



Crown  
Commercial  
Service

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**The Home Office**

**and**

**Define Research and Insight Limited**

**A Contract**

**For**

**Provision of Qualitative Research for Immigration  
Enforcement (IE), UK Visas and Immigration (UKVI) and  
Border Force (BF)**

**Reference: CCCO17A56**

**SUBJECT TO THE CALL-OFF TERMS AND CONDITIONS OF UK SHARED BUSINESS SERVICES LTD. PRECEDENT FRAMEWORK AGREEMENT**

**FOR THE PROVISION OF MARKET RESEARCH SERVICES FRAMEWORK MR130001**

**ORDER FORM**

**Framework Agreement**

**FROM**

<b>Customer (the "Customer")</b>	The Home Office
<b>Service Address</b>	Provider Premises. Meetings and debriefs will be at <b>REDACTED</b>
<b>Invoice Address</b>	<b>REDACTED</b>
<b>Contact Ref:</b>	CCCO17A32
<b>Contract Value</b>	The contract value will be capped at £600,000.00. The Customer reserves the right to pay only for services rendered following receipt of approved invoices. This is a call off contract and there is no guarantee of spend.
<b>Contract Duration</b>	The call-off contract shall commence 10 <sup>th</sup> day of January 2018 and the Expiry Date will be 9 <sup>th</sup> day of January 2019. The Customer reserves the option to extend the call-off contract by one (1) period of one (1) year.
<b>Order Number</b>	To be confirmed
<b>Order Date</b>	To be confirmed

**TO**

<b>Provider:</b>	Define Research and Insight Limited
<b>For the attention of:</b>	REDACTED
<b>E-mail</b>	
<b>Telephone number</b>	
<b>Address</b>	Define Research & Insight Ltd REDACTED

## 1. SERVICES REQUIREMENTS

### **Services and deliverables required:**

The Provider must undertake qualitative research on behalf of Border Force, IE and UKVI. Outlined below are typical qualitative requirements for insight generation and campaign evaluation including (and not limited to):

- KPI setting including benchmarking (informed by relevant public sector campaigns)
- Exploratory research to understand key behaviour and attitudes relating to Border Force, IE and UKVI campaign area(s)
- Campaign evaluation
- Strategy input into campaign direction (including creative and media planning)
- Message testing
- Employing behaviour change models
- Segmentation
- Polling
- Verbatim analysis

All services may be required under the contract.

Research channels employed will vary with each Border Force, IE and UKVI project and may include (not limited to):

- Digital
- Telephone
- Face-face

Each qualitative research project will require:

- A response to a specific brief outlining approach, recruitment, optimal sample, timings and costs
- Working jointly with a quantitative Provider as required. This will include clear division of roles and responsibilities, joint proposals, status updates and debriefs
- Weekly status meetings with emailed status update sent within one (1) working day
- Presentation using PowerPoint to be disseminated by the Customer.
- Final report (if requested/agreed)

### Reporting

The Provider will require weekly status meetings with emailed status updates sent within one (1) working day of the meeting, whilst a specific piece of research is being undertaken.

### Continuous Improvement

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

The Provider should present refinements, for example to survey design, sample method or analysis, during weekly status meetings to the agreed Customer contact.

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.

**Staff and Customer Service**

The Customer requires the Provider to provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service to all Parties.

Provider staff assigned to the Border Force, IE and UKVI qualitative communications research contract shall have the relevant qualifications and experience to deliver the Contract.

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

The Customer will require six week notice of any personnel changes during contract

**Security Requirements**

All research must be conducted to Market Research Society (MRS) code of conduct standards which include adhering to the Data Protection Act 1998 relating to collecting and storing respondent details.

The Provider must comply with the Confidentiality clauses they have agreed to as part of the UKSBS Market Research Frame

**The Provider will provide the services in line with their proposal of 10<sup>th</sup> November 2017 an extract of which is below. This is a call off contract and any recommendations within the Provider's response will only be actioned following agreement with the Customer.**

**REDACTED**

**(1.2) Commencement date:** The contract will commence on 10<sup>th</sup> day of January 2018.

**(1.3) Price**

The Contract value is capped at £600,000.00. This is a maximum value and is no gaurentee of spend.

The Customer reserves the right not to spend the entire budget and payment will be made in line with the rate card below.

Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables and will be paid monthly in arrears.

Each project payment staging will be considered on an individual project basis

Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs in line with the rate card below.

**REDACTED**

Rates will remain firm for the duration of the contract.

**(1.4) Completion date:** The contract will expire upon 9<sup>th</sup> January 2019, pending an extension.

**2 ADDITIONAL REQUIREMENTS**

**(2.1) Supplemental requirements in addition to Call-Off Terms and Conditions:**  
Intellectual Property Rights (IPR)

The Customer retains rights to any research findings, research materials or reporting conducted. Any reporting and research materials should not be shared further without express permission of the Customer.

**(2.2) Variations to Call-Off Terms and Conditions**

Not used at award.

**3. PERFORMANCE OF THE SERVICES AND DELIVERABLES**

**(3.1) Key personnel of the Provider to be involved in the services and deliverables:**

**For the Provider:**

**REDACTED**

**For the Customer:**

**REDACTED**

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**(3.2) Performance standards**

**Key Milestones**

The Provider should note the following typical project milestones that the Customer will measure the quality of delivery against.

These are examples only and may vary with each project:

Milestone	Description	Timeframe
1	Project specific brief sent to the Provider	Day 1
2	Provider response to brief	Within one week of brief sent
3	Set up meeting and commencement of programme of work	Within two weeks of brief sent
4	Interim findings delivered	Within eight weeks of brief sent

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5	Debrief at Customer's premises	Within 10 weeks of brief sent
6	Final reporting delivered/project completion	Within 12 weeks of brief sent

**Service Levels and Performance**

The Customer will measure the quality of the Provider's delivery by the following key performance indicators (KPIs):

KPI/SLA	Service Area	KPI/SLA description	Target
1	Delivery of debrief	Debrief answers research questions to pre agreed standards within 10 weeks (or pre agreed timing) of projection initiation	100%
2	Recruitment of sample	Sample reflects brief requirements and is recruited to pre agreed timelines and specification.	100%
3	Delivery of final reporting	Reporting meets pre agreed requirements and timings	100%
4	Delivery of research proposal	Proposal outlining approach and rationale sent within five working days of project initiation.	100%

Where the Customer identifies poor performance against the KPIs 1 - 4, the Provider shall be required to attend a performance review meeting. The performance review meeting shall be at an agreed time no later than 5 working days from the date of notification at the Customer's premises.

The Provider shall be required to provide a full incident report which describes the issues and identifies the causes. The Provider will 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 Customer agrees to work with the Provider to resolve service failure issues. However, it will 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 Customer reserves the right to seek early termination of the contract in accordance with the procedures set out in the terms and conditions.

The Provider is responsible for the performance of the Contract by any sub-contractors or other agents working on behalf of the Provider. The Provider is to deal with any issues relating to any sub-contractors or other agents working on behalf of the Provider. This however does not exclude

sub-contractors or other agents working on behalf of the Provider from attending any Contract Monitoring meeting or contributing to any report where it is appropriate.

If any sub-contractors or other agents working on behalf of the Provider are found unsuitable, for whatever reason, the Provider is to engage with all relevant parties to broker a resolution.

If the Customer decides to terminate the contract early due to poor performance then the Customer will require the Provider to conduct a handover with the Customer in order for the project to be passed on to the new Provider. The Provider must also provide the Customer with all survey results to date and the Provider will be required to dispense with all survey results held on their internal systems.

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

The Services will be carried out at the Provider's premises.

**(3.4) Quality standards**

The Provider will adhere to the Framework quality standards, as referred to in the Framework Agreement and with all standards stated within their tender.

All Provider researchers will be Market Research Society (MRS) members or will conduct research within the MRS code of conduct. All communications with potential research participants and reporting will be quality assured by senior Provider team leads.

**(3.5) Contract monitoring arrangements**

The Provider will need to provide regular updates on the progress of the work they are carrying out. This may be by email or as part of a weekly or fortnightly teleconference with the Customer.

Ad hoc contract management meetings may need to take place during the agreement.

**4. CONFIDENTIAL INFORMATION**

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

Provider's pricing

Provider's tender response

Points of contact

Research Outputs will only be shared out the contracting parties with the express written consent of the Customer.

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**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	
Signature	
Date	

For and on behalf of the Customer

Name and Title	
Signature	
Date	