

UK OFFICIAL

## Appendix E: Completed Commissioning Letter

KANTAR PUBLIC  
4 Millbank,  
Westminster  
London  
SW1P 3JA

Monday, 21<sup>st</sup> August 2023

Dear [REDACTED]

PS21174 – Energy and Climate Change Behavioral Science Framework -  
PS23239 - Supporting consumers through the transition to low-carbon heating.

Thank you for your response to the Specification for the above Commission by The Department for Energy Security and Net Zero (DESNZ) (the Customer) through PS21174 – Energy and Climate Change Behavioral Science Framework dated Monday, 21 August 2023 between (1) Department for Energy Security and Net Zero (DESNZ); and (2) KANTAR PUBLIC (the Framework Agreement).

Annexes:     A.     Supplier Submitted Tender  
              B.     Specification

Department for Energy Security and Net Zero (DESNZ) accepts your Tender from Appendix B – Call off Quote Template (Annex A), submitted in response to our Specification (Annex B).

The Call-Off Terms and Conditions applicable to this contract are those set out in PS21174 – S3 – Services Purchasing Contract to the Framework.

The agreed total charges are £94,201.00 exclusive of VAT which should be added at the prevailing rate.

All invoices should be sent to - DESNZ c/o UKSBS, Queensway House, West Precinct, Billingham TS23 2NF  
[REDACTED]

You are reminded that any Customer Intellectual Property Rights provided in order to perform the Services will remain the property of the Customer. The following deliverables have been agreed:

Deliverables – Please see Annex B Specification.

The Services Commencement Date is Tuesday, 22<sup>nd</sup> August 2023

The Completion date is Thursday, 29<sup>th</sup> February 2023

The Contract may be terminated for convenience by giving 30 days' notice in accordance with clause A3-8 of the PS21174 – S3 – Services Purchasing Contract, Call-off Terms and Conditions.

Your invoice(s) for this work must include the following information:

UK OFFICIAL

Commission number: PS23239 - Supporting consumers through the transition to low-carbon heating

Where GDPR applies, The Supplier shall only process in accordance with the instructions as advised in Appendix C and comply with any further written instructions with respect to processing by the Contracting Authority.

The Authorised Representative for this Commission will be [REDACTED] who can be contacted at [REDACTED]

Congratulations on your success in being selected to undertake this Commission.

Yours sincerely

[REDACTED]

UK Shared Business Services Limited

BY SIGNING AND RETURNING THIS COMMISSIONING LETTER THE SERVICE PROVIDER AGREES to enter a legally binding contract with the Customer to provide to the Customer the Services specified in this Commissioning Letter and Annexes incorporating the rights and obligations in the Call-off Terms and Conditions set out in the Framework Agreement.

Signed on behalf of (Contracting Authority)

[REDACTED]

Signed on behalf of (supplier)

[REDACTED]

## Annex B – Specification

### **Behavioural Science Framework – Project Bid**

This application should be completed by any colleague working on energy or climate change policy, who would like to commission small-scale behavioural science research using the Behavioural Science Framework.

Projects must meet the following criteria to be commissioned via the framework:

- ✓ **Be relevant to energy and climate change policy.**
- ✓ **Seek to address a specific evidence gap using/related to behavioural science.**
- ✓ **Be small in scale (under £50k where possible).**
- ✓ **Must have a social researcher leading the project. If your team does not have a designated social researcher, please discuss with us at [saber@beis.gov.uk](mailto:saber@beis.gov.uk).**

Applications will undergo the following process before being commissioned:

1. **Analytical Feedback** – Your application will be reviewed by analysts in the Social and Behavioural Energy Research team who will assess your project against criteria outlined in Annex I and provide comment.
2. **Research Sub-Committee** – After applicants have had the opportunity to action the comments received during analytical feedback, the application will be sent to a committee of grade 7 analysts, who will deem whether the project is suitable or unsuitable for the framework, based on the project assessment criteria outlined in Annex I. Applications will be reviewed within 3 working days.

Internal review will be completed at pace. Projects will then be offered to the supplier, who will respond within five working days.



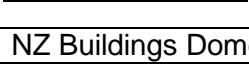
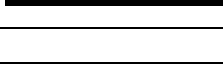
If the supplier does not have capacity to take on the project, it will be offered to our two back-up suppliers in turn; they will each have another five working days to provide a response and, therefore, you can expect the project supplier to be confirmed within a maximum of 15 working days after being sent to suppliers.

If projects have a survey component, they must undergo review by the [REDACTED]

**Please complete the application below and return completed applications to [REDACTED]**

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## Section 1: Essential Information:

<b>Name of project</b>	Supporting consumers through the transition to low-carbon heating	
<b>Project Lead</b>		
<b>Social Researcher</b>		
<b>Directorate</b>	NZ Buildings Domestic	
<b>Deputy Directorate</b>	Energy Research & Homes Analysis	

## Section 2: Project Specification:

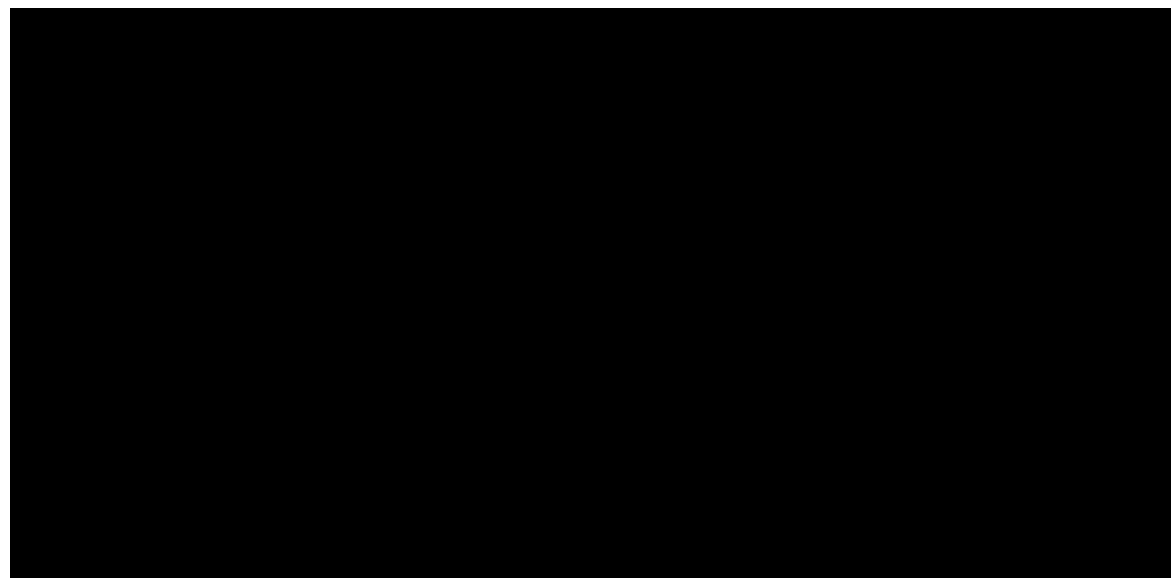
### **Project Description:**

#### **1. Brief background and evidence gaps**

##### **Policy context**


Heating buildings makes up about a third of the UK's carbon emissions, as such, decarbonising buildings is a top priority for reaching Net Zero by 2050, and a target the UK government has legally committed to. For the last 40+ years, national grids in the UK have supplied natural gas to heat buildings, with 85% of UK homes currently on the gas grid and 10% off gas grid (including 5% relying on oil, liquefied petroleum gas, or coal as their primary source of heat), the other 5% includes heat networks and other heat sources<sup>9</sup>. A switch away from fossil fuels to low carbon heating is going to require changes at a significant scale.

The Heat and Buildings Strategy<sup>10</sup> has set out a range of low-carbon heating technologies that could replace fossil fuels, with take-up of each technology requiring a different role for the consumer. It is not yet clear exactly which combination of technologies and routes to decarbonisation will work best at scale, cost-effectively or with the widest overall benefits.



Research to date has predominantly focused on barriers to uptake of different low carbon heating technologies rather than understanding how to support consumers through the transition to low carbon heating and how to maximise acceptance. The transition to any low carbon heating technology is likely to be burdensome to the consumer in several ways, which will to some degree

<sup>9</sup> Department for Business, Energy and Industrial Strategy (2018). *Clean Growth - Transforming Heating*

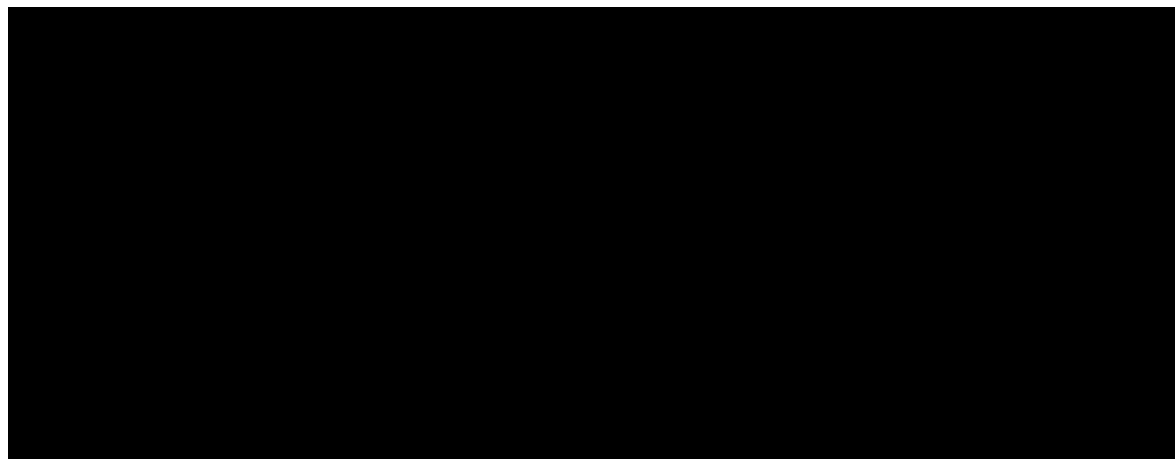
<sup>10</sup> Department for Business, Energy and Industrial Strategy (2021). *Heat and Buildings Strategy*. Available at: 

vary by technology. Firstly, installation is going to cause significant disruption to the home, which may involve several days of disruption to the property and potentially the road. There may also be additional requirements such as installing new radiators or underfloor heating for a heat pump. Secondly, the cost of installing low carbon heating technologies is currently higher than fossil fuels and running costs may also be higher. Thirdly, there may be a change in how consumers engage with and use their heating system.

A previous DESNZ project<sup>11</sup> from 2020, which was prior to the publication of the Net Zero Strategy, used deliberative workshops to explore public awareness and perceptions of a transition to low carbon heating. The aim is to build on this in light of new policy developments and more clarity about what the transition will look like, focusing on key issues and likely scenarios in further detail. In addition, a limitation was that only half the workshops were focused on consumers from England and Wales, which are the nations in scope of these regulations.

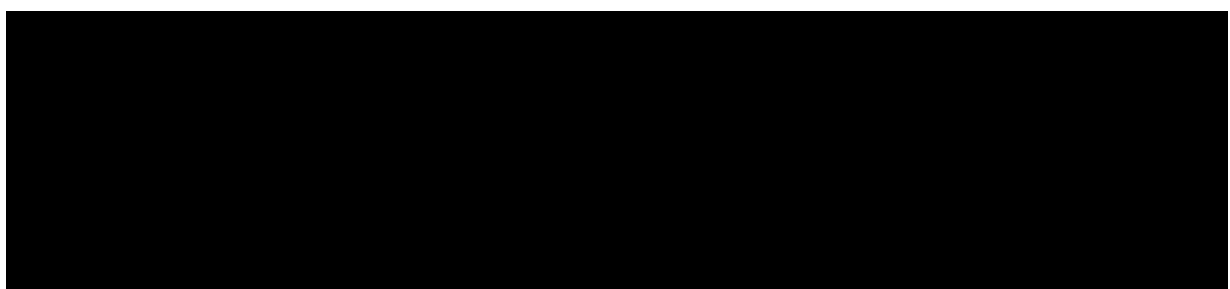
### **Rationale**

Understanding what consumers will need throughout the heating transition will help DESNZ identify what support to offer and when and how to engage the public, as well as other stakeholders where relevant (e.g. installers, consumer orgs, GDNs).



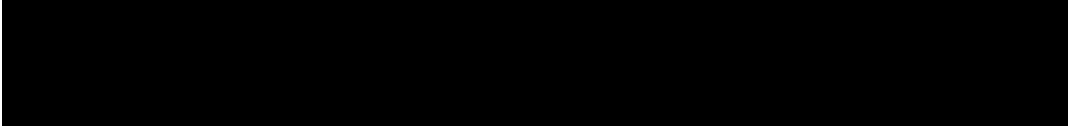
In addition, we are currently unsure what behaviours consumers might adopt and the extent to which they would value transitioning through voluntary uptake. Consumers choosing to transition before would have many benefits, for instance, speeding up the transition, helping reduce pressure on the supply chain and increasing acceptability. However, more support and incentives are likely to be required to motivate that choice. Conversely, it is possible that consumers would prefer the decision to be made for them by local or national government and/or to transition at the same time as others around them. If so, it would be important to understand what can help consumers prepare for regulation (e.g. installing larger radiators for heat pumps) and how to increase acceptability of and compliance with regulations when they come. Finally, if consumers are ill prepared for the transition and oppose it, consumers may adopt undesirable behaviours such as installing a new fossil fuel boiler right before regulations come in or switching to a secondary heating source (e.g. fire, electric heater), which would be useful to understand.

## **2. Research Questions**



This research project aims to understand what consumers need throughout the heating transition to help us identify how it should be delivered and communicated.

The overarching question that guides this research is: how could acceptability and ease of a mandated transition be increased?

- 1) How do consumers need to be engaged in the lead up to a fossil fuel phase out? *This can help us ensure consumers are prepared and expectations are managed.*
  - a) What would consumers need to know and when in advance of a fossil fuel phase out?
  - b) Who do consumers trust to communicate with them (e.g. installer, energy supplier, GDN, local/national government, regulators, charities, consumer orgs)? *For example, we know that people value installer advice when taking up a new technology, but it is unclear who they want to hear about the regulations from.*
  - c) To what extent do they want to be involved and engaged in the decision-making process? *Bearing in mind that consumers cannot be involved at all stages of decision-making and some might have limited choice.*
- 2) What would consumers need in terms of policies and support to take up a technology, ideally voluntarily before regulations? *This would ensure consumers are able and motivated to make the switch and maximises compliance. The department has a good understanding of the barriers and enablers to take up of low-carbon heating technologies. This project would seek to understand what consumers need from the angle of the phase out rather than general take up of a technology. It could also test how consumers would respond to the phase out considering different packages of policies and support which are likely to be available.*
- 3) What behaviours might consumers adopt relating to the transition? *This can help us to understand how the transition might play out and minimise unintended consequences.*
  - a) Will they wait until after regulations when their current heating system is no longer available, make a pro-active decision beforehand, or get their homes ready instead (e.g. upgrade radiators)?
  - b) 

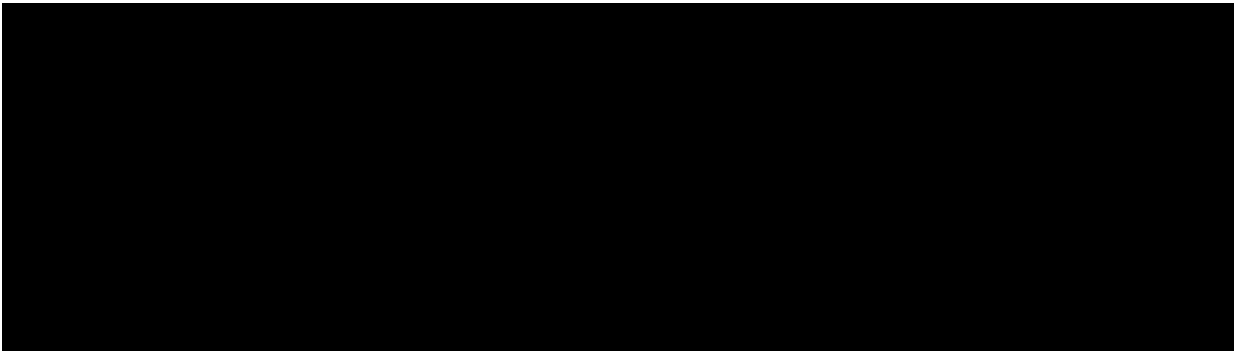
Throughout these questions, it would be interesting to see if there differences emerge between consumers in how they approach the issue.<sup>13</sup> For example, there could be differences between those that we consider innovators or early adopters; those who might be persuaded to switch early through information on or exposure to low carbon technologies; those who would switch if they have a financial incentive; those who would switch if their friends, neighbours or influencers switched; those who would only switch if everyone switched in their area around the same time (e.g. through mandation).

3. **Rationale** (provide detail on how this is a behavioural science project, why using the framework will be useful for commissioning this project and how the project will inform policy development):

**This research is a behavioural science project because it takes a behavioural lens to consumers' perceptions of the potential phase out of fossil fuels.** This project seeks to understand consumers' awareness, preferences, future decision-making and behavioural responses to likely regulations. This project also aims to understand what type of information and from which organisations consumers want to hear from in regard to a fossil fuel phase out.

<sup>13</sup> However, we understand that deliberative methods are meant to build consensus on a topic rather than look at subgroups in detail, particularly given that it is a qualitative method.

**The framework will be useful for commissioning, as this project requires understanding consumers perceptions using social research methods**, per Lot 2's specification. This project will use a qualitative research method, deliberative workshops, to generate evidence about how people think, feel and might behave in response to regulations to feed into their development.



#### 4. Suggested Approach

##### **Methodology**

Deliberative workshops would work best for this given the complexity of the information that needs to be presented to participants so they can develop and communicate informed views. Participants may have little knowledge about low-carbon heating and the need to transition so will need to be briefed in detail. Deliberative methods also allow for various scenarios to be presented to them to reflect the uncertainty of the heat transition. Due to limited consumer knowledge on the heat transition, results are likely to vary depending on the information provided to participants so care should be taken when selecting the scenarios to make sure they are tailored and precise. Our recommendation is to run the deliberative workshops online and compensate participants for their time accordingly.

We expect it would make sense for participants to attend 2 workshops given the amount of information they would have to digest and consider. This also allows them to reflect on the first workshop and form more considered views before the second. The workshops should include information about the heating transition, how it fits with Net Zero and the different options and support available to them. We propose to focus the framing on heat pumps as the most likely technology, given that the possibility of hydrogen and how it would be delivered (e.g. likely costs) is uncertain and only a minority of households may have the option to connect to a heat network. We anticipate those technologies will still be mentioned, particularly if relevant to participants given their existing technology and location, so they can understand the broader picture.

We expect the deliberative workshops to present likely scenarios to participants to get more detailed and reliable responses from them. To ensure the scenarios are as relevant to participants as possible, it would be best for each deliberative workshop to be tailored to the participants. Please note that we expect to work with the contractors to derive the exact scenarios that would be presented to participants as different choices may be available to participants depending on their existing technology and location.

##### **Sample (participant characteristics and sample size) (if applicable)**

Participants will be on gas grid and off gas grid owner-occupiers, covering a range of locations across England and Wales, income levels and including vulnerable consumers. We expect the project to recruit 120-150 participants and to have different workshops for on and off grid consumers given the different technologies and regulations available to them. The contractor may also want to consider splitting participants further by other characteristics (e.g. income, vulnerability) if appropriate. Discussions should be limited to groups of 20-30, although there could be plenary sessions within the workshops with a wider set of participants depending on how the workshops will be structured.

##### **Any challenges that contractors may face**

A challenge is facilitating deliberative workshops on a complex topic that consumers will likely find difficult to understand and engage with. The contractor may receive varied views from participants in the workshop who want to stray off topic to talk about broader issues like climate change or cost of living. Some attendees may even have beliefs of climate change misconceptions / disinformation. To mitigate this, we suggest piloting material and undertaking cognitive testing prior to commencing the workshops. The contractor's response to this bid should include a clear plan for how they will handle this and any other risks that may arise in the workshops.

## 5. Desired Outputs

Project stage	Output	Description
Stage 1: Prior to the workshops (August-September 23)	Methodology and workshop materials	A document explaining sampling, recruitment strategy, workshop materials and topic guides. We expect this to be co-produced with DESNZ who will consider and discuss this with policy teams before the project starts.
	Cognitive testing / piloting	Brief summary of cognitive testing / piloting findings, highlighting any issues arising.
Stage 2: Post-workshops (Dec 23 - Jan 24)	Initial findings	Short presentation / discussion of emerging findings in early Jan is needed to feed into a departmental strategy.
Stage 3: Reporting (Jan – Feb 24)	Final presentation	1-1.5hr presentation giving an overview of the themes derived from the workshops comparing on and off gas grid consumers, in addition to recommendations, with time for BEIS colleagues to ask questions and seek clarification.
	Report outline	Including section structure and brief description of key point that will be included in each section.
	Final report	Brief introduction. Full analysis of all workshops. This document will also include a full methodology section as an Annex. A brief summary of results from each workshop to also be added to the Annex. The report will be no longer than 30 pages (excluding annex).

## 6. Ethical Considerations/Delivery Risks *(please include any challenges the contractor may face, possible mitigations and where the contractor should consider additional mitigations)*

### Ethics

*Respondent burden*



For attendees, there will be a time commitment to attend 2 workshops with a duration of a few hours. Respondents should be compensated accordingly and best practice in regard to informed consent and right to withdraw should be implemented. All participants should have the mental capacity to consent to participation. There will a lot of new and complex information for participants to process and the design of the workshops should consider the burden on participants. By conducting 2 workshops, participants have time to consider views, speak to others and to not be cognitively overloaded by undertaking one longer workshop.

#### *Mode of delivery of workshops*

Online deliberative workshops will likely be the mode of workshop delivery. This has benefits as it reduces barriers to participation such as widening participation of vulnerable groups and to include participants from various locations. However, it also limits participation to individuals who have digital access. Varying times where possible for workshops should be provided to increase access to participation. Clear and simple instructions should be given to remove any barriers to accessing virtual online workshops.

#### *Avoidance of harm*

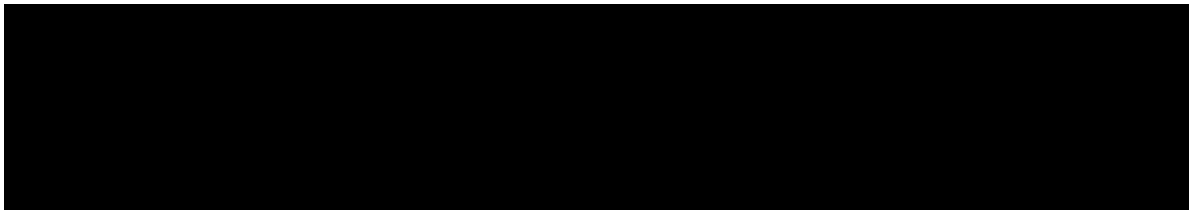
The nature of the workshops may raise feelings of stress, worry and frustration, especially as we anticipate the cost of living and difficulties with paying energy bills may be discussed during the workshops. Regular breaks should be provided, and participants should understand that do not need to share any information that they do not want to. Proportionate post-interview support should be available to attendees. Again, right to withdraw procedures should be explained to participants.

#### *Personal information*

The contractor should adhere to the data protection act, GDPR regulations and other government data security requirements. The contractor must comply with confidentiality best practices, anonymising responses and using pseudonymous. Clear information about participants anonymity should be communicated to participants prior to participation.

## **Delivery**

### *Timelines*



There is a politically sensitive issue and so the risk of providing information about live policy development will need to be managed with policy colleagues. [REDACTED] will lead on this and provide clear direction to the contractor.

Anecdotally, researchers have found that if this is the first time that consumers hear about the phase out then initially participants can respond negatively. However, this hasn't impacted data collection in similar projects. Additionally, given the influence of climate change conspiracy theories, and misinformation, suppliers should anticipate the possibility that not all participants will support net zero. Therefore, sound facilitation and framing of materials is integral to obtaining robust findings. We also recommend cognitive testing / piloting of materials.

**Project Management** (*common practice is weekly project meetings, email updates between meetings, occasional attendance at a wider meeting to share findings / updates, contractors manage a project tracker and risk log which BEIS has access to*)

- ✓ We anticipate a comprehensive inception meeting discussing the project
- ✓ Co-creation of the workshop materials.
- ✓ Email update of any important project updates e.g., target sample not being met
- ✓ Prior to weekly supplier meetings, we expect a project tracker or brief summary, including key project activities and actions.
- ✓ Weekly meetings between project teams at DESNZ and the supplier.

- ✓ The supplier creates and shares a project timeline and keeps this updated if delays occur.
- ✓ If possible, we would like the opportunity to observe some of the workshops.

**7. Which BEIS Colleagues Will Work on the Project?** *(you should also reach out to your team's social researcher [or other analysts if no social researchers are available] and request that they provide analyst support for the project – please confirm this here, with their name).*

The project will be led by SABER researchers.

**8. Funding and contract dates** *(if applicable)*

<b>Funding Directorate</b> <sup>14</sup>	
<b>Maximum value of the project</b> <sup>16</sup>	£
<b>Budget financial year</b> <sup>17</sup>	2023-2024
<b>Contract start date</b>	August/September 2023 (TBC based on commissioning)
<b>Contract end date</b>	February 2023
<b>Are those dates flexible</b>	Initial findings are needed for January, and we expect reporting to be completed in February. The project cannot go into the next financial year.

### Section 3: Disclaimer:

By commissioning a project via the Behavioural Science Framework, you are aware that:

- ✓ The nominated project lead is responsible for day-to-day management of projects commissioned via the framework, in partnership with the supplier.
- ✓ Projects are paid for out of local budgets, as determined by the project lead.
- ✓ A price which is higher or lower than the approximate value of the project as stipulated in this application, may be agreed with the supplier. Agreement will be sought with the project lead first.
- ✓ Deadlines after or before the project deadline as stipulated in this application, may be agreed with the supplier. Agreement will be sought with the project lead first.
- ✓ Projects are under no obligation to be accepted as part of this framework and there is no guarantee projects will be taken forward. It is possible projects may not be taken forward if suppliers are unavailable, the framework management team do not have the resource to support your application; or the project does not meet the eligibility criteria or does not receive approval from the research subcommittee.
- ✓ Suppliers are under no obligation to accept work offered to them by BEIS. If none of the three suppliers who are part of the framework accept a project commissioned under the framework, involvement of the framework management team in the project will cease.
- ✓ Projects should not violate the terms of the General Data Protection Regulation (GDPR) or ethical standards of social research. The framework management team reserve the right to reject the application of any project they feel could violate GDPR or ethical requirements.
- ✓ The project lead is responsible for completing a GDPR declaration and appropriate non-disclosure agreement before work can be commissioned.
- ✓ The project lead is the customer of any research outputs produced. No other party will attempt to exercise ownership of the products produced in the name of the project lead.

<sup>14</sup> This is the directorate which holds the budget for this research.

<sup>15</sup> The name of the finance business partner who can be liaised with in order to process payment.

<sup>16</sup> Annex II contains a list of average provider rates, which can be used to calculate the approximate value of the project.

<sup>17</sup> Please make clear the financial year from which budget for this research should be drawn.

- There is an expectation that research (as defined in the publication expectations) produced via the framework will be published publicly, in line with the [GSR Publication Expectations](#). For example, we may request that they are published on the contractor's website. The project lead accepts responsibility for publication of research produced. **If you do not wish to publish**, you must have a strong rationale on the basis of the exceptions outlined in the publication expectations for not doing so and submit a written rationale to **saber@beis.gov.uk** alongside this document.
- The terms of this disclaimer are subject to change. All project leads of active projects will be contacted by the framework management team with notice of any changes.

☒ **I have read, understood and agree to the terms outlined in the above disclaimer.**

**Signature:**

**Date:**

## Annex I: Project Assessment Criteria:

### 1. Proposal Quality:

Suitable for Framework	Suitable for Framework, Requiring Amendment	Unsuitable for Framework at this Stage
The research proposal is of high quality and demonstrates that the project is clearly suitable for the framework.	The project is suitable for the framework, but the research proposal requires amendment.	The research proposal has not demonstrated that this project is suitable for the framework at this stage.

### 2. Quality of Expected Output:

Suitable for Framework	Suitable for Framework, Requiring Amendment	Unsuitable for Framework at this Stage
The expected outputs seem likely to meet the objectives of this research in all respects.	The expected outputs seem likely to meet the objectives of this research in some respects, but require amendments to result in them meeting all objectives.	The expected outputs are unlikely to meet the research objectives at this stage.

### 3. Value for Money:

Suitable for Framework	Suitable for Framework, Requiring Amendment	Unsuitable for Framework at this Stage
This project appears to provide good value for money. It addresses genuine evidence gaps for a fair price.	This project appears to provide good value for money. The price is fair but some amendments will be required to ensure all evidence gaps are addressed.	This project is too expensive or is unlikely to address its evidence gaps for the anticipated price.

### 4. Ethical Considerations:

Suitable for Framework	Suitable for Framework, Requiring Amendment	Unsuitable for Framework at this Stage
Full attention has been paid to ethical considerations arising from this research. Measures have been taken to protect researchers and participants from harm. This research is GDPR compliant.	Attention has been paid to most ethical considerations arising from this research, but not all have been addressed sufficiently. Measures have been taken to protect researchers and participants from harm. This research is GDPR compliant.	Closer attention should be paid to ethical considerations. Further information is required to confirm this research is GDPR compliant.

### 5. Any Broader Considerations / External Factors:

Suitable for Framework	Suitable for Framework, Requiring Amendment	Unsuitable for Framework at this Stage
All risks and other considerations have been	All risks and other considerations have been addressed but	Insufficient consideration has been paid to risks and other considerations.

addressed and dealt with sufficiently.	amendments are required to ensure they are dealt with sufficiently.	
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**Guidance for Assessment of Methodology:**

An application cannot fail on its methodology. This is because project teams will work with suppliers to develop a methodology, with the method outlined in applications being purely suggested. Subcommittee members should recommend methodological approaches they feel are suited to the project they are reviewing.

**Annex II: Average Supplier Rates:**

To calculate the approximate value of the project, please use the [REDACTED] Costs will vary according to the framework supplier who accepts the project, nevertheless the Research Cost Estimator will provide a good, estimated figure.