



Department
for Environment
Food & Rural Affairs

Order Form – Contract for Research and Development Goods and/or Services

Contract Title	Catchment Sensitive Farming – Farmer Telephone Survey
1. Purchase Order Number	To be provided once contract is in place
2. Customer	Environment Agency Horizon House, Deanery Road, Bristol, BS1 5TL
3. Contractor(s)	IPSOS 3 Thomas More Street, London, E1W 1YW
4. Co-Funder(s)	N/A
5. Defra Group Members	The following Defra Group members will receive the benefit of the Deliverables: N/A
6. The Agreement	<p>This Order is part of the Agreement and is subject to the terms and conditions appended at Appendix 1 and shall come into effect on the Start Date.</p> <p>Unless the context otherwise requires, capitalised expressions used in this Order have the same meanings as in the terms and conditions.</p> <p>The following documents are incorporated into the Agreement. If there is any conflict, the following order of precedence applies (in descending order):</p> <ul style="list-style-type: none">a) this Order;b) the terms and conditions at Appendix 1; andc) the remaining Appendices (if any) in equal order of precedence.
7. Deliverables	Goods: N/A
	Services: See Appendix 2 – Specification/Description
8. Milestone Delays (Clause 18.2.10)	N/A

9. Start Date	4 th October 2024
10. Expiry Date	31 st March 2025
11. Extension Period (Clause 5.2)	N/A
12. Charges	The Charges for the Deliverables shall be as set out below in Appendix 3 – Charges. Unless and to the extent otherwise expressly stated in Appendix 3, the Charges are fixed for the duration of the Agreement.
13. Payment including Payment by Co-funder(s)	<p>Payments will be made in pounds (GBP) by BACS transfer using the details provided by the supplier on submission of a compliant invoice.</p> <p>Invoices must be submitted to the Contract Manager upon the corresponding deliverable being received for review and sign off.</p> <p>Any invoices that are submitted that do not meet the following criteria will not be processed:</p> <ul style="list-style-type: none"> • 1 PDF per invoice (no larger than 4mb in size) – all supporting documentation must be included in that PDF (no additional separate supporting documentation as a separate file). • Multiple invoices can be attached to one email; however, as above we can only accept 1 invoice per PDF (and no additional supporting files). • Invoices must be dated. • Invoices must quote a valid Purchase Order. • Invoices must have a breakdown of what is being billed. • Invoices must include the total before and after VAT.
14. Customer's Authorised Representative(s)	<p>For general liaison your contact will continue to be</p> <p>██████████ ████████████████████████████████████████</p> <p>or, in their absence,</p> <p>██████████ ████████████████████████████████████████</p>

15. Contractor's Authorised Representative	For general liaison your contact will continue to be <div style="background-color: black; width: 100px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 230px; height: 1.2em; margin-bottom: 10px;"></div> or, in their absence, <div style="background-color: black; width: 135px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 245px; height: 1.2em; margin-bottom: 10px;"></div>		
16. Co-funder's Authorised Representative	N/A		
17. Optional Intellectual Property Rights ("IPR") Clauses	The Customer has chosen Option B in respect of intellectual property rights provisions for the Agreement as set out in the terms and conditions.		
18. Contractor's general liability cap	The liability of the Contractor as set out in Clause 16.2.1 of the terms and conditions is limited to the greater of: (a) an amount equal to 150% of the charges paid or payable to the contractor, and (b) £5M		
19. Progress Meetings and Progress Reports	The Contractor shall attend progress meetings with the Customer every week when required. Meetings will also be required for the set up and results presentation.		
20. Address for notices	Customer: <div style="background-color: black; width: 150px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 195px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 140px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 110px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 125px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 100px; height: 1.2em; margin-bottom: 10px;"></div> <div style="background-color: black; width: 240px; height: 1.2em; margin-bottom: 10px;"></div> <div style="background-color: black; width: 60px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 280px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 135px; height: 1.2em; margin-bottom: 10px;"></div> Co-funder(s): N/A	Contractor: Ipsos UK Limited <div style="background-color: black; width: 215px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 270px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 150px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 195px; height: 1.2em; margin-bottom: 10px;"></div> <div style="background-color: black; width: 185px; height: 1.2em; margin-bottom: 10px;"></div> <div style="background-color: black; width: 85px; height: 1.2em; margin-bottom: 5px;"></div> <div style="background-color: black; width: 220px; height: 1.2em; margin-bottom: 10px;"></div>	
21. Key Personnel of the Contractor	Key Personnel Role:	Key Personnel Name:	Contact Details:

	Contractor's Project Manager [REDACTED] [REDACTED]
22. Procedures and Policies	<p>For the purposes of the Agreement:</p> <p>The Customer's protection and security requirements are contained in Clause 15. Protection and security of data of the Research and Development Terms and Conditions.</p> <p>The Customer's sustainability policy can be found at:</p> <p>Our energy use - Environment Agency - GOV.UK (www.gov.uk)</p> <p>The Customer's equality and diversity policy can be found at:</p> <p>Equality and diversity - Environment Agency - GOV.UK (www.gov.uk)</p>
23. Commercial Exploitation (Clause 11)	<p>Clause 11 (Commercial Exploitation) shall apply to this Agreement:</p> <p>Yes: <input type="checkbox"/></p> <p>No: <input checked="" type="checkbox"/></p>
24. Special Terms	N/A
25. Additional Insurance	N/A
26. Further Data Protection Provisions	<p>The further data protection provisions as contained at Annex 1 of the Terms and Conditions are applicable to this Agreement where indicated below:</p> <p>Yes: <input checked="" type="checkbox"/></p> <p>No: <input type="checkbox"/></p>

Signed for and on behalf of the Customer	Signed for and on behalf of the Contractor
[REDACTED]	

Appendix 1: R&D Terms and Conditions

The terms and conditions applicable to this requirement can be found on the website below

[Research and development terms and conditions - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/procurement/r-and-d-terms-and-conditions)

Appendix 2: Specification/Description

The contract is for a telephone survey of 1,000 farmers to build understanding of: changes in awareness and attitudes relating to environmental pollution and the support available to help tackle it; changes in behaviour and how these are affected by Catchment Sensitive Farming (CSF) advice; and the effectiveness of different approaches to engage farmers with pollution issues/natural flood management.

The survey forms a key part of EA's evaluation of Phase 5 of the CSF Partnership, along with information provided by CSF Advisers about delivery of advice; information on the extent of advice uptake; and environmental monitoring and modelling, which is EA has been commissioned by Defra to report in 2025.

Total overall costs (excl VAT)	£91,090.00
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Appendix 4: Processing Personal Data

Authorised Processing Template

Agreement:	CSF Farmer Telephone Survey 2024-25
Date:	26/09/2024
Description of authorised processing	Details
Identity of Controller and Processor for each category of Personal Data	Controller - Environment Agency Processor – Ipsos Mori
Subject matter of the processing	Farm data containing personal data of farmers
Duration of the processing	October 2024 – June 2025
Nature and purposes of the processing	The data will be used to contact farmers and to categorise type of farm/location/
Type of Personal Data	Farming data supplied by Defra Farming Statistics and EA
Categories of Data Subject	
Plan for return and destruction of the data once the processing is complete UNLESS requirement under law to preserve that type of data	The data will be deleted after the project is finished. This will be checked by Defra Farming Statistics and by Frances Peckett.
Locations at which the Contractor and/or its sub-contractors process Personal Data under this Agreement	This will be at offices or home working of Ipsos employers using Ipsos equipment with appropriate controls.
Protective Measures that the Contractor and, where applicable, its sub-contractors have implemented to protect Personal Data processed under this Agreement against a breach of security (insofar as that breach of security relates to data) or a Personal Data Breach	Ipsos use a secure sharing portal to obtain data. Ipsos and EA equipment will have appropriate security.