

## DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

### Part 1: Letter of Appointment

Ipsos MORI  
REDACTED

Dear REDACTED,

### Letter of Appointment

This letter of Appointment dated Wednesday 30<sup>th</sup> October 2019, 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.

Order Number:	RP0501
From:	Department for Work and Pensions (DWP) ("Customer")
To:	Ipsos MORI ("Supplier")

Effective Date:	Wednesday 30 <sup>th</sup> October 2019
Expiry Date:	End date of Contract Period: Friday 29 <sup>th</sup> October 2021. There are no options to extend beyond this Contract term.

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: <ul style="list-style-type: none"><li>· The Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B.</li></ul>
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Key Individuals:	REDACTED
Guarantor(s)	Not Applicable.

Contract Charges (including any applicable discount(s), but excluding VAT inclusive of all expenses):	£249,750.00 REDACTED
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Contract Management	<p>The Customer shall be responsible for managing this contract in conjunction with the Supplier</p> <p>The Supplier will provide the customer with regular progress updates.</p>
Insurance Requirements	See Clause 19.1 of the Contract Terms.
Liability Requirements	<p><b>Suppliers limitation of Liability</b> (Clause <b>Error! Reference source not found.</b> of the Contract Terms);</p> <p>As per Clause 18.2 of the Contract Terms.</p>
Customer billing address for invoicing:	<p>All invoices shall include the appropriate purchase order number and shall be sent to the following address:</p> <p><b>REDACTED</b></p>
Payment and Invoicing	<p>Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.</p> <p>Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.</p> <p>Payment will be made within 30 calendar days of a valid and a correctly submitted invoice being received.</p>

Alternative and/or additional provisions (including Schedule 8(Additional clauses)):	Not Applicable.
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## 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: **REDACTED**

Date: **REDACTED**

## **ANNEX A**

### **Customer Project Specification**

The following Specification states what the Supplier is required to do on behalf of the Customer for the purposes of this contractual requirement:

## 1. Definitions

Expression or Acronym	Definition
Universal Credit (UC)	Means; Universal Credit is a replacement for six other benefits.
Universal Credit Full Service (UCFS)	Means; The UC Full Service, currently being expanded, is a fully digital service where claimants make and maintain a claim online.
Minimum Income Floor (MIF)	Means; Universal Credit includes a 'Minimum Income Floor' (MIF) if a claimant is gainfully self-employed, and their self-employed work or business has been running for more than twelve (12) months. The MIF is an assumed level of earnings. It is based on what the Customer would expect an employed person to receive in similar circumstances. The MIF is calculated using the National Living Wage for the claimant's age group, multiplied by the number of hours they are expected to look for and be available for work. It also includes a notional deduction for tax and National Insurance. If a claimant's total earnings are below the MIF the Customer has calculated for them, the Customer will use the MIF to work out their Universal Credit award instead of their actual earnings. From late 2020, all eligible new GSE UC claimants will be given a twelve (12) month 'grace period' similar to the startup period where the MIF does not apply.
Gainfully Self-Employed (GSE)	Means; This means that self-employment in a trade, profession or vocation should be the claimant's main occupation. It must also be organised, developed, regular, and carried out in expectation of profit. Claimants (in an all-work related requirements group) who declare themselves as self-employed in UCFS go through a gainful self-employment test, where a decision maker establishes if their self-employed work meets these criteria. Claimants with no work related requirements are not eligible for the gainful self-employment test, and therefore can never have a MIF applied to their claim.
Working tax credits	Means; A benefit still received by many self-employed people with low incomes, administered by Her Majesty's Revenue and Customs (HMRC). No one can receive working tax credits and Universal Credit. If a claimant receiving working tax credits lives in a UCFS area and has a change of circumstances, they will likely have to claim Universal Credit.

## 2. Scope of Requirement

- 2.1 The high level objectives of this research will be to understand claimant experiences of being gainfully self-employed and claiming Universal Credit. This must include:

### Demographic/business information

- Business type / type of self-employed work;
- Additional employed work, if any;
- Household composition and household income;
- Health / wellbeing;
- Caring responsibilities;
- The relative importance of the UC payment to the household's income;
- Quantifying changes in self-employed income and household income over time, over the time between waves 1 and 2.

#### Business plans and prospects

- Awareness and understanding of the MIF;
- Steps taken by GSE claimants to grow their earnings in order to meet or exceed their MIF level;
- Barriers to growing their earnings;
- Support accessed to help them increase their earnings.

2.2 The contract will be for a period of two (2) years and will terminate on 30<sup>th</sup> September 2021.

2.3 Findings from the research will help the Customer to answer the following research questions – grouped thematically:

#### 2.3.1 Awareness and understanding of the MIF

2.3.1.1 Are claimants aware of the Minimum Income Floor, including before and after one is applied to their claim?

2.3.1.2 Do claimants understand what the Minimum Income Floor is?

2.3.1.3 How well do claimants understand how their Minimum Income Floor affects their UC award?

#### 2.3.2 The impact of the MIF on claimant behaviour

2.3.2.1 What plans do self-employed claimants have for the next twelve (12) months e.g. to set up, maintain or grow their businesses/self-employed work?

2.3.2.2 What do self-employed UC claimants perceive as shaping their business outlook? How does this outlook inform their decision making with regard to their UC claim?

2.3.2.3 How do GSE claimants perceive their self-employment to have evolved or changed over the course of a year? To what extent, if any, does their MIF or their status as a GSE claimant affect the trajectory of their self-employment over that time period?

2.3.2.4 Is there evidence of a quantifiable increase in earnings over time, which claimants attribute (in any part) to the MIF?

2.3.2.5 How does the Minimum Income Floor (MIF) affect the behaviours of self-employed UCFS claimants?

(a) How does the MIF affect decisions on pursuing or continuing self-employment? E.g. Is there evidence of the MIF leading to poorly remunerated self-employed work/businesses being abandoned or scaled down in favour of other forms of work? If so, what is/are the tipping point(s)?

(b) How does the MIF affect choices about the type of self-employed work carried out?

(c) How do claimants perceive the MIF to influence income progression?

(d) How do claimants perceive the MIF to affect the number of hours worked?

- (e) How do claimants perceive the MIF to affect decisions on business growth?
  - (f) How do claimants factor in the MIF in decisions around ending self-employment?
  - (g) What are the destinations of those who are subject to the MIF and then close their claim?
- 2.3.3 Do different types of self-employed UCFS claimants respond differently to the MIF?
  - 2.3.3.1 Does the behavioural effect of the MIF differ depending on how long the claimant has been self-employed and/or been claiming Universal Credit?
  - 2.3.3.2 How do claimants' MIFs, their household income and the size of their UC award interact to affect behaviours?
- 2.3.4 Support
  - 2.3.4.1 What support have claimants accessed to help them set up, run or grow their businesses/self-employed work?
  - 2.3.4.2 What support do claimants desire to help them set up, run or grow their businesses/self-employed work?
  - 2.3.4.3 How do claimants who have had a start-up period perceive the support received from their work coach to influence their behaviours?
  - 2.3.4.4 Where applicable, how do claimants who have regularly earned below their MIF perceive the support from New Enterprise Allowance (NEA) mentors to influence their behaviours?
- 2.4 The requirement is for a two-wave tracking survey and thirty qualitative research interviews – proposals should include both of these elements. Both elements in the proposal must meet a minimum standard of quality or the proposal will be rejected.
- 3. The requirement**
  - 3.1 IPSOS Mori will design, pilot, deliver, analyse and report on a two-wave survey of current gainfully self-employed Universal Credit Full Service claimants.
  - 3.2 The total number of survey responses will aim to be: at least five-thousand (5,000) in wave 1 and at least two-thousand five hundred (2,500) in wave 2 to take place twelve (12) months later.
  - 3.3 The first wave of the survey should aim to result in the following approximate proportions of total responses: 70% GSE UCFS claimants with a MIF applied to their claim, 30% GSE UCFS claimants who are in their start-up period.
  - 3.4 The Customer will provide up-to-date subgroup statistics to IPSOS Mori on the inception meeting for the Contract.
  - 3.5 The Customer envisages that the research will be conducted via a mixed online and telephone survey approach, for both the first and the second wave. This means some respondents will give their response by telephone and some online securely and anonymously. No respondent should not be using both online and telephone methods to complete the survey.

- 3.5.1 The purpose of the telephone option of this approach is to ensure expected response rates are achieved, whilst also ensuring any groups with limited online access are represented.
- 3.5.2 The Customer expects that around a fifth of the achieved responses will be by telephone.
- 3.6 The Supplier shall assume the Customer will be able to provide email addresses for all claimants in the sample, but that a minority of claimants will struggle to access computers or other devices to regularly get online (e.g. those with ESOL (English to Speakers of Other Languages) or other barriers). Therefore the Customer envisages that the telephone effort to be concentrated on these claimants to ensure their voices are represented in the overall findings.
- 3.7 Dates for running of the waves
  - 3.7.1 The first wave of the survey shall be in the autumn/winter of 2019-2020.
  - 3.7.2 The second wave will be conducted twelve (12) months from the date of the first wave.
  - 3.7.3 The Customer envisages that wave 2 will attempt to re-survey all those who responded to the first wave. The Customer anticipates some attrition between waves, and expects proposals to specify how such attrition will be minimised.
  - 3.7.4 The survey will not use a top-up sample in wave 2.
- 3.8 The Supplier will work closely with the Customer and stakeholders to design the questionnaire. The Supplier will need to take a flexible approach to project development given that Universal Credit is an agile programme, which regularly incorporates changes to processes and regulations; the steering group (see 6.9 below) update the Supplier of any changes to process or regulations to UC that may impact this project. Therefore the research design and survey content may need to adapt to reflect any changes to UC delivery.
- 3.9 A steering group will oversee the project on behalf of the Customer. The questionnaires for each wave of the survey will require sign off from the steering group before taking place.
- 3.10 The Supplier should be ready to pilot the first wave survey within two (2) calendar months of the award of the contract to meet the autumn run dates for wave 1.
- 3.11 The Contract will include one break point. This will be after the completion of wave 1. If at this point the Customer judges the number of responses to be too low to yield an acceptable number of responses in the subsequent wave (wave 2), then the remainder of the survey work will be cancelled. If this break point immediately following wave 1 is triggered, the Supplier must still deliver a presentation, report, dataset and documentation relating to wave 1, as specified in Section 6 (Volumes)
- 3.12 The Supplier must ensure they can provide surveys to the claimants in both English and Welsh, whether online or by telephone to be accessible to all.
- 3.13 The Supplier will design, deliver, analyse and report on a piece of qualitative research comprising thirty (30) interviews with GSE claimants who responded to both waves 1 and 2 of the tracking survey.
  - 3.13.1 The research interviews will use a narrative/biographical approach to explore how the respondents perceive the decisions they made about their self-employment over the period of the tracking survey and what they perceive to have driven any change in their income over that time. Currently, we envisage the sample to cover

a range of claimants across the self-employed population surveyed, but this may shift depending on the findings from the two survey waves and policy interest at the time.

- 3.14 The Supplier will design topic guides for the interviews in collaboration with the Customer; final sign off of any topic guides will be required from the Customer before the qualitative research can proceed. The Supplier will only begin the recruitment, and subsequent fieldwork, for the qualitative research interviews after the Customer signs off on detailed plans and procedures for the recruitment and fieldwork.
- 3.15 The Supplier will agree its approach to analysing and reporting on the qualitative research with the Customer before the analysis and reporting is undertaken.
- 3.16 The interviews that comprise the qualitative research component of the requirement could take place either by telephone or face to face, or using a mixture of each; the Customer requires the Potential Supplier to set out its approach in the proposal and to justify its selection.

### **3.17 Ethical and legal issues**

- 3.17.1 The Supplier shall ensure that the research it supports is carried out to high ethical standards. This includes adhering to the principles laid out in Government Social Research [Ethical Assurance Guidance](#).
- 3.17.2 The Supplier must obtain participants' informed consent to take part in the research. The approach to obtaining informed consent from prospective research participants will be agreed between the Supplier and the Customer before the commencement of fieldwork. The Supplier will send the final informed consent materials used to the Customer for approval before the fieldwork begins.
- 3.17.3 The Customer intends to link data from the survey to wider administrative datasets, for further analysis by the Customer's analysts. The Supplier must, during the survey, seek informed consent from respondents to allow such data linking by the Customer. The Supplier must provide the full survey dataset to the Customer to facilitate any data linking and secondary analysis. Potential Suppliers are to set out their approach to making this data transfer, including ensuring compliance with General Data Protection Regulation (GDPR, see section 13 below for further detail).

### **3.18 Risk management**

- 3.18.1 The Supplier shall outline potential risks and mitigating arrangements for carrying out this research in their proposal.
- 3.18.2 A risk shall be defined as any factor that may delay, disrupt or prevent the full achievement of a project objective. The Supplier shall provide a report to the Customer which shall include an assessment of each risk, together with a rating of the risks likelihood and its impact on a project objective. The risk assessment should also identify appropriate actions that would reduce or eliminate each risk or its impact.

## **4. Key Milestones and Deliverables**

- 4.1 The Supplier shall adhere to the following project milestones that the Customer will measure the quality of delivery against:



<b>Milestone</b>	<b>Description</b>	<b>Timeframe</b>
1.	Project initiation meeting between Supplier and the Customer in person.	Within week one (1) of Contract Award
2.	Research plan and sampling strategy with the Customer agreed and signed off.	Within one (1) month of contract award date.
3.	Develop the first wave questionnaire, re-design it as necessary in response to feedback from the Customer, and get signoff from the evaluation steering group for the final version of the questionnaire.	Within two (2) months of contract award date.
4.	Send opt-out emails to first wave sample.	Within one (1) month of sample being transferred from the Customer to Supplier.
5.	Pilot first wave survey, discuss piloting results with the Customer, and agree any necessary changes to the survey.	Piloting should begin no more than one (1) month before the first wave survey begins.
6.	Conduct first wave online and telephone survey.	To occur during autumn 2019 unless the Customer judges caseload is too small to make survey viable at that time. Survey to be live for a period of one (1) month.
7.	Analysis, presentation, dataset and draft report of first wave results sent to the Customer.	Within two months of first wave survey closing.
8.	Final draft of first report due.	Within four (4) months of first wave survey closing.
9.	Develop the second wave questionnaire, re-design it as necessary in response to feedback from the Customer, and get signoff from the evaluation steering group for the final version of the questionnaire.	Within ten (10) months of first wave survey closing.
10.	Pilot second wave survey, discuss piloting results with the Customer, and agree any necessary changes to the survey.	Approximately twelve (12) months after the first wave survey was piloted. Piloting to begin no more than one (1) month before the second wave survey begins.
11.	Second wave of survey.	Twelve (12) months after the date the first wave survey opened. Survey live for one (1) month period.
12.	Initial data analysis to inform sampling for the qualitative element.	Within four (4) weeks after the closing date of the second wave of the survey.
13.	Develop the topic guide and recruitment materials for the qualitative research, re-design them as necessary in response to feedback from the Customer, and get signoff from the evaluation steering group for the final versions.	Within two (2) months of second wave survey closing.

14.	Launch recruitment and fieldwork for the qualitative research, subject to approval from the Customer.	Within two (2) months after the closing date of the second wave of the survey.
15.	Dataset, analysis, presentation and draft report of full results, including longitudinal results and qualitative findings, sent to the Customer.	Within five (5) months of second wave survey closing.
16.	Final draft of final report due.	Within seven (7) months of second wave survey closing.

## 5. Management Information/reporting

- 5.1 The Supplier and the Customer to agree research outputs to include a minimum of:
- 5.1.1 One presentation per survey wave summarising preliminary findings from each survey wave suitable for presentation to the Customer's stakeholders. The format to be agreed between the Supplier and the Customer.
  - 5.1.2 A written report after the first wave summarising the responses of different segments of the respondent population, suitable for publication and adhering to the Customer's standards and styles. It should include a standalone four (4) page summary report and a full report written for a lay audience, with technical appendices (exact length to be agreed). The written report will require sign off by the Customer to confirm that they are happy with the document.
  - 5.1.3 A final written report of publishable standard, adhering to the Customer's standards and styles. It should consist of a standalone summary of no more than four (4) pages, and a full report written for a lay audience, with technical appendices (exact length to be agreed). This report will cover findings from the two waves of the survey, longitudinal analysis of this data and analysis of the qualitative interviews. The written report will require sign off by the Customer to confirm that they are happy with the document.
  - 5.1.4 The cleaned and weighted survey datasets must be made available to the Customer within one (1) month of completion of the fieldwork for each wave of the survey.
  - 5.1.5 The Supplier will provide documentation of how the survey data was weighted, how it was cleaned, and which survey question each variable corresponds to, which is to be provided at the same time as each survey dataset is transferred to the Customer.
  - 5.1.6 The Supplier must use Syntax to replicate the analysis presented in the final report.
- 5.2 The Supplier must provide fortnightly progress updates to the Customer's project manager throughout the lifetime of the project. Exact format of progress updates to be agreed between the Supplier and the Customer on Contract Award.
- 5.3 The Supplier must provide written weekly updates on survey response rates while each wave of the survey is live, to the Customer's project manager.
- 5.4 The Supplier must attend quarterly meetings of the evaluation steering group on the Customer's premises, in London or Sheffield, to update the steering group on the research and discuss the research. The Customer anticipates a total of six (6) such meetings, including one within four (4) weeks of signing the Contract

## 6. Volumes

- 6.1 Two waves of surveying, unless the Customer uses the break point in the contract to cancel wave 2.

- 6.2 The Supplier must carry out thirty (30) qualitative interviews with gainfully self-employed claimants.
- 6.3 A publishable report and standalone four (4) page summary after wave 1 and a publishable report and standalone four (4) page summary after wave 2, subject to any contract breaks as previously specified.
- 6.4 Two (2) presentations of survey results (one per wave), subject to any contract breaks as previously specified.
- 6.5 Two (2) sets of cleaned and weighted datasets (one per wave), subject to any contract breaks as previously specified.
- 6.6 Two (2) sets of documentation relating to the datasets (one per wave), subject to any contract breaks as previously specified and one set of Syntax.

## **7. Continuous Improvement**

- 7.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 7.2 Changes to the way in which the Services are to be delivered must be brought to the Customer's attention and agreed prior to any changes being implemented.

## **8. Quality**

- 8.1 The Supplier shall adhere to Social and Market Research and Data Protection standards.
- 8.2 The Supplier shall have sound processes for quality assurance in place. The Supplier shall outline their internal procedures for assurance and quality control in reference to all aspects of the programme of research, including:
  - 8.2.1 Procedures for working closely with the Customer;
  - 8.2.2 Procedures for quality assuring methodological design proposals, sampling methods and outputs, research instruments, questionnaire scripting;
  - 8.2.3 Interview quality control procedures, including details of interviewer training and briefing, how response rates are maximised, how accessibility is ensured for respondents and how interviewer and respondent error is managed;
  - 8.2.4 Procedures for data processing and coding of survey data;
  - 8.2.5 Procedures for qualitative and quantitative analysis and reporting;
  - 8.2.6 The approach to report writing, ensuring deliverables meet key objectives;
  - 8.2.7 Procedures for handling complaints from potential and actual respondents.

## **9. Staff and Customer Service**

- 9.1 The Supplier shall ensure a sufficient level of resource throughout the duration of the project in order to consistently deliver a quality service to all parties.
- 9.2 Supplier's staff assigned to the project shall have the relevant qualifications and experience to deliver the Contract.
- 9.3 The Supplier shall ensure that staff understand the Customer's vision and objectives and will provide excellent customer service throughout the duration of the Contract.
- 9.4 Proposals should also detail appropriate succession planning/cover plans for any personnel changes during the programme, which are to be approved by the Customer.

## 10. Service Levels and Performance

10.1 The Customer will measure the quality of the Supplier's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Project management	The Supplier's project manager will update the Customer every fortnight with progress.	100%
2	Quantitative fieldwork	<p>The Supplier shall achieve the target number of respondents delivered to agreed deadlines.</p> <p>The Supplier shall take all reasonable steps to:</p> <ul style="list-style-type: none"> <li>Ensure that the required number of respondents (at an overall level and for agreed subgroups) is achieved.</li> </ul> <p>Maximise response as outlined in their proposal, and review with the Customer as appropriate throughout fieldwork.</p>	100%
3	Qualitative fieldwork	<p>The Supplier shall achieve the target number of interviews, with agreed sample, achieved by agreed deadlines.</p> <p>The Supplier should take all reasonable steps to ensure that the required number of qualitative interviews (at an overall level and for agreed subgroups) is achieved.</p>	100%
4	Reporting	The Supplier shall deliver the outputs described in section 8.	100%
5	Quality assurance	The supplier will have fieldwork quality control procedures in place, as agreed with the Customer including details of how interviewers are trained and briefed, how response rates are maximised, and how interviewer and respondent error is managed.	100%
6	Quality assurance of analysis and findings	The Supplier will have in place specified and clearly defined procedures for quality assuring the analysis of the survey data and written reports of the results of that analysis. These will be agreed upon with the Customer.	100%
7	Managing complaints	All complaints to be handled and resolved within forty-eight (48) hours.	98%

10.2 Where the Supplier fails these KPIs, the Customer will, in the first instance, seek a mutually agreeable resolution with the Supplier in line with the terms and conditions of the Commercial Agreement. However, if this is not possible, the Customer reserves the right to cancel the agreement and seek alternative supply from the next ranked potential provider identified during the procurement event.

## **11. Security and Confidentiality requirements**

- 11.1 All data security processes must be compliant with the General Data Protection Regulation (GDPR) and all other applicable laws of England and Wales
- 11.2 The Supplier must complete a Generic Security Assurance Document to provide assurances that data security procedures meet the Customer's standards. If a Supplier has not already completed this, they will need to ensure that this is completed after Contract Award.
- 11.3 All transfers of personal data to and from the Department must meet the Customer's security standards.
- 11.4 Any transfers of data to and from the Supplier and a subcontractor must meet the Customer's security standards, using PGP encryption software or equivalent. This is a mandatory requirement for the Contract.
- 11.5 Data must be processed in the United Kingdom.
- 11.6 The Supplier must destroy personal data relating to the project within one month of data collection completion (after the final wave of the survey) and confirm to the Customer in writing that this has been carried out.
- 11.7 The Supplier must destroy all other data relating to this project at the end of the project or when instructed to do so by the Customer's project manager.

## **12. CONTRACT MANAGEMENT**

- 12.1 The Customer shall be responsible for managing this contract in conjunction with the Supplier.
- 12.2 The Supplier will provide the customer with regular progress updates.

## **13. LOCATION**

- 13.1 The Services will be carried out at the Supplier's premises.

## **ANNEX B**

### **Supplier Proposal**

The following Supplier's Proposal states how the Supplier will deliver these services as detailed within "Annex A – Customer Project Specification" on behalf of the Customer for the full duration of this contractual requirement:

**REDACTED**

