



Department
for Environment
Food & Rural Affairs

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Our ref: 30783
Date: 16/10/2020

[REDACTED]
Blue Marble Research Ltd
The Granary Loft
Manor Courtyard
Somerset
BA3 4QF

Dear [REDACTED]

Award of contract for the supply of England Tree Strategy Consultation Analysis

Following your proposal for the supply of England Tree Strategy consultation Analysis to Defra, we are pleased to award this contract to you.

This letter (Award Letter) and set out the terms of the contract between Defra as the Authority and Blue Marble Research Ltd as the Supplier for the provision of the Services. Unless the context otherwise requires, capitalised expressions used in this Award Letter have the same meanings as in the terms and conditions of contract set out in Annex 1 to this Award Letter (the “**Conditions**”). In the event of any conflict between this Award Letter and the Conditions, this Award Letter shall prevail. Please do not attach any Supplier terms and conditions to this Award Letter as they will not be accepted by the Authority and may delay the conclusion of the Agreement.

For the purposes of the Agreement, the Authority and the Supplier agree as follows:

1. The charges for the Services shall be as set out in Annex 2 the Supplier's proposal dated 15 October 2020.
2. The specification of the Services to be supplied is as set out in Annex 3
3. The Term shall commence on 19 October 2020 and the Expiry Date shall be 11 December 2020.
4. The Authority may require the Supplier to ensure that any person employed in the provision of the Services has undertaken a Disclosure and Barring Service check. The Supplier shall ensure that no person who discloses that he/she has a conviction that is relevant to the nature of the Services, relevant to the work of the Authority, or is of a type otherwise advised by the Authority (each such conviction a “**Relevant Conviction**”), or is found by the Supplier to have a Relevant Conviction (whether as a

result of a police check, a Disclosure and Barring Service check or otherwise) is employed or engaged in the provision of any part of the Services.

Payment

Our preference is for all invoices to be sent electronically, quoting a valid purchase order number (PO Number to be provided), to [REDACTED]. You must be in receipt of a valid PO Number before submitting an invoice.

To avoid delay in payment it is important that the invoice is compliant and that it includes a valid PO Number, PO Number item number (if applicable) and the details (name and telephone number) of your Authority contact (i.e. Contract Manager). Non-compliant invoices will be sent back to you, which may lead to a delay in payment. If you have a query regarding an outstanding payment please contact our Accounts Payable section either by email to [REDACTED]

Liaison

For general liaison your contact will continue to be [REDACTED]

We thank you for your co-operation to date, and look forward to forging a successful working relationship resulting in a smooth and successful delivery of the Services. The [Authority] would be grateful if you could arrange the contract to be executed, by way of electronic signature, on behalf of Blue Marble Research Ltd and within 7 days.

Yours faithfully,

[REDACTED]

[REDACTED]

Execution of this award notification letter is carried out in accordance with EU Directive 99/93 (Community framework for electronic signatures) and the Electronic Communications Act 2000. The Contract will be formed on the date on which both Parties communicate acceptance of its terms on the Authority's eSourcing System.

[REDACTED] 19th October 2020

[REDACTED] Blue Marble Research Ltd

Annex 2 – Suppliers Proposal



Analysis of responses to the England Tree Strategy Consultation

Blue Marble proposal

15th October 2020

1. The research requirements

Defra has opened an England Tree Strategy consultation to inform a new England Tree Strategy due to be published later this year. The strategy will set out policy priorities to deliver an ambitious tree planting programme. The consultation has invited stakeholders to provide their views on how to significantly increase tree establishment and woodland creation to support nature recovery, clean growth and the zero carbon emissions target by 2050.

The consultation document presents a series of questions; seeking responses through quantitative questions (i.e. the selection of and prioritisation of multiple options, including scope for respondents to add their own options) and open free text qualitative questions. There has also been the option for key stakeholder groups to submit responses via the consultation email box.

Defra wish to commission a research agency to:

- Conduct quantitative analysis of the multiple-choice and prioritisation questions
- Conduct qualitative analysis of the free text responses to the questions posed in the consultation document and supplementary written responses.
- Prepare a summary report that sets out the prevalent themes, dissenting opinions, and other relevant dimensions of the quantitative and qualitative analyses.

The final data collection is now complete and our understanding is that Defra has already conducted an initial triage to remove responses from any formal campaigns and removed any duplications or erroneous responses. This leaves the following submissions to be included in the analysis:

- 1,583 Citizen space responses**
 - a. Total of 46 questions
 - b. 24 questions with 'other' responses (max 25 words) answered by c.20% of submissions
 - c. 6 free text questions (max 100-150 words) answered by c.75% of submissions
- 148 Substantive response from key stakeholders**
 - a. Within these 25% (c.40 submissions) include the Citizen Space survey within the response which need to be processed
 - b. In terms of additional information 75% (c.110) are shorter 1-3 page responses and 25% (c.40) are longer 20-35 page responses
- 190 Individual responses (emails)**
 - a. Of these 80% (c. 150) are emails of less than a paragraph
 - b. Approximately 40 contain attachments (assumed to be readouts of the citizen space survey)

2. Approach

As a team of senior qualitative and quantitative researchers we offer expertise in secondary analysis, literature reviews and a structured approach to synthesising and funnelling qualitative and consultation data into concise and relevant summaries. Central to developing a comprehensive analysis of the consultation response is the codeframe i.e. a list of themes and sub themes which we then use to categorise all responses, enabling us to turn diverse qualitative 'free form' responses into 'coded' structured data that can be quantified.

Our approach involves:

-

a) Inception meeting and consultation briefing

- _____

- b) Data review and data entry where necessary

- [REDACTED]

- c) Developing the analysis framework – or codeframe

- [REDACTED]

[Redacted text block]

d) Stress testing the codeframe

[Redacted text block]

e) Full coding of Citizen Space responses

[Redacted text block]

f) Substantive key stakeholder responses

[Redacted text block]

[Redacted text block]

g) Individual responses

[Redacted text block]

h) Coding assumptions

[Redacted text block]

[illegible]

[REDACTED]

a) Interim reporting options

[illegible]

[illegible]

We have outlined our proposed project timetable below – based on the availability of our staff to work on this.

[illegible]

		[REDACTED]	
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

The table provides an overview of our costs for delivering this work using the approach we have outlined above.

Researcher			Lead coder	Coders	Costs ex VAT
Day Rate					
Fixed Costs					
Briefing meeting					
Project management					
Development codeframe					
Interim analysis /reporting					
Coding					
Analysis					
Final report					
Total days					
Total £s					

- Costs are fully inclusive of all expenses and exclude VAT
- We will agree payment terms with Defra on commission
- Fees are valid for 3 months from the date of the proposal and apply only to the project design outlined in this proposal.
- Changes in design or to our assumptions will involve re-costing and retiming the project
- If the project is cancelled or postponed by the client for any reason resulting in additional work for Blue Marble beyond that agreed in the original proposal, that work will be charged based on the appropriate daily rate of the researchers involved, as well as additional supplier costs resulting from the delay.
- We are not responsible for delays caused by weather, transport difficulties or other circumstances outside our control

Across the project, our approach to project delivery will be based on the following principles:

Strong quality controls:

A named project lead matched with senior-level involvement:

[REDACTED]

Regular client liaison:

[REDACTED]

Flexibility to meet your needs:

[REDACTED]

Robust escalation procedure:

[REDACTED]

Quality assurance:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Analysis of England Tree Strategy Consultation – Full Brief

Defra has opened an England Tree Strategy consultation. This consultation will inform a new England Tree Strategy which we will publish later this year. The strategy will set out policy priorities to deliver our ambitious tree planting programme. It will focus on expanding, protecting and improving our woodlands, and how trees and woodlands can connect people to nature, support the economy, combat climate change and recover biodiversity. This will ensure that trees are established and managed for the many benefits they provide for people, the economy, the climate and nature itself.

We are using this consultation to invite stakeholders' views on how we can significantly increase tree establishment and woodland creation to support nature recovery, clean growth and the commitment to achieve net zero carbon emissions by 2050. We also want your views on how we can protect existing trees and woodland, bring more woodlands into management, use them to support the economy, and engage more people with trees and woodlands.

The consultation document presents a series of questions; seeking responses through the selection of and prioritisation of multiple options (including scope for respondents to add their own options) and open free text calls for information. We also anticipate some written responses from key stakeholder groups to be submitted to the mail box which support the consultation.

All the responses to the consultation need to be analysed carefully and fed back into the design of the Tree Strategy.

Key objectives are:

1. Conduct quantitative analysis of the multiple-choice and prioritisation questions
2. Conduct qualitative analysis of the free text responses to the questions posed in the consultation document and supplementary written responses.
3. Prepare a summary report that sets out the prevalent themes, dissenting opinions, and other relevant dimensions of the quantitative and qualitative analyse.

The consultation document and questions has been published on Citizen Space. Most responses will likely be online via Citizen Space, but there will be supplementary responses made by key stakeholders by email. Defra will conduct most of the data handling.

There are approximately 1800 direct consultation responses, as well as around 16000 response from NGO petitions. Annex A breaks down of the types of questions and the number of responses from an early analysis of consultation responses.

Requirements

The successful supplier will be required to provide the following services:

1. Analyse online qualitative and quantitative survey responses to the consultation, drawing out prevalent themes, dissenting opinions, and other relevant dimensions of qualitative analysis. A clear methodology for identifying prevalent themes should be set out.
 - a. Where possible, analysis should also include insights on any geographical trends and trends by stakeholder type (with the typology to be agreed with Defra beforehand), which are included as background questions in the online responses
 - b. The approach proposed must involve a sufficiently rapid turnaround to meet the timelines included in this specification while still being underpinned by a suitable and methodologically robust qualitative research strategy
 - c. Defra will conduct initial 'triage' on online survey returns to help reduce duplication and remove erroneous responses. Responses can be transferred securely to the successful supplier in common data format (.csv or .xlsx). We should be in a position to transfer data on, or very shortly after, the day of contract award.
2. Process and analyse any paper or email responses to the consultation
 - a. For email responses, Defra will conduct initial 'triage' and to help reduce erroneous and irrelevant responses; responses will then be transferred securely (alongside Citizen Space data).
 - b. Email responses will be formatted differently to online responses and may cover only some of the consultation questions. The approach to analysing email responses should be methodologically robust, but need not be identical to the approach for Citizen Space responses.
 - c. The analysis should also account for the three letter writing campaigns which have consistent messages - Defra will provide initial analysis of these responses.

Outputs

Insights from the analysis should be presented in an accessible way for Defra's team, highlighting the most important findings while also capturing nuances in views that might be salient to policy design.

There are four key outputs for the contract:

1. Finalised analysis method agreed with Defra – by 21st October 2020

A methodology for analysis of responses signed off by the Defra project manager. At the start of the contract the successful supplier will have opportunity to speak with Defra staff and may wish to propose alterations to their methodology as a result. The final approach must be agreed by the end of week one (23rd October 2020).

2. High level findings summary – by 16th November 2020

It is crucial that the successful supplier is able to provide a summary of findings by mid November. The summary should identify prevalent themes within each question, with examples, and views from key stakeholder organisations. Additional detail is welcome, where available. The high-level findings summary should include a report paper and a presentation or equivalent, and be presented at a videoconference meeting with Defra staff, ideally w/c 16th November 2020 but subject to final agreement between Defra and the successful supplier.

3. Draft final report – by 4th December 2020

A draft version of the final project findings should be submitted to Defra for review by 4th December 2020. Format is flexible, but must be succinct while still comprehensive. The report should address all of the questions in the specification in sufficient detail, clearly articulating the main insights from the analysis. Methodological detail, including quality assurance processes, should be included, but may be annexed.

4. Completed Final report – by 11th December 2020

The final report should be submitted and signed off by the Defra project manager by 11th December 2020. A webinar presentation of the analysis findings, or alternative formats for dissemination, can optionally be proposed by suppliers.