

ORDER FORM
Framework Agreement

FROM

Customer	Department for Transport
Service Address	REDACTED
Invoice Address	REDACTED
Contact Ref:	REDACTED
Contract Value	The maximum contract value is £37,715.10 for the Call Off Contract. The Customer reserves the right to only pay for services rendered.
Contract Duration	The contract will commence on Monday 12 th March 2018 and end on Wednesday 11 th July 2018.
Order Number	CCSN18A04
Order Date	Thursday 8 th March 2018

TO

Provider:	Systra Ltd
For the attention of: E-mail Telephone number	REDACTED
Address	SYSTRA Ltd REDACTED

1. SERVICES REQUIREMENTS
(1.1) Services and deliverables required: The Customer requirement is outlined below:

The main research objective is to outline the key factors that influence a homeowner's decision or desire to move away from an area affected by HS2, including the information that they based this decision on and who provided this information. Additionally, the research shall:

Clearly outline community concerns and aspirations on HS2's approach to engaging with them. Opinions on public consultation events, information/guidance, timeline communications and the scheme application process are exemplary areas to explore, although not exhaustive.

Make specific research summaries on key factors community members consider when deciding whether to attempt to sell their homes via a NTS or a Voluntary Purchase scheme, or whether they decide to apply for the Cash Offer scheme, and how they come to that decision.

The above outputs shall provide the Authority and HS2 Ltd with a rich source of qualitative data – which they can use to review their current property compensation schemes and approach to engaging with communities along the HS2 route. The overall aim of these reviews are to reduce the number of properties the Government purchase - which are not required for the construction or operation of the railway.

This is a draft list of questions the Authority would like the Provider to ask the homeowners. This list of questions shall be refined by the Provider post award, and agreed with the Authority to prior to Fieldwork commencing.

Perceptions and attitudes

What are homeowners' initial understanding, perceptions and attitudes to HS2?

How aware are homeowners of the scale and duration of HS2 and how this impacts (construction or operational) their local area, and how does this affect their decision to move or remain within a community?

What are the homeowners' initial understanding, perceptions and attitudes to the Government's current range of discretionary property schemes?

What more can be done to mitigate perceived fears of HS2 disturbance?

Behavioural response

What factors do homeowners consider when deciding on whether to move or remain in their community?

Are homeowners aware how long they have to apply for the schemes, and how long the application process takes?

Do homeowners have all the information they need to allow them to decide whether or not to move away from their communities? If not, what additional information or support do they require to make an informed decision, and what are the barriers to action?

What factors are likely to influence final decisions?

How are decisions influenced by wider social networks/sources (e.g. neighbours, communities, local news, action groups, newspapers, banners and other media sources)? To what extent are people influenced by how others within their community are intending to behave?

Are there key trigger points in the project timeline, where homeowners are likely to make key decisions on whether they are to leave or remain in their community?

Questions specific to the Rural Support Zone:

Are homeowners likely to choose a Cash Offer or a Voluntary purchase scheme, and why?

Would being given the option of electing for the Cash Offer now, and later being given the option of still being able to apply for a Voluntary Purchase scheme¹ influence or change an owner-occupier's final decision, and why?

Questions specific to NTS:

Are homeowners likely to apply for NTS, and if so what factors are influencing your decision?

Are homeowners aware of other people who have made NTS applications in their local community?

Do these applications make homeowners more or less likely to apply?

Variation between sub-groups of the population:

The Authority would like to explore differences between the attitudes and behaviours of different relevant sub-groups outlined below within the populations selected:

- HS2 Phase type: Phase One vs Phase Two
- Property population density
- Property value
- Length of occupancy in property
- Age group, life-stage, dependent children (socio-demographics)
- Income and employment status (including self-employment)
- Type of area (e.g. large town, small town, village, farm)
- Type of housing (e.g. flat, house, social, private)
- Ethnicity and cultural background
- Geographical location, including:
 - Distance to station, main HS2 rail line, construction sites or train depots
 - Distance from cities
 - Regions of the country

¹ Note: If an owner-occupier opts for a cash offer, the accepted final cash offer amount will be subtracted from their property purchase payments – should they later wish to sell their property to the Government

The Authority acknowledge this research does not need to aim at obtaining a statistically representative sample of the population, any data that emerges with regard to the influence of the key sub-groups' characteristics above shall be addressed and discussed fully in the final report.

The sampling criteria that shall be considered for this project are:

Sampling distance.

The focus of the research shall be on rural, residential owner-occupiers living outside of the safeguarding zone, who are living up to 500 metres away from the centre-point of the proposed HS2 railway.

This sampling approach ensures that those living within the RSZ and those who may potentially apply for NTS are captured in the sampling. 1km represents the furthest point by which a property is likely to be accepted onto the NTS scheme, so properties up to 1km could be included. However, it is suggested that the samples are primarily taken from those living no more than 500 metres away from the centre-point of the railway. This is because those living past this point are more unlikely to be accepted onto the NTS schemes.

HS2 route phase targeting.

It is suggested the research shall take samples from both Phase One and Phase Two.

The Authority wishes to receive opinions from communities experiencing different stages of the HS2 project. The full range of discretionary property schemes for Phase 2b were only recently introduced in July 2017 and large elements of the Phase 2b construction works are still unknown or pending further impact/environmental assessment review work. Phase 2a on the other hand is now entering the latter stages of the parliamentary bill process, whereas Phase One is entering the construction stages now - following Royal Assent in early 2017.

Furthermore, the full range of Phase One property schemes have been in operation for almost three years. Therefore it would be very valuable to collect data from both Phases, as lessons learned from Phase One can be used to inform the Authority/HS2 Ltd's policy and engagement planning/review work for Phase Two.

The Authority propose having a 50:50 quota on Phase One and Phase Two when recruiting residents to take part in the research as we expect people's opinions to be at very different stages by Phase.

Residential samples.

The sampling shall target residential properties only as the already rolled out discretionary compensation and assistance schemes were developed primarily to assist owner-occupier homeowners, rather than businesses or tenanted properties.

The Government considers that people who rent their homes and business premises are not affected in the same way as owner-occupiers by generalised blight and therefore are out of scope for this requirement.

Rural areas.

The research does not aim to include owner-occupiers living in urban areas. Urban areas can reasonably be expected to benefit more directly from HS2 once built as they will generally be closer to HS2 services.

The Government deems that rural areas will generally suffer more prolonged and negative effects of generalised blight on the property market. This is because in rural areas there is usually less existing transport infrastructure and building densities are lower, so the impacts of HS2 are likely to be felt further away than would be the case in urban areas.

Once the above screening criteria have been taken into consideration, we would like to gain opinions and understand behaviours/perceptions from homeowners from different stages in the 'decision making process'. We envisage contacting a mixture of:

Those who are planning on staying – accepting that this plan might change in the future, by applying for a scheme that allows them to sell

Those who are planning to leave the area but have not made any concrete steps towards leaving (i.e. they have not applied to any of the property schemes, they are at the very early stage of the 'selling' process)

Those who are planning to leave the area and are in the process of applying to one of the property schemes

Those who still have a decision to make, i.e. they are not sure whether they will sell or stay

The Authority is not aware of how many people fall into each of the above categories, and the Provider shall need to identify whilst recruiting residents to participate.

We do not envisage targeting homeowners who have already applied to property schemes.

Targeting sampling locations.

The Authority welcome the Provider's suggestions for the best approach to identify the samples. The Authority shall provide guidance and input on the specific areas of the route that could be contacted within each phase, along with assistance in contacting those who reside there.

The Provider shall be responsible, with the Authority's input, for advising on the criteria and rationale for selecting the locations to be covered.

The Provider shall work with the Authority to develop a sampling strategy to ensure the attitudes of different sub-groups are represented in the research. The Provider shall also consider the need to include any particular vulnerable groups, for example disabled people or those with restricted mobility and how best to include these in the sample.

The area to be covered by the research is largely rural, with a relatively low population density but over an extensive area. The Authority therefore anticipate in-depth interviews will be most appropriate to meet the research objectives.

Providing stimulus material can be particularly useful when discussing complex issues where information is required so that participants are able to engage in the issues in an informed and considered way. Potential stimuli are: guidance about the property schemes, construction timeline, news/media coverage, communications delivered by HS2 so far. Potential stimuli shall be shared by the Authority following the inception meeting.

The Authority shall be open to suggestions from the Provider about the most appropriate methodological approach for this research. However, as a starting point, the following is suggested:

A minimum of 40 interviews with a mix of residential rural owner-occupiers living in the 60-500 metres zone from the railway line (see Section 5.9 for full sampling criteria)

There may be a need to include paired in depth as many of the research questions relate to decisions that will occur at the household rather than the individual level, and therefore the Provider shall consider paired interviews where appropriate.

Each interview would last for up to one hour (for interviews with individuals). It is likely that paired interviews will last longer.

Stimuli materials², based on information included in the consultation, would be used in the interviews.

The Authority require the following outputs:

A presentation of findings before the submission of the draft report – the audience will comprise staff from the relevant policy and analytical teams at the Authority and HS2, including members of a Steering Group which is currently being set up

A full draft report

A full final report, written to publishable standard, containing full detailed findings.

The Authority expects to stay in close contact throughout the recruitment, fieldwork, analysis and reporting stages. The Authority shall receive weekly updates showing, depending on the stage of the research:

Recruitment progress;

Fieldwork progress;

Key themes emerging from the research during the fieldwork and data analysis stages;

Updates on the risk register highlighting any concerns with deliverability. Should a new risk arise, the Provider shall include plans on how to mitigate it and what the impact would be on deliverability.

The Provider shall provide a detailed programme of work setting out how they would meet the objectives of the research, which must demonstrate a full understanding of the Authority's requirements in their proposal. The Provider shall also highlight potential difficulties that might arise and their proposals for quality assuring all fieldwork materials, analysis and outputs. The Authority welcome suggestions from the Provider as to what improvements might be made to the research approach outlined above.

It is expected that all interviews conducted will be audio recorded, and as part of the Authority's Quality Assurance process, the Provider shall provide any recordings at the Authority's request.

The Provider's Response:

REDACTED

² Please note, the Authority would have a role in determining what stimuli is used, but the Provider will be responsible for its printing and production.

<p>(1.2) Commencement date: Monday 12th March 2018</p>
<p>(1.3) Price payable by customer The maximum contract value is £37, 715.10 REDACTED Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables as outlined within the requirement. The payment will be made in stages in line with the milestones as follows: Milestone 2 – 20% Milestone 4 – 30% Milestone 6 – 50%. Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs. Invoices should be sent to: REDACTED</p>
<p>(1.4) Completion date: Wednesday 11th July 2018</p>

<p>2 ADDITIONAL REQUIREMENTS</p>
<p>(2.1) Supplemental requirements in addition to Call-Off Terms and Conditions: N/A</p>
<p>(2.2) Variations to Call-Off Terms and Conditions N/A</p>

<p>3. PERFORMANCE OF THE SERVICES AND DELIVERABLES</p>
<p>(3.1) Key personnel of the provider to be involved in the services and deliverables: REDACTED</p>
<p>(3.2) Performance standards</p>

The Provider shall adhere to the following project milestones that the Authority shall measure the quality of delivery against:

Milestone	Description	Timeframe
1	Inception meeting between the Authority and the Provider	Within week 1 of Contract Award
2	Recruitment starts (subject to agreement of sampling strategy and recruitment materials)	Within week 4 of Contract Award
3	Fieldwork starts	Within week 6 of Contract Award
4	Presentation of findings	Within week 14 of Contract Award
5	Draft report to Authority	Within week 16 of Contract Award
6	Final report to Authority	Within week 19 of Contract Award

The Authority shall review for comment all outputs – including sampling, recruitment and fieldwork documents, analysis plan, draft presentation slides and draft report. Sufficient time for the Authority to comment (5 days for draft presentation and draft report) needs to be built in to allow for this.

The Authority shall measure the quality of the Provider’s delivery against the deliverables set out in the milestone table within above:

Specifically, the following KPIs shall be used to assess Provider performance:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Satisfactory delivery of Interim Results	All Interim Results provided according to the description set out in The Requirement section and in accordance with deadlines set out for Milestones 4 and 5.	Quality satisfactory for the Authority to use in other analysis.
2	Satisfactory delivery of Final Results	All Final Results provided according to the description set out in The Requirement section and in accordance with deadlines set out for Milestones 6.	Quality satisfactory for the Authority to publish
3	Timely Delivery	All deliverables throughout this project are to be delivered in a timely manner to the Milestones set out above.	100%

Where the Authority identifies poor performance against the agreed KPIs, the Provider shall be required to attend a performance review meeting. The performance review meeting shall be at an agreed time no later than 10 working days from the date of notification at the Authority's premises.

The Provider shall be required to provide a full incident report which describes the issues and identifies the causes. The Provider shall also be required to prepare a full and robust 'Service Improvement Action Plan' which sets out its proposals to remedy the service failure. The Service Improvement Plan shall be subject to amendment following the performance review meeting and agreed by both parties prior to implementation.

The Authority agrees to work with the Provider to resolve service failure issues. However, it shall remain the Providers sole responsibility to resolve any service failure issues.

Where the Provider fails to provide a Service Improvement Plan or fails to deliver the agreed Service Improvement Plan to the required standard, the Authority reserves the right to seek early termination of the contract.

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

At the Provider's premises:

SYSTRA Ltd
REDACTED

(3.4) Quality standards

The Provider shall describe how quality assurance shall be maintained and highlight quality control processes that shall be in place, including between organisations (where the Provider is

forming consortia or plans to draw on subject matter expertise from other organisations). Specifically, the Provider shall describe how they shall deliver:

Quality of fieldwork materials developed (recruitment screeners, stimulus, homework materials, discussion guides etc.)

Quality of interview moderation, determined by:

- Observation/monitoring of interviews. The Provider shall be required, at the Authority's request, to provide audio recordings for any of the fielded interviews.
- Feedback on Interim research findings

Quality of analysis plan / protocol

Quality of written outputs, including:

- Style of communication (appropriate to the audience)
- Content (comprehensive without being too dense / repetitive)
- Structure (ability to draw out insights, tell a story and not merely present reportage)
- Writing proficiency (use of good English, absence of spelling and grammatical errors)

Quality of presentations of findings including:

- Visual output
- Presentation style
- Audience engagement

The final report shall be published according to the Government Social Research Publication Protocol

(https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/431367/GSR_publication_protocol_2015_FINAL.pdf)

Sign-off for the quality assurance must be undertaken by someone of sufficient seniority and expertise within the Providers organisation to be able take responsibility for the work done. The Authority reserves the right to refuse to sign off outputs which do not meet the required standard specified.

The Authority reserves the right to request an audit of the project against the commitments made in the tender documents.

The Provider's response:

REDACTED

(3.5) Contract monitoring arrangements

Authority's Responsibilities

The Authority commits to providing a dedicated point of contact for the Provider and shall provide final approval of the sampling frame, screening questionnaire, discussion guide, stimulus materials and outputs as per the milestones.

Reporting

The Authority expect all reports to be written to publishable standard. Fieldwork progress reports shall be received on a weekly basis.

Volumes

The Authority requires a minimum of 40 in-depth interviews. The total sample size may be higher than the number of interviews as some interviews might be run with two members of a household.

Continuous improvement

The Provider shall be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.

The Provider should present new ways of working to the Authority during weekly Performance review meetings.

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.

Staff and customer service

The Authority requires the Provider to provide a sufficient level of resource throughout the duration of the HS2 Community Cohesion Public Research 2018 Contract in order to consistently deliver a quality service to all Parties.

The Providers staff assigned to the HS2 Community Cohesion Public Research 2018 Contract shall have the relevant qualifications and experience to deliver the Contract.

The Provider shall ensure that staff understand the Authority's vision and objectives and shall provide excellent customer service to the Authority throughout the duration of the Contract.

Security Requirements

The Provider shall comply with the MRS Code of Conduct 2014 data security obligations throughout the Contract Term.

Intellectual Property Rights (IPR)

The IPR clause within the framework terms and conditions shall apply for the entire contract term.

The Authority shall have a non-exclusive, unlimited and irrevocable licence to the Intellectual Property Rights as detailed in the contract terms and conditions.

Payment

Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables as outlined within the requirement. The payment shall be made in stages in line with the milestones as follows:

Milestone 2 – 20%

Milestone 4 – 30%

Milestone 6 – 50%.

Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.

Invoices should be sent to: **REDACTED**

Additional Information

The Provider shall appoint a project leader who shall manage the contract and shall be regarded by the Authority as being fully responsible for the performance of the programme of work.

The contract shall be managed by the Authority's Project Officer who shall expect to be kept in touch with progress and emerging issues on a weekly basis. The Authority also intends to create an advisory group comprising a small number of internal Authority's representatives. The group is likely to include representatives from Social Research and Evaluation, Authority HS2 Property, Authority HS2 Business Case and Analysis and HS2 Ltd. The advisory group shall provide consultative input to the project as required and/or deemed necessary by both the project officer and contractor.

Meetings shall be convened weekly by agreement between the Authority's Project Officer and the Providers project leader. Where required, and at certain milestones detail above, meetings shall also be required in person. Meetings shall be held at **REDACTED**

The Authority is committed to promoting high ethical standards in the conduct of the social research it funds and commissions. The Providers shall manage any potential ethical considerations. This might include identifying any ethically sensitive issues associated with the research and describe what remedial actions you would propose to undertake to address these. The Providers shall make a preliminary judgement about the level of sensitivity of each issue identified.

Risk Management

The Provider shall create and maintain a risk register identifying:

The risks to the project achieving its aims and objectives

The likelihood and impact level (high, medium low) of each risk.

The Providers' approach to managing and mitigating each risk.

Location

The location of the services shall be carried out at the Providers premises, and at fieldwork locations to be agreed with the Authority in the initial contract meeting.

4. CONFIDENTIAL INFORMATION

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

N/A

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	REDACTED
Signature	REDACTED
Date	12/03/2018

For and on behalf of the Customer

Name and Title	REDACTED
Signature	REDACTED
Date	09/03/2018