

ORDER FORM
Framework Agreement

FROM

Customer	Ministry of Justice Commercial and Contract Management Directorate (CCMD) Harcourt House Chancellor Court 21 The Calls Leeds LS2 7EH
Service Address	MoJ Communications 12th Floor 102 Petty France London SW1H 9AJ
Invoice Address	MoJ, SSCL, PO Box 769, Newport, NP20 9BB
Contact Ref:	Name REDACTED Phone: REDACTED e-mail: REDACTED
Order Number	To be quoted on all correspondence relating to this Order: prj_1244, con_16326 MOJ Qualitative Market Research
Order Date	08/11/2017

TO

Provider:	YouGov Plc
For the attention of:	REDACTED
E-mail	REDACTED
Telephone number	REDACTED
	REDACTED

Address	50 Featherstone Street, London United Kingdom, EC1Y 8RT
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1. SERVICES REQUIREMENTS	
(1.1) Services [and Deliverables] Required:	Please refer to Annex 1, Customer Specification, for full details of requirement
(1.2) Commencement Date:	08/11/2017 (date of Award letter)
(1.3) Price Payable by Customer	Please refer to Annex 2, Price Submission, for rates from YouGov Plc. Overall cost will be dependant on how many projects are required over the contract term.
(1.4) Completion Date:	Initial period of 24 months, with option to extend by two individual 12 month periods if required

2 ADDITIONAL REQUIREMENTS	
(2.1) Supplemental Requirements in addition to Call-Off Terms and Conditions:	Ability for other MoJ departments/ALB's to use this contract if required
(2.2) Variations to Call-Off Terms and Conditions	

Ability to extend by two individual 12 month periods if required

3. PERFORMANCE OF THE SERVICES [AND DELIVERABLES]

(3.1) Key Personnel of the Provider to be involved in the Services [and deliverables]:

REDACTED

(3.2) Performance Standards

Clear timelines, objectives and expected outputs will be developed for each piece of work at call off stage.

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

Various dependant on the needs of each project

(3.4) Quality Standards

As set out in the framework T's and C's and as determined for each piece of work at call off stage.

(3.5) Contract Monitoring Arrangements

Contractor should be available for face to face meetings to discuss research requirements and findings as needed.

Clear timelines, objectives and expected outputs will be developed for each piece of work at call off stage.

4. CONFIDENTIAL INFORMATION

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

TBC- will vary dependant on the nature of the individual project

(4.2) Duration that the information shall be deemed Commercially Sensitive Information or Confidential Information

TBC- will vary dependant on the nature of the individual project

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	REDACTED

For and on behalf of the Customer-

Name and Title	REDACTED
Signature	REDACTED
Date	REDACTED

CUSTOMER SPECIFICATION

MoJ Further Competition- Market Research

Specification of requirement- Qualitative supplier

Introduction

The Ministry of Justice (MoJ)

The Ministry of Justice is the government department responsible for protecting and advancing the principles of Justice. We believe justice is the foundation of a safe, fair and prosperous society. It enables people to plan their futures, do business with confidence and go about their lives in safety. We work to protect the public and reduce reoffending, and to provide a more effective, transparent and responsive criminal justice system for victims and the public.

Campaigns Team

The campaigns team is part of the external communications team within the Communications and Information Directorate. We are a small but expanding team that covers digital, campaigns and insight. We work closely with our press colleagues to enable our campaigns to be completely integrated. We have four priority campaigns that lead on the Secretary of State's vision and priorities for the department.

Aims

We are looking to appoint a research provider who can work with us to gather the research the team needs to inform and evaluate our campaigns.

The focus of this tendering process is to find a provider to deliver qualitative research campaigns as and when required.

Given the nature of the Department's business, the research may involve reaching out to a variety of audiences, such as businesses, the legal profession, victims of crime and prison officers. Some of these audiences may be able to be contacted through MoJ existing mailing lists, but in other examples the agency will need to identify the relevant audiences so that the relevant research work can be carried out.

Objectives

This will vary by research job but could include:

- Strategic advice on the best research methodology to get the insight we are looking for
- Research to get a clearer picture of our audiences' attitudes and communications preferences to better inform our campaigns
- Channel testing
- At times, qualitative research to test the views of our audiences
- Research to test campaign materials and messaging
- Analysis of research results

Background to the Requirement

MoJ communications has a small insight and evaluation team supporting the work of the directorate. They have the capacity and resource to lead internal research with staff, to set up online surveying and to analyse some existing data, but not to identify targeted external audiences and lead significant research outside of the department. This contract will help to support the development of our priority campaigns for 2017. Requirements for new research could arise as a new campaign requirement is identified and we need to better understand our audience and their views, or test campaign messages and materials. It could include ongoing research to test feedback on similar issues at different stages of the campaign, or one-off research at the start of a project to get insight, or at the end to gather conclusions.

Scope

This may vary over the course of the contract, but could include all of the services detailed in the CCS tender documents and the framework guidance, on an as needed basis. This will depend on the needs of our campaigns and communications team at the time.

Requirement

- Contractor will be expected to be responsive to the client's demands throughout the duration of the contract, to provide timely and strategic advice as needed.
- A senior enough account manager will be on hand to provide experienced advice on research options, methodology and potential outcomes.
- Contractor will understand that there could be months with no activity, and others where we have greater requirements and be able to scale up to respond to this as needed.
- Contractor will be able to tailor audiences for our research depending on the client's requirements.

- Contractor will be able to work with client to develop detail of agreed research – questions asked, sample size, audience etc.
- Reports should be provided at the end of research which are clear and actionable.
- We must be able to export raw data into Excel (whether that be CSV, XLS etc.). It would also be desirable if the results are exportable to PDF and PowerPoint (but this is not critical)
- Contractor should be available for face to face meetings to discuss research requirements and findings as needed.

Timetable

This will depend on particular research needs throughout the year – clear timelines, objectives and expected outputs will be developed for each piece of work at call off stage.

We expect to award the contract in July, or sooner if possible, for a period of 2 years, with 2 separate options to extend by a period of 12 months if KPI's are being met and the service being received is of the appropriate standard.

The estimated timetable for this further competition is below:

Action	Start date	End date
Issue of further competition documents	30/05/17	12/06/17
Clarification period	30/05/17	08/06/17
Evaluation period	13/06/17	20/06/17
Standstill period	21/06/17	30/06/17
Award and commencement of contract	03/07/17	02/07/19 (with two options to extend by twelve months)

Annex 2

PRICE SUBMISSION

Market Research - Roles Matrix

Role	Descriptor	Experience
Research Director/Account Director	Experience in leading research programmes, in-house insight teams and/or applying result of research.	A minimum of 7-10 years recent and relevant experience in either Public or Private sectors. Experience of public sector context and strategic issues facing Government.
Associate Director	An experienced researcher who has managed projects and has some client facing responsibility	A minimum of 5-7 years recent and relevant experience.
Research Manager/Project Manager	Possessing research skills to take the lead for parts of the research and insight process	A minimum of 4-5 years recent and relevant experience.
Analyst/Researcher/Statistician	Possessing a good understanding and grounding in research including applied knowledge in analytics/research/statistics	A minimum of 3-4 years recent and relevant experience.
Research Executive/Senior Research Executive	Those who have begun to undertake research related work	A minimum of 1-2 years recent and relevant experience.

Note:

If during the lifetime of the Framework there are promotions for an individual from one role to that of a higher position, the descriptors and experience of that higher position must be met.

Pricing Schedule

Please submit the best daily rates that you will offer
for this contract

All rows highlighted in the pink column must be populated. Weighting applies to each role for daily
rate only.

Half Day rate and hourly rate has been calculated using an 8 hr day

% Weighting	Role	Daily Rate £	Half Day Rate £	Hourly Rate £
6%	Research Director	REDACTED	REDACTED	REDACTED
10%	Associate Director	REDACTED	REDACTED	REDACTED
10%	Research Manager	REDACTED	REDACTED	REDACTED
10%	Senior Research Executive	REDACTED	REDACTED	REDACTED
4%	Research Executive/Junior Research Executive	REDACTED	REDACTED	REDACTED

Notes:

Day rate is for 8 hr day.

Half day rate is for 4 hrs.

Roles are as defined in the roles matrix on the first sheet

Information required is for prime contractor but bidders need to insert rates which would be applicable to any sub-contractors.

