



Crown
Commercial
Service

Letter of Appointment

Contract Reference: CCZZ20A75 – Communications Insight
and Evaluation – Lot 5 Public Polling

Cabinet Office
70 Whitehall
Westminster
London
SW1A 2AS

Dear Sirs

Letter of Appointment

This letter of Appointment dated 07/01/2021, 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:	CCZZ20A75
From:	The Cabinet Office ("Customer")
To:	YouGov PLC ("Supplier")

Effective Date:	11/01/2021
Expiry Date:	End date of Initial Period 10/01/2023 End date of Maximum Extension Period 10/01/2025 Minimum written notice to Supplier in respect of extension:30 days

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: · the Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B;
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Key Individuals:	For the Customer REDACTED
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	For the Supplier REDACTED
[Guarantor(s)]	Not applicable

Contract Charges (including any applicable discount(s), but excluding VAT):	As per Annex C and Schedule 6 of the Contract Terms and Conditions Each individual research project called off this commercial agreement shall have costs and pricing agreed between the Supplier and Customer prior to any work being undertaken. Payment can only be made following satisfactory delivery of agreed products and deliverables. Before payment can be considered each invoice must include a valid purchase order number and an elemental breakdown of work completed and associated costs. Invoices shall be issued on a project by project basis following confirmation of deliverables.
Insurance Requirements	None in addition to those stated in Clause 19 of the Contract Terms
Liability Requirements	Supplier's limitation of Liability as per Clause 18 of the Contract Terms;
Customer billing address for invoicing:	REDACTED

GDPR	As per Schedule 7 of the Terms and Conditions
Alternative and/or additional provisions (including Schedule 8(Additional clauses)):	N/A

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:

Name and Title:

Signature:

Signature:

Date:

Date:

ANNEX A

Customer Project Specification

1. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 1.1 The Communications Insight and Evaluation (I&E) team within Cabinet Office commission research on behalf of Number 10, and for policy and communications teams within Cabinet Office and across Government, carrying out research into a range of issues relating to Government priorities at any given point in time. The research provides crucial insight into audience views and behaviour, used to shape policy and communications.
- 1.2 However, the Customer also has a broader requirement for further complementary quantitative research, including audience-specific research, communication planning and evaluation, and analysis and modelling, carried out using a range of methodologies.
- 1.3 Please note the values below are indicative of spend for the first year only and the spend over the lifetime of the Contract. The Customer does not guarantee volumes of word or spend.
 - 1.3.1 Lot 5 –Public Polling of a national representative sample of the UK public on a daily, weekly, monthly and ad-hoc polling requirement delivered primarily through an on-line panel with approximately one (1) million participants. Results from the polling activity will be used to shape the narrative of marketing communications and also to inform policy making. Expected year 1 spend of £2.4million with a potential total spend of £6.9m over the lifetime of the contract subject to budgetary approval.
- 1.4 The Budget amounts provided are indicative only and represent maximum spend levels - they are not a guarantee of spend and there is no commitment to spend under the Contract. Detailed costings will be required throughout the life of the Contract for all scenarios as they are commissioned
- 1.5 The Contract term shall commence upon Contract Award and be reviewed after two years with an option to extend for another one (1) year and a further one (1) year (2+1+1). Requirements will vary but the Contract term may include periods of regularly scheduled fieldwork and periods of ad-hoc research.
- 1.6 Fast turnaround of research will often be involved with findings providing urgent advice to strategy and communication teams in the Prime Minister's Office and Cabinet Office. Quality of service as well as flexibility and responsiveness are therefore key requirements, along with a robust understanding of how Government operates and the particular propriety and ethics involved.
- 1.7 The majority of research is expected to be carried out within the UK however, the Customer may wish to commission ad hoc international research, with audiences including (but not limited to)
 - 1.7.1 the general public across the UK and citizens within each of its four nations (England, Scotland, Wales, Northern Ireland)
 - 1.7.2 specific segments of the general public, based on demographics, attitudes or locality

- 1.7.3 business audiences including SMEs, senior decision makers, self-employed, business stakeholders, employees, and different industry sectors
 - 1.7.4 central or local government employees and NHS employees
 - 1.7.5 research in countries outside the UK, including public, business and government audiences in EU and globally. While the majority of research outside of the UK will be conducted online, there may occasionally be a requirement for face to face or telephone work.
- 1.8 The Customer retains the rights to the data and findings arising from the research and reserve the right to share with other contracted providers where such will be of the benefit to the Customer.

2. DEFINITIONS

Expression or Acronym	Definition
I&E team	Means The Communications Insight and Evaluation team
EU	Means the European Union
CO	Means the Cabinet Office

3. SCOPE OF REQUIREMENT

- 3.1 Public polling of a national representative sample of the UK public on a daily, weekly, monthly and ad-hoc basis, delivered primarily through an on-line panel with approximately one (1) million participants. Results from the polling activity will be used to shape the narrative of marketing communications and also to inform policy making.
- 3.2 The scope of the requirement shall include the provision of:
- 3.2.1 A pre-screened online panel of approximately one (1) million participants in the United Kingdom.
 - 3.2.2 Development of surveys on a daily, weekly, monthly and ad hoc basis;
 - 3.2.3 Weekly polling, on agreed days of the week, delivered electronically to the client in the form of Excel spreadsheets, with the ability to scale provision up and down according to demand.
 - 3.2.4 Delivered to the Customer's Campaigns, Insight and Evaluation team ('The No 10 tracker');
 - 3.2.5 Results provided within one (1) working day of fieldwork ending on each individual wave of tracking
 - 3.2.6 Additional provision of a weekly combined data set combining results from across individual surveys, for sub-analysis
 - 3.2.7 Surveys to comprise a set of consistent core questions as well as changing ad-hoc questions on each individual wave of tracking

- 3.2.8 The current requirement is for three (3) polling surveys per week however this does not represent a commitment to spend and survey frequency may be higher or lower than this
- 3.2.9 Capability is needed to increase delivery to 7 day a week polling if required in a period of crisis/peak demand
 - (a) polling every day of the week including at weekends and public holidays
 - (b) with provision of data also within one (1) working day of fieldwork including provision at weekends and on public holidays
- 3.3 Two (2) quantitative polling tracking studies per month delivered electronically to the Customer in the form of Excel spreadsheets.
 - 3.3.1 One (1) polling tracker survey for the Customer's Campaigns, Insight and Evaluation team ('The No 10 tracker') and;
 - 3.3.2 One (1) polling tracker survey for the Cabinet Office national Security Communications Team ('The Security tracker').
 - 3.3.3 Results shall be provided within two (2) working days of fieldwork ending on each individual wave of tracking.
- 3.4 Ad-hoc polling surveys as and when requested by the Customer's Campaigns, Insight and Evaluation team and the National Security Communication team. These will be in addition to the weekly and monthly surveys included in the Contract, and could cover any topic.
 - 3.4.1 Results shall be provided within one (1) working day of fieldwork ending on each ad-hoc tracking requirement.
- 3.5 Please note, there may be a requirement to boost sample sizes for particular audience groups as and when required. The customer will inform the Supplier as the need for a boost sample size is required. The supplier will be required to work with the customer to recommend the size.
- 3.6 The supplier is not required to provide any written analysis or insight reporting to the results alongside data
- 3.7 Sharing of raw data files with data analyst partners as requested by the Customer.
- 3.8 Outlined below are the additional public polling requirements that may be needed on an ad-hoc basis including (and not limited to)
 - 3.8.1 Ability to carry out robust international polling in a range of countries across the world on an ad hoc basis if required
 - 3.8.2 Ability to provide geo-demographic profiling of the sample eg Mosaic

4. THE REQUIREMENT

4.1 **Daily/Weekly Surveys** are required as follows:

4.2 The Customer's Campaigns, Insight and Evaluation team require the following:

- 4.2.1 three (3) quantitative polling tracking studies per week to run on consistent days each week
 - 4.2.2 seven (7) quantitative polling tracking studies, one to run each day of the week.
- 4.3 Each survey will contain up to forty-five (45) questions that will be provided by the Customer, comprising a set of consistent core questions as well as changing ad-hoc questions for each wave
- 4.4 As part of this requirement, the Customer requires the results from the weekly trackers, to be delivered to the Customer in the form of an Excel document for each individual survey via email within one (1) working day of the survey fieldwork ending to an agreed timing.
- 4.5 Additionally, the Customer requires provision of a weekly combined data set combining results from across that week's individual surveys, for sub-analysis
- 4.6 This does not represent a commitment to spend and survey frequency may be higher or lower than this
- 4.7 ***Monthly Surveys are required as follows:***
- 4.8 The Customer require two (2) quantitative polling track studies per month. One (1) copy for the Customer's Campaigns, Insight and Evaluation team ('The No 10 tracker') and one (1) copy for the Cabinet Office national Security Communications Team ('The Security tracker').
- 4.9 The Customer requires up to a maximum of thirteen (13) waves of standard polling per year. Each survey will contain up to thirty-(30) questions that shall be provided by the Customer and will be repeated no more than every four (4) weeks.
- 4.10 As part of this requirement, the Customer requires the results from the monthly trackers, to be delivered to the Customer in the form of an Excel document via email within two (2) working days (Monday-Friday; 9:00-5:30, excluding weekends and Bank Holidays) of the survey fieldwork ending.
- 4.11 Please note, provisional dates for polling for each year shall be agreed in advance upon Contract Award. The Customer reserves the right however to rearrange the dates if required.
- 4.12 ***Ad-Hoc Surveys are required as follows***
- 4.13 The Customer is unable to guarantee the volumes of Ad Hoc surveys required throughout the two (2) year Contract Term and the extension if taken.
- 4.14 Additional ad-hoc polling requests will be sent to the Supplier outlining research objectives and sample target and size.
- 4.15 All costs associated with the Ad-Hoc survey must not exceed the overall budget of this Contract.
- 4.16 The Customer requires the results for ad-hoc, urgent surveys. The Supplier shall provide the results to the Customer in a Microsoft Excel document via e-mail.
- 4.17 The Customer requires the provision of ad-hoc polling surveys as and when requested by the Customer's Campaigns, Insight and Evaluation team and the National Security Communication team. These will be in addition to the monthly surveys included in the Contract, and could cover any topic.
- 4.18 The Customer requires the final questions and format of an ad hoc survey to be agreed within two (2) working days of the notification that an ad-hoc survey is required.

- 4.19 The Customer requires the results for ad-hoc polling to be provided within one (1) working day of the survey fieldwork being completed.
- 4.20 The Customer requires the ability to add questions to an existing survey if required;
- 4.21 The Supplier will be required to hold records of all Survey's carried out by the Customer following Contract Award to ensure the comparability of data is available in the future.
- 4.22 The Customer requires the Supplier to have processes in place to ensure that survey results are checked thoroughly in line with Market Research Society guidelines before being sent back to the Customer. Further details of the Market Research Society guidelines can be found using the following link: <https://www.mrs.org.uk/pdf/2014-09-01%20Online%20Research%20Guidelines.pdf>

5. KEY MILESTONES AND DELIVERABLES

Contract Milestone	Description	Timeframe
1	Contract to be signed	Within 2 days of Contract Award
2	Initial contact to be made between the Supplier and the Customer to determine details of polling work to be carried out;	Within 1 week of Contract Award
3	Supplier to have created draft version of the first wave of the weekly survey for the Customers approval	Within 2 weeks of Contract Award
4	First wave of weekly tracker completed and results delivered to the Customer;	Within 2 weeks of Contract Award
5	Supplier to have created draft version of the first wave of the monthly survey for the Customers approval	Within week 3 of Contract Award;
6	First wave of security tracker and first wave of No10 tracker completed and results delivered to the Customer;	Within four (4) weeks of Contract Award
7	Fieldwork for remaining monthly polls to be carried out at agreed dates; One (1) security tracker and one (1) No 10 tracker to be delivered per month	Throughout the Contract, term.

6. MANAGEMENT INFORMATION/REPORTING

6.1 There may be a requirement for specific reporting requirements on each individual project will be agreed on a project-by-project basis with the Supplier.

- 6.1.1 For the two (2) monthly trackers, the Customer shall provide the final draft of the questions to the Supplier no later than twenty four (24) working hours (Monday-Friday; 9:00-5:30, excluding weekends and Bank Holidays) prior to the survey being issued.
- 6.1.2 For daily, weekly and ad-hoc surveys, questions shall be sent to the Supplier no later than 2pm on the day on which the survey is to be issued
- 6.1.3 All results will be issued in excel format including the availability of combined data sets.
- 6.1.4 The provision of raw data files upon request

7. VOLUMES

7.1 As with the potential Contract value there are no guarantees on volume of work.

8. CONTINUOUS IMPROVEMENT

8.1 The Supplier shall be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.

8.2 The Supplier should present new ways of working to the Customer as they arise or during Contract review meetings.

8.3 Changes to the way in which the Services are to be delivered must be brought to the Customers attention and agreed prior to any changes being implemented.

9. QUALITY

9.1 Results from the research will be used to shape communications and marketing or inform policy making. Therefore, it is critical that the project runs to time, with all assumptions and caveats clearly highlighted, and that all reporting is checked for accuracy and quality prior to sending.

9.2 All researchers will be Market Research Society (MRS) members and all research processes must adhere to the Market Research Society Code of Conduct.

10. STAFF AND CUSTOMER SERVICE

10.1 The Supplier shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service to all Parties. Note that there are likely to be periods of high demand, at short notice, therefore the Supplier shall scale up / down on demand.

10.2 The Supplier's staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard. This includes Research Director level moderation of all research design and Research Director level delivery of all reporting

10.3 The Supplier shall ensure that staff understand the Customers vision and objectives and will provide excellent customer service to the Customer throughout the duration of the Contract.

11. SERVICE LEVELS AND PERFORMANCE

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

KPI/SLA	Service Area	KPI/SLA description	Target
1	Service delivery	Availability of a robust online panel of approximately one (1) million respondents for the duration of the contract	100%
2	Service delivery	Up to thirteen (13) Waves of fieldwork to be carried out per year; dates to be agreed between the Customer and the Supplier.	100%
3	Delivery	Two (2) monthly trackers to be delivered per month; One (1) polling tracker survey for the Customer's Campaigns, Insight and Evaluation team ('The No 10 tracker') and; One (1) polling tracker survey for the Cabinet Office national Security Communications Team ('The Security tracker').	100%
4.	Delivery	Daily and weekly tracking surveys to be delivered at a frequency agreed between the Customer and the Supplier	100%
4	Delivery timescales	Results from the monthly trackers, to be delivered within two (2) working days of the survey fieldwork ending; For daily, weekly and ad-hoc surveys results, to be received within one (1) working day of the survey being issued.	100%
6	Issue resolution	Suppliers must demonstrate how they seek to rectify mistakes or issues with data or reporting	Any issues to be notified within 12 hours; timings for resolution plan to be agreed on a case by case basis
7	Account management	The Supplier must attend an annual review meeting to review performance, identify, and implement improvements.	Dedicated account lead must attend meetings or arrange appropriate cover accordingly

8	Account Management	Response to complaints and issues with appropriate and robust resolutions within 5 working days.	Within 5 working days of complaint
9	Account management	Maintaining regular contact on project matters	Response to all telephone calls and emails within 24 hours.

11.2 The Customer shall maintain a record of Supplier adherence to the agreed service level and performance timelines. Any non-adherence will result in performance review meetings between the Customer and the Supplier, to provide explanation as to why the service level agreement was not met. Improvement plans shall also be established here.

11.3 Where the Supplier 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 of RM6018.

12. SECURITY AND CONFIDENTIALITY REQUIREMENTS

12.1 Any research must be conducted to MRS Code of Conduct standards, especially any regarding young or vulnerable audiences, which include adhering to the Data Protection Act with regards to the collection and storage of respondent details.

13. CONTRACT MANAGEMENT

13.1 Attendance at Contract Review meetings shall be at the Supplier's own expense.

14. LOCATION

14.1 The location of the Services will be carried out in the field or at the offices of the Supplier(s). Briefings, reporting and debriefs will be held at the offices of the Customer at: Cabinet Office, 70 Whitehall, Westminster, London, SW1A 2AS (or other Cabinet Office central London office)

ANNEX B

15. AS PER THE SUPPLIER'S PROPOSAL DATED 17TH NOVEMBER 2020

REDACTED

Annex C Costs

As per the Suppliers proposal submitted 17th November 2020.

REDACTED

Part 1: Contract Terms

Please refer to the Terms and Conditions attachment