is the more ‘connecting’ characteristic - disability, ethnicity, socio economic background etc. If you identify with more than one characteristic, does it matter which in terms of identifying with that person? Do you feel the emphasis shifts depending on the situation?
		2. Explore motivations to negative or apathetic perceptions by non disabled people towards disabled people
			1. The research proposal should include suggested questions/research methods to understand the above
		3. Explore non disabled people’s understanding of how certain behaviours impact disabled people
			1. The research proposal should include suggested questions/research methods to understand the above, using 4.4.2.1 as reference
		4. Explore non disabled people’s understanding of a disabled person’s experience, and if improving this changes behaviour
			1. The research proposal should include suggested questions/research methods to understand the above
		5. Explore what type of communications would best encourage the audience described in 4.2.1 to understand the facets of disability and the impact of certain behaviours.
			1. The research proposal should include suggested questions/research methods to understand the above
		6. These research questions are not comprehensive, nor limiting, and suppliers are actively encouraged to expand or even critically review the proposed topics, based on the findings of the systematic review.

# KEY MILESTONES AND DELIVERABLES

* 1. The following Contract milestones/deliverables are proposed:

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| Milestone/Deliverable | Description | Timeframe or Delivery Date |
| 1 | Research proposal developed |  |
| 2 | Benchmarking research |  |
| 3 | Testing of behaviour change (4.4.5) |  |
| 4 | Testing of creative concepts developed from insight gathered in deliverable 2 + 3 |  |

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# MANAGEMENT INFORMATION/ REPORTING

* 1. The supplier should expect to update and share their work with Disability Unit at each of the milestones set out in section 7. In addition to this, we would like to have fortnightly 1-hour meetings to be kept up to date and to allow space for the supplier to ask questions of the Disability Unit and vice versa. The supplier should have availability during normal working hours (9am-5.30pm, Mon-Fri) for these meetings, and should have some degree of flexibility around the availability of Disability Unit’s staff.
	2. Disability Unit will want to engage their network of disability experts and advisors at some or all of these stages, and the supplier would need to be prepared to have their work scrutinised, validated and challenged by this network.
	3. Disability Unit will designate a primary point of contact for this work, and the supplier should update this contact with any significant changes or developments in between regular meetings. Should any questions arise, the supplier should make contact with the Disability Unit’s primary contact as needed.

# VOLUMES

* 1. N/A

# CONTINUOUS IMPROVEMENT

* 1. The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
	2. The Supplier should present new ways of working to the Authority during quarterly Contract review meetings.
	3. 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.

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# QUALITY

* 1. The research should be conducted to a high research standard.

# PRICE

* 1. The maximum budget for this work is £170,000 if an option to extend is used, initial budget is £100,000. In providing a price, the supplier should make it clear how many person days will be devoted to completing this work. If applicable, this should be separated out between different individuals / roles, making clear the skill/experience level and cost of each individual.
	2. Prices should be quoted exclusive of VAT, but please note if the quote will attract VAT.

# STAFF AND CUSTOMER SERVICE

* 1. The Supplier shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.
	2. The Supplier’s staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.
	3. 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.
	4. D+I policy quote/no of staff members that identify as disabled?

# SERVICE LEVELS AND PERFORMANCE

* 1. The Authority will measure the quality of the Supplier’s delivery by checking that the Supplier has met all of the milestones set out in 5.1.
	2. The supplier will work closely with the Disability Unit through a Service Level Agreement to manage milestones within the specified timeframe. Disability Unit have the right to terminate the contract if the supplier cannot fulfill the criteria and continues to miss milestones.

# SECURITY AND CONFIDENTIALITY REQUIREMENTS

* 1. The supplier will not be required to undertake security vetting.
	2. The supplier will largely be working with information already accessible to them in the public domain. Any documents or information shared with the Supplier by Disability Unit should remain confidential and not be shared further.

# PAYMENT AND INVOICING

* 1. Payment will be made by invoice, 30 days from completion of work. The Disability Unit will provide the supplier with a Purchase Order Number to enable invoicing.
	2. Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.
	3. Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.
	4. Invoices should be submitted to: The Disability Unit (Equality Hub), 10 Victoria Street, London, SW1H 0NB

# CONTRACT MANAGEMENT

* 1. The contract will be managed through the meetings set out in Section 8.
	2. All meetings shall be conducted remotely via Google Hangouts, so the supplier shall not incur any travel expenses to attend these meetings.

# LOCATION

* 1. TBC

**Annex B**

**Supplier Proposal**

**As provided during the procurement**

**REDACTED**

1. [‘Lived Experience’ in Oxford Reference](https://www.oxfordreference.com/view/10.1093/oi/authority.20110803100109997) [↑](#footnote-ref-1)