

Commissioning Letter

KANTAR UK LIMITED
Tns House,
Westgate,
London,
W5 1UA

Friday, 20 September 2019

Dear [REDACTED].

**BIS Research and Evaluation Framework Agreement – Lot 3
Energy Company Obligation (ECO) Evaluation: Household Survey
CR19057**

Thank you for your response to the Specification for the above commission by the Department for Business, Energy and Industrial Strategy (BEIS) (the Customer) through the BIS Research and Evaluation Framework dated 2 January 2016 between (1) Secretary of State for Business, Innovation and Skills; and (2) Kantar UK Ltd (the Framework Agreement).

Annex: A GDPR
Appendix: 1. Specification for Energy Company Obligation (ECO) Evaluation: Household Survey
2. Tender dated 06th September 2019

The Department for Business, Energy and Industrial Strategy (BEIS) accepts your Tender (Appendix 2), submitted in response to our Specification (Appendix 1).

The Call-Off Terms and Conditions for this Contract are those set out in Schedule 5 to the Framework.

The agreed total charges for this assignment are **£674,078.38** exclusive of VAT which should be added at the prevailing rate.

SOURCING REFERENCE:	CR18057
SOURCING DOCUMENT TITLE:	Energy Company Obligation (ECO) Evaluation: Household Survey
BIDDER NAME	Kantar

Please complete the shaded yellow sections only.

Section 1: Total Project Costs (Summary)

Objective	Number of Days	Total Staff Cost Per Objective (ex VAT)	Total Cost (Ex VAT)
TOTAL		€	674,078.38

Please note that the staff costs in section 1 should equal the staff costs outlined in section 2. Section 2 provides further detail around the project team and the distribution of staff days. Section 3 should equal the cost outline in section 1 and provides a breakdown of the cost in each financial year.

The figure used for evaluation is the total Cost (ex VAT) provided in Section 1 Cell D81. The total cost is the total staff costs (ex VAT) and the total Travel and Subsistence, Overhead costs, cost of production of materials and any/all costs associated with the delivery of the project (ex VAT).

Section 2: Total Staff Costs (Please complete)

Job Title	Standard Rate/Fees including VAT (p/day)	Discounted Rate/Fees including VAT (p/day)	Objective Arm (Please Select)	Number of Days	Travel and Subsistence, Overhead costs, cost of production of materials and any/other costs associated with the delivery of the service (p/day)	Total Staff Cost (no VAT)	Total Cost (no VAT)
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TOTAL STAFF COSTS

All invoices should be sent to finance@services.ukpbs.co.uk or Billingham (UKPBS, Queensway House, West Precinct, Billingham, TS23 2NF) A copy of the invoice should be sent to [REDACTED]

You are reminded that any Customer Intellectual Property Rights provided in order to perform the Services will remain the property of the Customer. The following deliverables have been agreed:

The Services Commencement Date is Wednesday 25th September 2019

The Completion date is Friday 30th September 2022

The Contract may be terminated for convenience by giving 30 days' notice in accordance with clause 38 of the Call-off Terms and Conditions.

Your invoice(s) for this work must include the following information:
Commission number: CR19057

The Authorised Representative for this Commission will be [REDACTED] who can be contacted at [REDACTED]

Until the date of publication, findings from all Project outputs shall be treated as confidential. Findings shall not be released to the press or disseminated in any way or at any time prior to publication without approval of the Department.

This clause applies at all times prior to publication of the final report. Where the Contractor wishes to issue a Press Notice or other publicity material containing findings from the Project, notification of plans, including timing and drafts of planned releases shall be submitted by the Contractor to the Project Manager at least one week before the intended date of release and before any agreement is made with press or other external audiences, to allow the Department time to comment on factual accuracy. All Press Notices released by the Department or the Contractor shall state the full title of the research report, and include a hyperlink to the Department's research web pages, and any other web pages as relevant, to access the publication/s.

This clause applies at all times prior to publication of the final report and within one month from the date of publication. Where the Contractor wishes to present findings from the Project in the public domain, for example at conferences, seminars, or in journal articles, the Contractor shall notify the Project Manager before any agreement is made with external audiences, to allow the Department time to consider the request. The Contractor shall only present findings that will already be in the public domain at the time of presentation, unless otherwise agreed with the Department.

The contractor agrees to providing audit access if requested, up to 6 years after the expiry of the contract period

Congratulations on your success in being selected to undertake this Commission.

Yours sincerely

[REDACTED]
Category Manager
UK Shared Business Services Ltd

BY SIGNING AND RETURNING THIS COMMISSIONING LETTER THE SERVICE PROVIDER AGREES to enter a legally binding contract with the Customer to provide to the Customer the Services specified in this Commissioning Letter and Annexes incorporating the rights and obligations in the Call-off Terms and Conditions set out in the Framework Agreement.

Department for Business, Energy and Industrial Strategy (BEIS)

Name and Title	[REDACTED]
Signature	[REDACTED]
Date	0 7 O c t o b e r 2 0 1 9

Signed on behalf of Kantar UK Ltd

Name and Title	[REDACTED]
Signature	[REDACTED]
Date	30 September 2019

1. Background

Introduction

Scopes of the tender

BEIS are seeking to commission a large-scale survey and follow-on qualitative interviews with households who have participated in the Energy Company Obligation (ECO), a government energy efficiency scheme. It is expected this research will be the central primary data collection element of a wider evaluation of ECO. This ITT covers the survey and qualitative interviews with households only.

BEIS suggest that this research will have three waves, the first taking place in 2019 and the final wave in 2022. The research is required to cover two phases of ECO delivery, from April 2017 to March 2022. This ITT covers all three waves, but review points will be built into the contract and BEIS reserves the right to revise or terminate the contract at these review points for any reason, including a change to BEIS's priorities or requirements. One such review point will be at the end of the first wave.

Background to the Energy Company Obligation

The Energy Company Obligation scheme (ECO) was launched in January 2013. The scheme requires obligated energy suppliers to deliver energy efficiency and heating measures to homes in Great Britain¹. These measures aim to provide energy savings to help households to keep their homes warmer and more comfortable to live in, reduce their energy bills and reduce their carbon emissions.

The Government's Clean Growth Strategy² has an aspiration for as many homes as possible to reach EPC Band C by 2035 where practical, cost effective and affordable. ECO is one of several key policies which will help achieve this, with a particular focus on bringing down bills for low income and vulnerable households.

By tackling the root causes of fuel poverty, ECO aims to lower energy bills and support progress towards the Government's statutory fuel poverty targets³. In England there are estimated to be over 2.5m fuel poor households⁴. It is not possible to identify households living in fuel poverty with 100% accuracy. Therefore, ECO uses means-tested benefits as a proxy for low income. The scoring mechanism in ECO incentivises measures going to the homes with high heating costs – generally large inefficient homes.

Installing energy efficiency measures in homes also helps to reduce carbon emissions and contributes to the Government's legally-binding carbon reduction targets⁵.

ECO has a projected cost of £640 million per year (based on 2017 and rising with inflation)⁶.

Evidence needs

The current phase of ECO, ECO3, is confirmed until 2022, with the Clean Growth Strategy committing to ECO or a successor scheme continuing until 2028 at least at its current value. To support the development of policies that will continue until 2028 there is a need to

¹ Energy suppliers have legal obligations under the Energy Company Obligation (ECO) scheme based on customer number and/or supply volume thresholds. Full details provided by Ofgem <https://www.ofgem.gov.uk/environmental-programmes/eco/energy-suppliers>

² https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/700496/clean-growth-strategy-correction-april-2018.pdf

³ More information about the fuel poverty targets can be found in the Government's fuel poverty strategy: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/408644/cutting_the_cost_of_keeping_warm.pdf

⁴ <https://www.gov.uk/government/statistics/fuel-poverty-detailed-tables-2018>

⁵ The Government's carbon reduction targets are set out in the Climate Change Act, in which we have committed to reducing emissions by at least 80% of 1990 levels by 2050. See <https://www.legislation.gov.uk/ukpga/2008/27/contents>.

⁶ <https://www.gov.uk/government/consultations/energy-company-obligation-eco3-2018-to-2022>

capture robust evidence on the impact of ECO to date, including a robust understanding of the characteristics of existing ECO recipients and whether the policy has delivered against the objectives outlined below.

In addition to directly supporting the development of a successor to ECO, there is a wider need across BEIS's home energy policies to understand the impact of energy efficiency measures in the real world.

The ECO Scheme

Policy Objectives

Current objectives of the Energy Company Obligation are as follows⁷:

- 1) **Drive uptake of energy efficiency measures in the residential sector** that would not have occurred in the absence of intervention, in particular among low income and vulnerable households in or at risk of fuel poverty. This includes:
 - Upgrading around a million homes between 2015 and 2020
 - Upgrading all fuel poor homes to EPC Band C by 2030.
- 2) **Make progress against Government's statutory fuel poverty and climate change commitments**, including reforming ECO to support the least energy efficient low-income households, prioritising worst cases first and taking account of vulnerability⁸
- 3) **Reduce energy demand in the residential sector**, thereby lowering energy bills, improving prosperity of individuals and communities, reducing carbon emissions and Improving energy security
- 4) **Improve thermal comfort and subsequent health outcomes**
- 5) **Support jobs and growth by:**
 - supporting skilled jobs in small and medium businesses spread throughout Great Britain
 - supporting innovation in product manufacturing and installation
- 6) **Achieve an Affordable Warmth target of £8.253bn** in notional lifetime bill savings by March 2022 (with specific targets also for rural and solid walled homes)⁹.

⁷ More information on the objectives and vision for ECO can be found in the ECO3 consultation document and final stage impact assessment, both available here: <https://www.gov.uk/government/consultations/energy-company-obligation-eco3-2018-to-2022>

⁸ In England, a household is considered to be in fuel poverty if the home has higher than typical energy costs and, were they to spend that amount on energy, they would be left with a residual income below the official poverty line. Households who meet both conditions are referred to as Low Income High Costs. According to the latest official statistics, there are just over 2.5m households living in fuel poverty in England. / Calculated slightly differently in Wales / Scotland

⁹ ECO3 expanded the definition of AW to include households in receipt of Child Benefit, subject to an income threshold, and disability benefits, including Personal Independence Payment. BEIS to provide

7) Deliver ECO measures to appropriate industry standards and provide adequate consumer protection

Delivery Phases

The delivery of ECO has occurred across a number of distinct phases:

- ECO1: January 2013 to March 2015
- ECO2: April 2015 to March 2017
- ECO2t (aka ECO Help to Heat): an extension of ECO2 which ran from April 2017 to September 2018
- ECO3: Commenced in December 2018 and expected to run until March 2022

Funding has been committed until 2028, although how the scheme will operate post 2022 is currently undetermined and will be informed by this evaluation.

ECO Delivery

The obligation for complying with ECO sits with energy suppliers, specifically those with 200,000 domestic customer accounts or more. Each obligated energy supplier has a statutory obligation to deliver a set amount of notional lifetime bill savings. Energy suppliers must deliver measures to eligible homes to meet their obligations. All measures installed must be notified to the scheme administrator, Ofgem¹⁰.

Each obligated energy supplier has a target score which they are obliged to achieve across a phase of the scheme. Targets are based on notional lifetime bill savings and every installed measure is awarded a 'deemed score' based on the estimated notional bills savings that the measure is expected to deliver over its lifetime. These scores are averages based on the type and size of property (e.g. 3 bed semi-detached). Uplifts are awarded to some scores to incentivise certain measures, for example under ECO3 an uplift is provided for the delivery of innovative measures to incentivise their uptake.

The recipients of ECO measures are households. Energy companies may engage households directly, or they may contract this work to other organisations that will arrange and/or carry out installations. The majority of suppliers are known to contract out this work to an installer who will generally be paid in accordance with the lifetime bills saving. A number of third parties are also known to be involved in this process in some cases, primarily managing agents who buy the measure from the installer and sell it to the household.

ECO is a market driven scheme and suppliers have the freedom to meet their obligations using a range of contracting practices. For example, trading of obligations between suppliers was introduced at the start of ECO2t (2017-2018) as a means to simplify scheme administration and reduce delivery costs. The market driven approach is intended to create a competitive market which results in the most cost-effective delivery approaches being adopted.

The costs for delivering ECO are predominantly incurred by energy suppliers, who then recover the money from the domestic energy bills of their customers. However, under the scheme rules it is acceptable for households to be asked to contribute towards the cost of

energy suppliers with data and tools in order to improve the efficiency of identifying eligible households.

¹⁰ <https://www.ofgem.gov.uk/environmental-programmes/eco>

the installation. Energy companies (and their delivery partners) are responsible for deciding how the costs of each measure are met.

Since the start of the ECO scheme in 2013, a significant market has developed around the delivery of ECO measures. BEIS is keen to understand in more detail the ways in which this market operates and how it influences customer experiences and the delivery of scheme objectives.

ECO targets

When ECO was introduced it created a legal obligation on energy suppliers to improve energy efficiency of households through three distinct targets:

- the **Carbon Emissions Reduction Obligation (CERO)**. Focused on reducing the carbon emissions of our housing stock, primarily through the deployment of insulation measures in hard to treat homes, for example solid wall insulation and hard to treat cavity wall insulation. Open to all households regardless of socio-demographic characteristics.
- the **Carbon Saving Community Obligation (CSCO)**. Focused on reducing carbon emissions through the provision of insulation measures and connections to district heating systems to domestic energy users that live within an area of low income.
- the **Affordable Warmth Obligation (AW)**. Focusing on reducing energy bills in low income and vulnerable households at risk of fuel poverty, through a mixture of insulation and efficient heating systems.

There have been a number of changes to the scheme targets since it was first introduced in 2013. Over time the focus of the scheme has moved away from carbon emissions reduction towards lifetime bill savings for low income, vulnerable and fuel poor households. At the start of ECO2 the CSCO target was ended and the AW target was increased. At the start of ECO3 the CERO target was ended and the AW obligation became the sole target of the scheme.

Eligible population

ECO is a Great Britain wide scheme.

The population of households eligible to receive measure under ECO has changed since the start of the scheme as the CSCO, CERO and AW targets have been revised and the emphasis has shifted from carbon emissions reduction towards bill savings for low income, vulnerable and fuel poor households.

Under ECO3, which is solely focused on Affordable Warmth targets and low income, vulnerable and fuel poor households, there is estimated to be a pool size of 6.6m eligible homes. The Affordable Warmth eligibility under the ECO3 covers:

- private tenure households in receipt of certain means-tested benefits, or combination of benefits, sometimes needing to have a household income below a set threshold;
- private tenure households identified by a local authority as living on a low income and vulnerable to the cold or in fuel poverty; and
- households in social tenure households living in properties with an energy performance certificate rating of E, F or G, for certain measures.

A minimum of 15% of ECO delivery must occur in rural areas. This is to safeguard delivery in rural areas where delivery may be more expensive but where homes tend to have a higher proportion of households in fuel poverty and have a larger fuel poverty gap. However, BEIS estimate that nearly 20% of ECO3 delivery will be to rural locations.

Local Authority flexible eligibility

At the start of ECO2t Local Authority flexible eligibility (known as LA Flex) was introduced. This is a voluntary element that enables suppliers to meet a proportion (10% for ECO2t; 25% for ECO3) of their ECO Affordable Warmth targets by installing measures in homes which do not meet the standard eligibility criteria, but which have been identified as part of the ECO target population by local authorities.

Flexible Eligibility was designed to harness the knowledge that local authorities have about the low income, vulnerable and fuel poor households that live in their areas, allowing ECO funding to be better targeted at those that need it most. The intention is that households outside of the core benefits system eligibility criteria will be reached by the scheme.

There are two main categories of household eligible under flexible eligibility. These are private tenure households which are identified by a local authority as:

- i. Living in fuel poverty, or
- ii. Low income households who are vulnerable to the effects of living in a cold home.

A participating local authority determines its own locally specific criteria for households that fall into the above categories. They are required to publish a Statement of Intent setting out their flexible eligibility criteria prior to determining eligible households. They must later report the category under which each household was determined as eligible. BEIS guidance for local authorities engaging with flexible eligibility, including on the types of households expected to be targeted has been published online¹¹.

Innovation

From the start of ECO3, obligated suppliers could meet up to 10% of their total obligation through the delivery of innovative measures. It allows for the promotion and installation of new, innovative products and methods to help deliver bill saving targets and provides an incentive to suppliers to introduce such new products by:

- providing support for measures that have been tested in a laboratory and now require testing in a live environment; and
- providing support for measures that have not previously been delivered under the obligation and where they can demonstrate that their installation methods, material fabric and/or other techniques can drive down delivery costs and improve the energy efficiency of the property.

For a measure to be granted innovative measure status, installers of the measures must seek an energy supplier sponsor which makes an application to Ofgem with supporting evidence including, for example, performance data. If a new measure is approved, it receives a 25% uplift to the deemed score¹².

Scheme monitoring data

All measures are reported by energy suppliers to Ofgem, who are responsible for administering the scheme. BEIS receive installation data and publish monthly monitoring data including the number of ECO measures installed, the number of households in receipt of ECO measures, and the numbers of specific measures installed¹³.

The monitoring data gives an indication of the scale of ECO and the deemed impacts. However, evidence about the recipients of ECO measures is limited to the basic eligibility information collected to allow energy companies to administer the scheme. Evidence of detailed household demographics, their experiences, and the real-world impact of the installation of those measures are not currently captured. The survey proposed in this project is the key mechanism through which those evidence gaps are to be filled.

¹¹ <https://www.gov.uk/government/publications/energy-company-obligation-eco-help-to-heat-scheme-flexible-eligibility>

¹² The overall target has been set anticipating that suppliers will use the maximum amount of the innovation uplift.

¹³ <https://www.gov.uk/government/collections/household-energy-efficiency-national-statistics>

Households supported

Since the launch of ECO in 2013, approximately 2.5 million energy efficiency measures have been installed in close to 2 million homes, up to March 2019.

As part of ECO2t (April 2017 to September 2018), 326,717 measures were installed across 277,273 homes. Of the measures installed, CERO accounted for 182,708 measures installed in 168,840 homes, Affordable Warmth accounted for 144,009 measures installed in 108,433 homes, within Affordable Warmth the flexible eligibility accounted for 15,864 measures installed in 12,702 homes.

In the initial months of ECO3 (Dec 2018 to March 19), 54,189 measures were installed across 41,217 homes. Of these, 10,517 measures were installed under flexible eligibility in 8,345 homes. By March 2019, no Innovative measures had yet to be installed.¹⁴ Up to date delivery statistics for ECO3 are published online every month¹⁵.

It is expected that over the life of ECO3, 1.24million measures will be installed in 1.2million homes.

Previous research and evaluation

A series of research projects took place in 2014 and 2015 to evaluate the first phase of the ECO scheme, in conjunction with evaluation of the Green Deal¹⁶. No formal evaluation has taken place since then, and there are evidence gaps which remain outstanding. BEIS have undertaken ongoing analysis of the evidence available from the scheme administration and market intelligence, primarily to support policy design and delivery of impact assessments. The previous research focused on how households found out about ECO, their motivations for participation and their experience of installation. Minimal evidence was produced about what happened after measures were installed, for example the impact of the programme on comfort levels, energy savings, bills and carbon emissions. In general, the interactions between consumer behaviours and overall programme results are not well understood. Previous research took place prior to the introduction of the flexible eligibility and Innovation elements of the scheme so there is not currently any evidence about the nature of households installing measures using these aspects of ECO and if and how their experiences and outcomes differ.

ECO and Green Deal were the subject of an NAO audit published in 2016¹⁷. This audit identified key evidence gaps that this project is seeking to fill. Those gaps included household income, to support an assessment of the extent to which recipient households are at risk of fuel poverty, and customer's financial contributions to measures.

2. Aims and Objectives of the Project

Project Aims

The primary aim of this project is to collect evidence from households receiving a measure under ECO to fill existing evidence gaps.

ECO3 is the most focused of the supplier obligation schemes to-date, with funding more narrowly targeted than previously at households who are low-income, vulnerable and at risk of fuel poverty. This focus places an increased need for BEIS to demonstrate which households receive ECO measures. Household demographics are therefore a research priority and feature strongly in the research questions listed below.

As set out in the Introduction section, the policy is at a key point in its development cycle. The Clean Growth Strategy has committed to funding domestic energy efficiency until 2028 at least at current ECO levels, however, the current ECO3 scheme is due to expire in 2022.

¹⁴ Further details about the measures installed under ECO can be found in the month Households Energy Efficiency Statistics available at: <https://www.gov.uk/government/collections/household-energy-efficiency-national-statistics>

¹⁵ <https://www.gov.uk/government/collections/household-energy-efficiency-national-statistics>

¹⁶ <https://www.gov.uk/government/collections/green-deal-and-eco-evaluation>

¹⁷ <https://www.nao.org.uk/report/green-deal-and-energy-company-obligation/>

To effectively design the next phase of policies in this area, evidence is required to understand the scale and nature of impact that ECO has in the homes of recipients. The research questions below highlight the range of impacts of interest to this research, as well as the importance of understanding how the current delivery mechanism is influencing achievement of outcomes, and how this compares to the previous delivery mechanism (ECO2, and primarily the CERO obligation which was not continued into ECO3). In addition to the evidence being of direct use in the ways listed above, the evidence will also feed into several other workstreams underway within BEIS, improving the evidence base for policy modelling and decision making.

Strategic aims of the project

- Provide evidence to support an evaluation of the ECO2t and ECO3 phases of the schemes.
- Provide evidence to support the development of future policies in the home energy sector, including for fuel poor or vulnerable homes.

Specific project aims

The project should provide statistically robust evidence from households receiving measures under ECO2t and ECO3 to understand who they are, their experiences of ECO, and the impacts of their participation.

The project should also provide detailed qualitative insight to further explore key issues identified in the quantitative evidence. This is likely to focus on household experiences and the impact of the installed measures.

The project should provide evidence that can be disaggregated and analysed for sub-groups that are important to the scheme. The quantitative evidence should be sufficiently robust to allow for statistical analysis between the different sub-groups. It is essential to the project that the demographic characteristics, experiences and outcomes for different sub-groups can be compared and significant differences identified. The make-up of the important sub-groups are described in the methods section.

The project should provide evidence throughout the life of the contract, ensuring the latest evidence is available to BEIS. The key outputs expected are detailed in section 4.

Research Questions

The following research questions have been developed for this project. These will be reviewed with the contractor once appointed. We anticipate the survey and qualitative interviews will provide insight into each of these research questions. Additional findings will also be collected from other elements of a wider evaluation, described below.

Who has been reached by the ECO2t and ECO3 phases of the scheme?

- What is the demographic make-up of households reached by ECO?
- To what extent are households low-income, fuel poor or vulnerable?
- How does the demographic make-up of households differ across the different sub-groups of interest?

To what extent have the ECO outcomes been achieved?

- Have households in receipt of ECO measures experienced:
 - warmer homes, improved health outcomes, reduced bills, changes to their energy consumption?
- Has there been behavioural and attitudinal changes for participating households? (e.g. Do they turn their heating on more regularly? Have their perceptions about affordability of a warm home changed? Are they more aware of their energy use or alternative energy saving measures?)

- What progress has been made towards achieving statutory fuel poverty commitments and affordable warmth targets?
- How have the outcomes of ECO differed across the different sub-groups of interest?

How effective and efficient has the delivery of the scheme been?

- What has been the experience of participating households and how did they come to be involved in ECO?
- Are the types of measures installed the most appropriate for the property and household type?
- Is take-up of measures influenced by public perception of benefit?
- What role did households have in the decision-making around which measure(s) to install?
- How well informed did households feel about their participation in the scheme?
- To what extent are the most vulnerable households being reached?
- What were the costs incurred by participating households and did they feel they received value for money?
- How did the experience of households differ across different sub-groups of interest?

Are the outcomes achieved additional to what would otherwise have happened in the absence of ECO?

- What do households believe they would have done in the absence of ECO?
- How does what households would have done in the absence of ECO differ across the different sub-groups of interest.

Contribution to a wider evaluation

The project acts as the primary data collection workstream within a wider evaluation of the ECO scheme which will be conducted by BEIS. For this reason, the evidence collected in this project will need to be compatible with the methods applied in the wider evaluation, which is still in the design stage.

This invitation to tender does not include delivery of the wider evaluation.

It is expected that this project will need to be compatible with the wider evaluation in the following ways:

- Household demographics – the wider evaluation is expected to make use of ONS statistics and data from Department of Work and Pensions and Department of Health and Social Care. The data collection should make use of harmonised questions where possible to ensure that the different data sources can be used in the same analyses.
- Household impacts – the wider evaluation is expected to assess the impact of the scheme using household energy data from the National Energy Efficiency Data-

Framework (NEED¹⁸). This allows comparison of energy use within ECO households to a set of counterfactual households. Household information will need to be compatible with the data in this framework and self-reported impacts of the ECO measures should be collected in such a way that they can be analysed alongside the NEED based analysis (including appropriate data protection considerations).

- Scheme design – the wider evaluation is expected to assess the impact of the scheme design through multiple stakeholder perspectives. This project will need to provide the perspectives of the participating households and insight into how the scheme design affected their experience.

To support the wider evaluation this project will need to both collect the raw data that is compatible with the work streams listed above, as well as conduct the analysis and provide findings reports which present conclusions regarding the research questions below.

3. Suggested Methodology

BEIS have undertaken an internal scoping exercise to assess feasible options for collecting robust information from a statistically representative sample of households receiving measures under ECO2t and ECO3.

A suggested methodology is included in this specification, however, bidders are encouraged to propose methods which they believe can robustly and cost-effectively deliver the outputs requested in the required timeline (see the indicative timetable and table 3 for discussion of flexibility around deliverables).

BEIS acknowledge that conducting robust research with this audience is complicated. For this reason, we are providing as much information as possible on the ECO population and our evidence needs so that potential contractors can review and make their own suggestion for the most cost-effective approach to deliver robust insight on this population. We believe that providing a suggested methodology is a good way to demonstrate the complexities that are involved, but the intention is not for that suggested methodology to constrain the proposals we receive. Any required elements are clearly indicated with underlining.

We are also providing further detailed population information in annex 1 and examples of the conclusions that we would like the project to be able to make in annex 2.

For the avoidance of uncertainty, we will be scoring submitted proposals on their ability to provide the evidence required, irrespective of whether the suggested methodology is followed or not.

We encourage bidders to submit clarification questions to ensure they fully understand the aims and objectives of the research, such that they are able to develop an approach that delivers against those objectives without being constrained by the suggested methodology below.

Suggested methodology

The suggested design is a multi-wave, cross-sectional, quantitative survey with households who have had an energy measure installation under ECO. Surveys would be conducted primarily as face-to-face in-home interviews, although we suggest adopting a hybrid approach which enables telephone or online completion, if considered feasible. Surveys should take place at a point in time after the installation of the measure.

In order to keep costs at a reasonable level, we expect a geographically clustered sampling approach to be most feasible, with advance letters sent to households offering them the option of completing the survey online or by phone. Interviewers would then seek to achieve face to face interviews for those who did not complete the survey online or by phone.

The survey will need to include questions relating to sensitive subjects such as household income, entitlement to benefits, and health issues. All proposals are required to set out how they will manage response rates, ethical considerations, and good data quality in these areas.

¹⁸ <https://www.gov.uk/government/collections/national-energy-efficiency-data-need-framework>

The survey length would be around 30 minutes¹⁹. A £10 incentive is suggested for participants and expected response rates are 8% for online or telephone and then 40% (of the remaining sample) for face to face, giving an overall response rate of around 45%. Proposals should state how the survey will be tailored to each delivery method, for example prioritising questions to reduce overall length during online delivery, if required.

All proposals are required to include cognitive testing of the questionnaire to determine the appropriate length and question wording for this mixed method approach.

In scope of the research will be ECO2t, the phase of the scheme which took place between April 2017 and September 2018, and ECO3, which commenced in December 2018 and is planned to continue until March 2022. Earlier phases of the scheme will not be covered by the research as there has been too much of a time lag for participants to be able to provide robust and reliable responses.

Three survey waves are suggested, to evaluate the ECO scheme over time and to enable comparative analysis of the different phases and elements of the scheme. We suggest three waves rather than a continuous survey or more frequent waves to enable a more realistic and cost-effective approach when adopting a face to face cluster sampling methodology. However, the time lag between waves as well as the time that has passed since the launch of ECO2 present a risk around interviewing some participants two years after their installation. Proposals should suggest ways to mitigate this risk.

Table 1 - ECO phases and proposed timing of survey waves

	2017			2018				2019				2020				2021				2022								
Date	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3						
Phase	ECO2t (CERO, AW, LA Flex)							ECO3 (AW, LA Flex)																				
Sampling	Wave 1							Wave 2							Wave 3													
Fieldwork																												

Sampling

A statistically representative sample of households receiving a measure under different ECO obligations included within ECO2t and ECO3 is required. This requires the sample frame to consist of all households from the Ofgem register who have had a measure installed under ECO2t or ECO3. This information will be shared with the appointed contractors following signing of a data sharing agreement.

From the sample frame, we expect multiple samples would be drawn which represent different elements for the ECO scheme. To enable the analysis of differences between relevant sub-groups the proposed method suggests that a main sample is achieved which is representative of the total population (this would be done separately for ECO2t and ECO3) and then boost samples would also be drawn independently for each of the sub-groups in table 2 which require additional 'top-up' sample in order to achieve base sizes large enough for robust sub-group analysis. BEIS believe this approach will ensure that we can report the make-up of, and outcomes for, each of these priority sub-groups with confidence. However, alternative sampling approaches are welcomed as long as they demonstrate statistically robust analysis will be possible for ECO2t, ECO3, and for each of the sub-groups of interest, including comparisons between scheme phases (i.e. ECO2t and ECO3) and sub-groups (CERO, Affordable warmth standard eligibility, Affordable Warmth flexible eligibility, innovation and non-innovation).

A geographic cluster sampling approach is likely to be necessary to support the face to face method. Based on learning from previous ECO surveys²⁰ and an associated methodological

¹⁹ We recognise this may need to vary slightly for different survey modes e.g. online, face-to-face and telephone

²⁰ <https://www.gov.uk/government/publications/energy-companies-obligation-eco-customer-journey-research>

paper²¹, clusters based on MSOA level data, with approximately 10 households sampled per cluster, are suggested.

The sample would be stratified based on the variables which are expected to influence responses within the survey. In line with the previous ECO surveys, stratification and clustering could be implemented by stratifying all cluster-able households and then selecting 'starting households' at random. These 'starting households' then dictate which clusters are selected²².

Stratification variables of interest, available from the ECO data, are below. Further details of category response options are detailed in the data tables in annex 1.:

- Obligation (CERO, affordable warmth – standard eligibility, affordable warmth – flexible eligibility)
- Region
- Measure Installed (heating, wall insulation and other insulation)
- Urbanity (urban; mixed urban/ rural & rural)
- Tenure (owner occupier; social tenant; private tenant; other)
- Property type (non-flat; flat)

BEIS require each of the variables listed above to be included as cross-breaks in the tables provided in the research outputs. Where possible and where base sizes allow, analysis of these variables will also be of interest in the reporting. They are not high enough priority to warrant boost samples, however based on the profile of households in the published statistics it is expected that at least 50 cases will naturally fall out of the sample for most of the options within these variables.

Specifically of interest to BEIS are region, and in particular ECO recipient households in Wales and Scotland. Statistics for ECO2t suggest that 10% of affordable warmth measures (including 27% of flexible eligibility measures) and 3% of CERO measures were installed in Wales; and that 12% of affordable warmth measures (including 11% of flexible eligibility measure) and 21% of CERO measures were installed in Scotland.

Types of measures installed, and in particular ECO households in receipt of Solid Wall Insulation (SWI), are also of specific interest to BEIS. Under ECO2t, SWI accounted for 15% of all CERO measures installed and 4% of all affordable warmth measures (including 6% of all flexible eligibility measures).

While boost samples for these 3 groups of interest – Wales, Scotland and SWI – are not anticipated, BEIS will be interested in monitoring the achieved sample across these three groups during fieldwork, and potentially setting minimum quotas, if feasible. Contractors are invited to suggest alternative approaches to sampling and analysis of these groups, if considered achievable within the total project budget. However, these are not the primary sub-groups of interest. Analysis of ECO2t, ECO3, and the sub-groups in table 2 are the top priority, and the robustness of this analysis should not be compromised.

Table 2 - Illustrative population and sample sizes across all waves

ECO obligation	Population size (Households receiving at least one measure)	Issued sample (Households)	Desired achieved sample (Households)
ECO2t Help to Heat	277,273		
CERO	168,840	1,490	670
Affordable Warmth			
Standard eligibility	95,731	1,000	450
Flexible eligibility	12,702	980	440

²¹ <https://www.gov.uk/government/publications/examining-potential-bias-in-the-sampling-methodology-for-the-green-deal-assessment-survey>

²² <https://www.gov.uk/government/publications/energy-companies-obligation-eco-customer-journey-research>

ECO 3²³	1,200,000		
Affordable Warmth			
Standard eligibility	900,000	2,990	1,345
Flexible eligibility	300,000	2,980	1,340
Innovation ²⁴	120,000	2,980	1,340
	Total achieved quantitative sample over three waves		5,585
	Total follow-up qualitative Interviews		135

Further breakdowns of the current ECO2t and ECO3 population are provided in Annex 1.

Please note: The sample sizes provided in table 2 should **not** be taken as required sample sizes. Proposals should state the sample sizes that are appropriate for the methodology they are suggesting and all bids must state the confidence intervals and level of confidence they expect achieve. The minimum confidence intervals and levels of confidence that BEIS have used to develop the suggested approach are confidence intervals of +/- 5%, at the 95% confidence level. These are BEIS preferred minimum standards, although flexibility on this will be considered if deemed necessary to deliver the project to the required timescales (see the 'indicative timetable' section for more details of the flexibility available to bidders). Proposed sample sizes for the different sub-groups of interest and on a per wave basis are also suggested in the sampling section. Again, these are suggestions only and should not be taken as required.

The analysis of the survey data would include the application of weights to correct for any minor differences between the surveyed sample of households and the sample universe. The weighting is expected to be based on the stratification variables and potentially also a variable based on date of ECO installation. This suggested approach assumes that weighting can be applied to enable combination of data from each wave into one complete dataset which allows assessment of ECO2t, ECO3, and ECO delivery since April 2017.

Qualitative Interviews

Qualitative insight with a smaller sample of ECO households is required.

Following the quantitative survey, the suggested methodology includes qualitative interviews to explore in more depth the experience of ECO with a mix of households from the three main sample types (CERO, AW standard eligibility and AW flexible eligibility for wave 1 / AW standard eligibility, AW flexible eligibility and innovation for waves 2 and 3).

It is suggested that purposive sampling be conducted, to target the groups of interest, with the sample drawn from those consenting to be re-contacted in their initial survey. Each wave of the quantitative survey would be followed by 45 in-depth interviews, resulting in 135 interviews in total.

The interviews will explore, among other things, why households have or have not changed their

²³ The population sizes presented for households receiving ECO3 are estimates only based on the predicted number of households that ECO3 will deliver to by March 2022. Note that:

- Learning from previous phases tells us that the number of households receiving measures may not be evenly distributed across the duration of a phase. The number of households can fluctuate across a delivery period, and at times has shown to be more concentrated towards the end of a phase. This is particularly true for flexible eligibility measures. More than 80% of ECO measures delivered under flexible eligibility as part of ECO2t were delivered in the final six months of this eighteen month delivery phase. It is expected that a similar trend may occur for the delivery of measure under the Innovation element of ECO3. As of March 2019 no Innovation measures had yet been delivered.
- The population sizes provided for standard and flexible eligibility under ECO3 assume that suppliers fulfil their maximum quotas. Suppliers can meet up to 25% of their ECO3 targets under flexible eligibility, and 10% via innovative measures. However, it is not compulsory for them to do so.

²⁴ Innovation measures are not mutually exclusive to the other categories. All households receiving innovation measures under ECO3 will also fall under either standard eligibility or flexible eligibility. The final sample design should account for this overlap.

perceptions and behaviour around energy use since the installation of an ECO measure, how they felt about the experience overall including how informed they felt throughout the process and how it could have been improved, and what sort of additional support they would like to receive to facilitate energy use and bill savings.

Proposals including use of the qualitative interviews to support development of 5-10 case study outputs are encouraged. These prove effective communications tools, alongside the formal reporting, in this field.

Methodological review point

A review of the implemented methodology will be required around the Spring of 2020 (after wave 1 in the suggested methodology). This review is essential and should be included in all bids. Contractors will be required to assess the robustness and any bias within the achieved samples and allow time for discussion with BEIS regarding options for ongoing delivery.

The contract for this project will include contract break points to allow the contract to be amended or terminated at agreed points, one of those points will be following this methodological review. It is expected that a review and break point will be included at the end of each financial year, however, the final decision on timing will depend on the final project plan.

Ethical considerations

Many of the survey participants are expected to be vulnerable in some way. We expect the population of households in receipt of ECO measures, particularly those receiving measures under the Affordable Warmth obligation, to include individuals who are elderly, disabled, living in very low-income households, or who are vulnerable for other reasons.

Proposals are required to indicate the steps that will be taken to ensure the safety and well-being of all participants and interviewers, as well approaches to address any further ethical issues they identify as relevant to this project.

Key factors influencing suggested approach

BEIS recommend reviewing the reports relating to the previous ECO surveys²⁵ and an associated methodological paper²⁶ when preparing proposals for this project. The key issues outlined below are taken from those papers, however, they include a wider insight into the details of delivering a survey with this population.

Hybrid methodology

The administrative information available within the scheme only includes the address at which the measure was installed. This makes phone surveys.

A face-to-face approach was felt necessary for several other reasons:

- Avoidance of non-response bias in an online only survey – the ECO population is known to include large numbers of elderly and vulnerable households. These populations are known to give low response rates to online surveys.
- Sensitive questioning such as income, benefits and health issues are easier to skip in an online method, however, face-to-face explanation of the importance of these is expected to increase response rates. Evidence of an experienced face-to-face interviewers' team, including experience in interviewing vulnerable populations, is required in all proposals.

The potential impact of mode effects has been considered and proposals should suggest mitigations for this. One mitigation option to be considered will be participants in face to face interviews completing the survey on the interviewer's laptop this mimicking the online mode.

Three waves have been suggested for the following reasons:

- The waves align with timing of required outputs set out in section 4 of this specification. The rationale for the timing of each output is set out there.

²⁵ <https://www.gov.uk/government/publications/energy-companies-obligation-eco-customer-journey-research>

²⁶ <https://www.gov.uk/government/publications/examining-potential-bias-in-the-sampling-methodology-for-the-green-deal-assessment-survey>

- Conducting the survey as near in time as possible to the date of installation is important. However, the use of face-to-face cluster-based sampling methods means that a rolling monthly or quarterly survey is not likely to be cost-effective.
- Deployment under the scheme is likely to vary over time, with newer obligations (LA Flex and Innovation) unlikely to see significant delivery until the latter period of the scheme.

Response rates

The suggested response rates are taken from previous surveys of both ECO and Green Deal populations²⁷, which used a similar cluster sampling and a face-to-face and online hybrid approach.

Factors that are expected to influence response rates in this population:

- Participants are likely to be elderly or otherwise vulnerable. This is expected to reduce response for online surveys, but it is also likely to influence other survey methods.
- There is expected to be a high turnover of household occupants in this population, particularly in the rental sector. The survey of ECO2t households is most likely to suffer from this, as the longest period of time is likely to have elapsed. Proposals are required to recognize this risk and suggest mitigation strategies.

The final number of responses in ECO3 will be dependent on the final size of the population. Given that ECO targets are based on the delivery of bills savings, there is no guarantee as to the number of households that will receive a measure (for example fewer households could be reached if measures with higher bills savings per house are rolled out by suppliers). For the purposes of the proposal the assumed population size should be taken as 1.24 million measures in 1.2 million homes. The breakdown of measure and property types should be assumed to be similar to those achieved under ECO2t and ECO3 to date. Actual ECO delivery will be monitored in advance of each fieldwork wave.

Sampling

The suggested sampling approach has drawn on learning from a methodological paper written following the previous round of surveys with ECO and Green Deal households²⁸. A key lesson drawn from this paper was to reduce intra-cluster correlation by sampling at MSOA level rather than postcode sector, thus allowing the linking to detailed demographic data available at MSOA to support calculation of more powerful correction weights.

There is a risk that the number of installations at MSOA level are too small to support a deliverable cluster sampling approach. Tables detailing delivery of ECO at MSOA level are provided in annex 1 and proposal should take this into account in the proposed design.

In calculating the sample sizes necessary to achieve a +/- 5% confidence interval at the 95% confidence level²⁹, the following factors were considered:

- The sample size is inflated using a design effect to account for the stratified cluster sampling approach. The suggested sample sizes assumed a DEFF of 1.4, based on the methodological paper mentioned above.
- The sample size is inflated to account for the estimated impact of weighting on the effective sample size. It is expected post-survey weighting will be required, based on the stratification variables and potentially also a variable to account for date of ECO

²⁷ <https://www.gov.uk/government/collections/green-deal-and-eco-evaluation>

²⁸ <https://www.gov.uk/government/publications/examining-potential-bias-in-the-sampling-methodology-for-the-green-deal-assessment-survey>

²⁹ These calculations assumed survey questions provide a 50% result, however in reality survey results are likely to vary and may result in higher levels of confidence.

installation, to correct for any minor differences between the surveyed sample and the sample universe.

Based on previous surveys with ECO households we expect the surveyed sample to be a fairly close match to the universe. An effective sample size of 80% has therefore been assumed.

The suggested approach proposes sampling the different ECO phases (ECO2t and ECO3) separately and also having additional separate boost samples to ensure large enough base sizes are achieved for robust analysis of the key subgroups of interest (CERO, Affordable Warmth standard eligibility, Affordable Warmth flexible eligibility, and Innovation). This approach has been suggested based on the importance of being able to report statistics for each of the obligations to the level of confidence set out above, as well as carrying out statistical analysis between the different obligations. This level of analysis is a priority for the project, further sub-group analysis is valuable for BEIS but we recognize analysis of smaller sub-groups (such as those used for stratification) may result in lower levels of confidence.

An illustration of the types of conclusions that are required at point in the survey is included in Annex 2. These should be used as a guide by bidders to ensure their sampling approach provides evidence to support the conclusions required by BEIS at different points in time.

Wave 1

Wave one is suggested for late 2019 and will collect data from across the full ECO2t phase and as well as collecting some early ECO3 data. Robust comparisons between the CERO and Affordable Warmth obligations, and across standard and flexible eligibility have been assumed. The suggested sample sizes are as follows:

- Households who had a measure installed in phase ECO2t under the CERO obligation – sample size 670
- Households who had a measure installed in phase ECO2t and ECO3 under the AW obligation and via standard eligibility – sample size 670 (split approximately two thirds ECO2t and one third ECO3)
- Households who had a measure installed in phase ECO2t and ECO3 under the AW obligation and via flexible eligibility – sample size 660 (split approximately two thirds ECO2t and one third ECO3).

This suggested approach is likely to mean that sample sizes will not be large enough for robust standalone analysis of the sub-groups of interest for the separate phases of ECO with any high level of precision (e.g. it is likely it will not be possible to provide robust standalone analysis of AW standard eligibility for ECO2t only, or to compare ECO2t AW standard eligibility with ECO3 AW standard eligibility). This is acceptable from BEIS's perspective. What is important however, is that the 2019 fieldwork provides:

- A representative sample of ECO2t at an overall level (including CERO, AW standard eligibility and AW flexible eligibility households)
- Representative samples large enough to allow for robust analysis and comparison of CERO (ECO2t households only), AW standard eligibility (made up of ECO2t and ECO3 households) and AW flexible eligibility (made up of ECO2t and ECO3 households).
- Large enough sample for ECO3 households from AW standard eligibility and AW flexible eligibility that, when combined with sample from wave 2, will enable a robust analysis of ECO3 at an overall level and allow comparison of ECO3 standard eligibility vs. flexible eligibility populations, across approximately its first two years of ECO3 delivery. As the wave 1 and 2 samples for ECO affordable warmth households are expected to be combined in this way, the proposed sample sizes are smaller for each of these two waves than for wave 3.

Wave 2

A second wave is suggested for late 2020 / early 2021. The main aim of this wave will be to give a comprehensive midpoint reading for ECO3 and enable further comparisons to be drawn between ECO3 standard eligibility and flexible eligibility households. The sample will be made up of households who had an ECO measure installed after wave 1, therefore including households only from the ECO3 phase. It will be made up of two different samples:

- Households who had a measure installed in phase ECO3 AW obligation via standard eligibility – sample size 450
- Households who had a measure installed in phase ECO3 AW obligation under flexible eligibility – sample size 450
- Household who had an innovative measure installed in ECO3 – sample size 670

The sampling of innovative measures introduces additional complexity. Energy suppliers are allowed to meet up to 10% of their obligation (in terms of bills savings not households) through innovative measures. However, the measures are delivered under the affordable warmth obligation (including both standard and flexible eligibility). This means that the innovative measures households are not mutually exclusive from the affordable warmth samples. For the purpose of this suggested methodology it has been assumed that some innovative measure households will naturally fall out of the affordable warmth samples. However a sizable boost sample will also be required to be collected so they can be analysed as a standalone group. It is expected this boost sample will be sampled separately.

Wave 3

A third wave is suggested for mid 2022 after the end of ECO3. This wave enables a final and comprehensive analysis of this phase of the scheme in its entirety, including full analysis of the flexible eligibility and innovation elements, and allowing for comparison across households from approximately the first and second halves of ECO3 delivery.

It will be made up the following representative samples:

- Households who had a measure installed in phase ECO3 via standard eligibility – sample size 670
- Households who had a measure installed in phase ECO3 under flexible eligibility – sample size 670
- Households who have an innovative measure installed under ECO3 – sample size 670

Qualitative interview samples

The sample sizes for the qualitative interviews are based on the assumption that over the life of the project, there may be 3-4 areas of interest to explore further. 135 interviews would allow for 35-45 interviews per area of interest.

Indicative timetable

BEIS require the first phase of quantitative fieldwork and reporting to be completed in the 2019/20 financial year (wave 1 in the suggested methodology), with the need for publishable evidence in Spring 2020. To support ongoing policy development, proposals that can provide emerging summary findings in advance of the end of the financial year are encouraged. Given the tight delivery times, emerging findings are not essential, however, we welcome suggestions for how this could be achieved.

A provisional timetable for 2019/20 has been developed so that evidence from this evaluation can feed into key policy decisions (see table 3).

It is recognised, however, that the timetable below is challenging and bidders are asked to propose what they could feasibly deliver in this period. The priority for BEIS is gaining a robust

insight into the make-up ECO households by the end of 2019/20. If compromises to the approach need to be made for this to be achievable BEIS will consider alternative proposals. BEIS is willing to be flexible, if necessary, regarding what is achievable in the 2019/20 financial year (wave 1 in the suggested methodology). While sample sizes and sub-groups have been suggested, again bidders are asked to be realistic about what can be achieved in the time available. Bids will be considered which propose alternative approaches, including smaller sample sizes (and alternative confidence intervals and confidence levels), or moving some of the data collection proposed in wave 1 to later waves. In all cases, justification should be provided for what is proposed, with explanation given of why it is believed robust outputs will be achieved, and any limitations acknowledged.

In relation to any emerging findings that could be provided, BEIS is particularly flexible. Emerging findings could, for example, provide evidence from one region, or one of the priority sub-groups. The ECO2T affordable warmth sub-group is likely to be of most value as an early output. BEIS are also flexible about when the emerging findings will be delivered. The earlier in 2020 that they can be received, the more beneficial this will be to support policy decision-making, however the robustness of the findings is also imperative. Bidders are asked to be realistic about what is achievable and if proposing emerging findings, then being clear about when they can feasibly deliver emerging findings and what these will comprise of.

To support the delivery of the field work on a tight deadline, BEIS will be able to provide a list of draft question areas at the kick-off meeting, allowing the appointed contractor to start questionnaire development as quickly as possible.

While BEIS are open to alternative timelines being proposed, bidders should recognize that the 2019/20 budget of £342,000 is fixed. Additional budget for this period is not available, and any underspend in this financial year is unlikely to be available for future years. BEIS encourage that contractors indicate any aspects of the timetable that are particularly challenging and propose alternative timings, taking into account the necessity for wave 1 to be completed by the end of the 2019/20 financial year and emerging summary findings (which may be based on a subset of the wave 1 data) are provided by early 2020.

Once contracted any deadlines agreed will need to be adhered to and bidders must confirm that they will be able to provide all the necessary quality assured outputs within the expected timescales and are invited to explain how they will ensure that the contract remains on track, including any strategies for appropriate risk identification and mitigation.

Table 3 - Activity Key dates – Wave 1

Activity	Key dates
Contract awarded to successful supplier or consortium	w/c 16 Sept
Draft question areas and sample file of ECO participant household addresses provided by BEIS	w/c 23 Sept
Contractor start up / scoping meeting	w/c 23 Sept
Survey design, cognitive testing and quantitative fieldwork	Sept 2019 – Feb 2020
Qualitative interview fieldwork (<i>could move to 2020/21 if required</i>)	Feb 2020
Receipt of emerging summary findings slide pack (<i>if providing</i>)	Early 2020 (date is flexible but to be received before the end of the 2019/20 financial year, if providing)
Final summary findings slide pack agreed	w/c 30 Mar 2020
Weighted tables and SPSS file received	w/c 30 Mar 2020
Project review	w/c 30 Mar 2020

4. Deliverables

To deliver the aims of this project and ensure that the evidence has the maximum impact, it is necessary for the evidence to be made available to BEIS on an ongoing basis. The deliverables listed below are requested to support that aim.

Required deliverables

Inception report

Following the project kick off meeting, a short inception report should be provided setting out the agreed work plan and working approach as well as the short-term deliverables. This enables agreement on an immediate workplan, with detailed project delivery later specified in a formal research plan.

Research plan

The research plan should set out the agreed methodology, timescales and deliverables that will be provided by the contractor. Given the complexity of the sampling required for this project, this research plan should set out in detail how the sampling will be delivered, and the agreed upon methods that will be taken into the field. This output is required before fieldwork can start.

Questionnaire and topic guides

To be developed for the first wave of research and then adapted for subsequent waves as appropriate. Questionnaire to be routed appropriately so that there are core questions for all participants, as well as more specific questions tailored to the sub-groups of interest. Topic guides to be appropriately tailored to the sub-groups and topics identified as key areas of interest.

Cognitive testing report

Outputs from the cognitive testing of survey design and questions should be provided to support BEIS decision making.

Findings report and outputs

The suggested methodology assumes that findings will be provided at the end of each of the 3 waves of fieldwork. The frequency of findings reports in each proposal should align with the proposed method.

There is a preference for emerging summary findings in advance of the end of the 2019/20 financial year, although this is not an essential requirement. Complete and publishable evidence from the first wave is then required by Spring 2020, including evidence from ECO2t and early ECO3 installations. BEIS recognise this is a tight timeline and proposals should include a realistic project plan setting out the earliest feasible time when summary findings (if providing) and full wave 1 findings can be available.

It is intended that the outputs from wave 1 will feed into a planned consultation for an ECO3 successor in 2020. Exact timings of this are uncertain, but this is a factor in the need for wave 1 findings to be provided by the end of the 2019/20 financial year, and any emerging findings sooner than that, if feasible. Of most significance at this point in time is evidence relating to the demographics of participating households and assessing whether the existing scheme is effectively reaching the intended target population (which has shifted in the most recent phase of ECO to the fuel poor), the experiences of households who have participated, and the impact of ECO on their behaviour and attitudes.

The second and third waves of the survey would provide a more comprehensive understanding of how well the newer additions to the ECO3 phase of the scheme are working and how this compares to the ECO2t phase. The second wave will provide insight around the flexible eligibility³⁰ element of the scheme which was expanded under ECO3. The third wave will add

³⁰ Obligated energy suppliers will be able to use the 'flexible eligibility' mechanism for up to 25% of their ECO obligation by installing energy saving measures in premises that have been declared eligible by local authorities.

evidence relating to the Innovation element³¹ which is expected to have more of an impact towards the latter stages of ECO3.

For each iteration of findings report and outputs, the following specific outputs are required:

- Report summarizing quantitative and qualitative findings, of publishable standard. It is expected this will be provided in PowerPoint format and be no more than 30 pages. For the first wave, emerging summary findings are expected to be provided in PowerPoint format, and this can then be developed into the full wave 1 report as further evidence is collated.
- PowerPoint slide pack of findings to be presented at face to face presentation at BEIS offices
- Full set of weighted and unweighted tables, with cross breaks and derived variables agreed in advance with contractor. Cross breaks are likely to include the key variables used for sampling and stratification of the data, as well as by key household demographics and type of measure installed.
- SPSS data file cleaned and clearly labelled, including weights and agreed derived variables, including a data dictionary and a dataset for suitable for publication in the UK data archive.
- Full technical report including details of sampling approach, sample profiles, fieldwork protocols and materials, response rates, analysis and weighting.

After the final wave, a full written report in word format is required, which collates all of the evidence from across each wave.

All findings reports should be of publishable quality. It should be assumed that drafting will go through 4 versions, with 3 rounds of comments from BEIS.

Project Management and Quality Assurance

Weekly/Monthly project management updates and phone calls

BEIS's standard project management approach is to request regular updates from contractors on progress, followed up with a phone call to discuss relevant issues. The frequency of these will likely vary throughout the course of the project in line with the nature of the activities at the time. Weekly updates are expected during fieldwork periods, and fortnightly or monthly updates on progress may be more appropriate at other periods.

Quality assurance

Proposals are required to set out the quality assurance approach that will be adopted and the outputs that will be provided to BEIS as part of this. Depending on the complexity of the proposed method, QA may include external peer reviewers and in these cases BEIS would expect to receive comments from peer reviewers.

Sign-off for quality assurance must be done by someone of sufficient seniority within the contractor organisation to be able to take responsibility for the work done. Acceptance of the work by BEIS will take this into consideration. Outputs will be subject to BEIS internal approvals, the more substantive the output the longer the approval time required. BEIS reserves the right to refuse to sign off outputs which do not meet the required standard specified in this invitation to tender and/or the contractor's QA approach as detailed in their proposal.

QA should cover all aspects of the project undertaken by the contractors, including data collection, data analysis and reporting. Contractors should be willing to facilitate BEIS research staff to attend interviews or listen in to telephone surveys as part of the quality assurance process.

³¹ Three innovation routes have been introduced to support new energy efficiency and heating products and to encourage obligated suppliers to deploy these under the ECO scheme: new demonstration actions; innovation score uplift; in-situ monitoring routes available in the new scheme.