

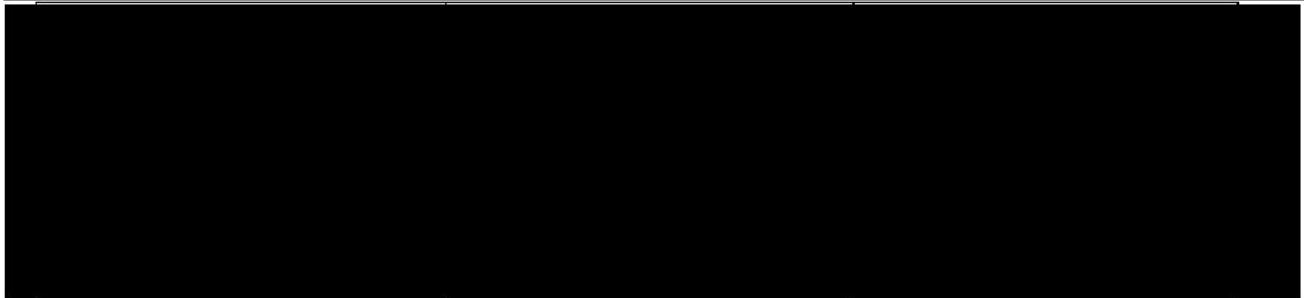
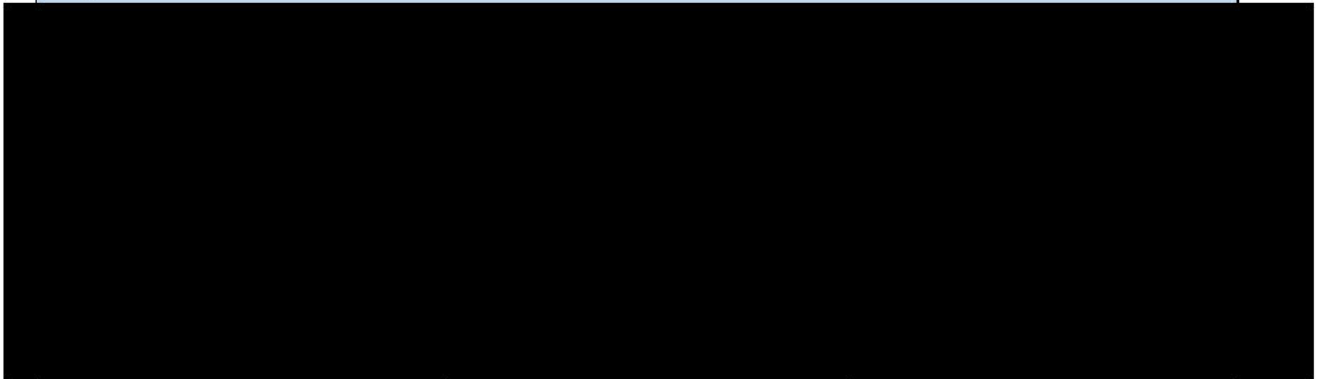
Defra Group Management Consultancy Call off Contract: Project Engagement Letter

Completed forms and any queries should be directed to Defra Group Commercial (DgC) at [REDACTED]. Please do not complete this form until you have liaised with DgC, and they have allocated you a lot to access Consultancies within and subsequent reference number.

Engagement details					
Engagement ref #	DPEL_ 61538_020				
Extension?	N	DPEL Ref.	N/A		
Business Area	Food & Drink Partnership Quality Division				
Programme / Project	User journey review of Government Buying Standard for Food and Catering Services (GBSF)				
Senior Responsible Officer	[REDACTED]				
Supplier	KPMG LLP				
Title	User journey review of GBSF				
Short description	Additional evidence and insight gathering into the user journey and customer experience of those involved in the food procurement process to understand their barriers and motivations: buyers, caterers, suppliers, businesses				
Engagement start / end date	Proposed start date 15/04/2024	Proposed end date 06/05/2024			
Consultancy Spend approval reference	N/A				
Expected costs 23/24	£0				
Expected costs 24/25	£98290				
Expected costs 25/26	£0				
Dept. PO reference	Dept. PO reference # (to allow for Defra Group recharge)				
Lot #	Lot 1				
Version #	0.1				

Approval of Project Engagement Letter

By signing and returning this cover note, the Food & Drink Partnership Quality Division accepts the contents of this Project Engagement Letter as being the services required and agrees for KPMG LLP to provide the services in accordance with the agreed Supplier Proposal under the overarching contract (Lot [1 - Ref 28595], with Defra Group and confirms the availability of funding to support recharge for the services.

**Signatures**

Supplier engages with Business Area to complete. Once agreed, Supplier signs front page and sends to Business Area

Business Area signs front page and sends to DgC

On approval, DgC signs and returns copy to Business Area and Supplier

2. Statement of services

Objectives and outcomes to be achieved

Will Quince is leading on a Review that is looking into how we can ensure that England's public sector is using the Government Buying Standard for food and catering services (GBSF) to buy nutritious and sustainable food which meets the highest possible standards, from nutritional content through to how and where the food is produced.

We have identified lack of data/ evidence and visibility of the whole process which is very fragmented.

We therefore need some additional evidence and insight gathering into the user journey and customer experience of those involved in the food procurement process to understand their barriers and motivations: buyers, caterers, suppliers, businesses.

The final deliverable is an evidence Annex that will be delivered alongside the Review including:

- A procurement and buyer journey map illustrating the pain points, gain points, barriers and opportunities experienced by users.
- [REDACTED]
- [REDACTED]
- User generated suggestions for improving their ability to raise standards as per the GBSF.
- Shareable case study materials .

Scope

We require consultancy research into the review of Public Sector Food Procurement. This requirement would include an analysis of buying personas and a roadmap of recommendations, e.g.in policy, technology, or communication recommendations to influence purchasing from more sustainable sources and identify barriers to local procurement.

We require additional research to complement the insight and evidence gathering we are doing in house, which is so far a desk-based literature review as well as by speaking to a range of senior industry stakeholders in a 'roundtable' environment. Whilst we expect our research to look at policy issues on a relatively macro level we are missing the 'first hand' user journey and voice.

The supplier is expected to gather this critical evidence from key personas, these include: 9-12 Buyers, 9-12 Professional Procurers, 9-12 End User/Consumers, 9-12 SME/Suppliers. The insight should provide a richer picture of how to influence and change purchasing behavior.

This exercise should also gather recommendations and suggestions from those involved: and can provide a testing platform for recommendations that the review is considering. The exercise will be carried out using a combination of insight gathering techniques including but not limited to

- User interviews
- Roundtable discussions
- Focus groups
- Ideation workshops
- Journey mapping workshops



The deliverables are described in the objectives and outcomes section above.

Not in scope

- A change management strategy and, if identified as desirable, an outline communications campaign
- Agreed set of value metrics

Assumptions and dependencies

Provide further description of the assumptions and dependencies:

- [REDACTED]
- [REDACTED]
- [REDACTED]

Risk management

Provide further details of any foreseen risks with this project and how they could be mitigated:

[REDACTED]

Deliverables

[REDACTED]



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Deliverable	Success Criteria	Milestone / Date	Owner (who in the delivery team?)
Project Stage A			
User Journey Map	Sign off obtained from Senior Responsible Officer		
User Personas	Sign off obtained from Senior Responsible Officer		
Discovery Plan	Sign off obtained from Senior Responsible Officer		
User Feedback	Sign off obtained from Senior Responsible Officer		
Case Studies	Sign off obtained from Senior Responsible Officer		
Social Value Outcomes			

Limitations on scope and change control

Unless instructions to the Supplier are later amended in writing, the work undertaken will be restricted to that set out above. In providing the services detailed above, the Supplier will be acting in reliance on information provided by the Business Area.

The Project Engagement Letter is the agreed contract of work between the Defra Group Business Area and the Supplier and can be varied under the change control process. Any changes to timescales, scope and costs will require approval by DgC.

3. Delivery team

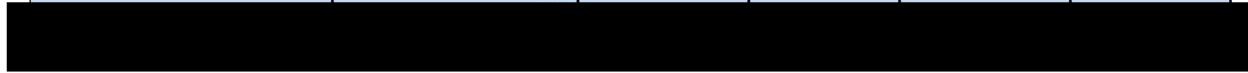
Provide details of the agreed team members including their roles and responsibilities during the project.

Name	Role (link to stage/s resource will work on)	Grade	Daily rate	# of days	Cost



Department
for Environment
Food & Rural Affairs

Name	Role (link to stage/s resource will work on)	Grade	Daily rate	# of days	Cost
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Total resource

Total days*
Engagement Length**

*Total days worked across all resources

**Total working days in engagement

Business Area's team



4. Fees

Defra Group will reimburse the Supplier for approved work done according to the table below. The total fees for the scope of work detailed in this Engagement Letter will be £ 98,920, inclusive of expenses and excluding VAT.

Provide costs for any particular stages to the engagement.

Stage	Cost	Due (link to milestone dates)
User Journey Review of GBSF		DD/MM/YY
User Journey Map	£ 98,920	06/05/2024
User Personas		
Discovery Plan		
User Feedback		
Case Studies		
Grand total	£ 98,920	

Business Area considerations:

- Are the costs and fees appropriate (costs linked to deliverables, rates and drive value for money)?

Expenses statement

Defra Group overarching contract rates include expenses for any travel to/from any UK location defined by the Business Area as the base office for the work. Only expenses for travel at the Business Area's request from this base can be charged. If appropriate, define permissible expenses to be charged.

Payment

The Supplier should invoice fees monthly in arrears. Defra Group will reimburse fees monthly on confirmation of approval of work delivered by the Business Area. The Supplier will keep an accurate record of time spent by staff in providing the services and provide this information and supporting narrative, if requested.

5. Governance and reporting

Business Area to outline governance and report requirements.

As part of the Call-Off Contract, the Supplier and Business Area agree to provide reporting on the following:

- Completion of the time tracker on a monthly basis, to track days worked by our consultants;
- Weekly catch ups with [REDACTED] to update on progress for the next 3 weeks until delivery

Key Performance Indicators

Business Area and Supplier to agree any specific key performance indicators related to this specific project engagement.

KPI	KPI Requirement	Description	Reporting Frequency	Who Measures	Method of Measurement	Performance Target
1	On time	The deliverables are completed by the agreed due date	Weekly	SRO	Time of document submission	On time
2	On budget	The engagement is achieved within budget	Weekly	KPMG	Invoice	£98,920 inclusive of expenses and excluding VAT

Feedback and satisfaction

Business Area and Supplier to agree regular reporting intervals for the duration of the engagement.

Defra Group reserves the right to hold review meetings during the assignment, discussing what went well, opportunities for improvement on future assignments and similar. This will incorporate any 'Show and Tell' documentation or transferable products that have been produced.

A post-engagement quality review of the engagement will be arranged where the Business Area rates the services provided.



Non-disclosure agreements

The overarching MCF2 framework include NDAs. Insert any additional NDA requirements here.

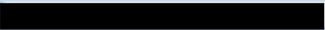
6. Exit management

The agreed actions and deliverables by the Supplier for when the contract ends are as follows:

Notice period

The nature of these engagements require that Defra Group have the ability to terminate an engagement with notice. Defra Group's termination rights for this engagement are marked below.

The minimum notice period for termination is 5 working days regardless of engagement duration.

1. Business Area identifies a potential need for delivery support, initiates a conversation with DgC, confirms which approvals are required for an engagement to occur, e.g. Consultancy Governance Board if over £100k or DgC Corporate Services Delivery Board if under £100k.
2. Request Form completed by Business Area and submitted to DgC at:

3. The form is reviewed by the DgC team around which resource route is most appropriate (e.g. Lots 1/2/3) and may request additional information/edits from the Business Area if required.
4. Lot / Supplier is selected and briefed on the request by DgC, then introduced to the requesting Business Area for further discussion and confirmation of work to be delivered
5. A Project Engagement Letter is completed by the Business Area with input from the Supplier (with supporting proposals as appropriate) and then finally agreed between the two parties, including evidence of all required approvals either being in place or being progressed (e.g. PO) and forwarded to the DgC for review by the Consultancy Governance Board (CGB). Approval states are:

Approval state	Definition	Permissions
Full approval	<ul style="list-style-type: none"> ▪ DPEL agreed ▪ DPEL signed: Supplier, Dept and CO ▪ Purchase Order number 	<ul style="list-style-type: none"> ▪ Work can start ▪ Supplier can invoice for work

