

## DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

### Part 1: Letter of Appointment

#### YouGov Plc

50 Featherstone Street,  
London  
United Kingdom  
EC1Y 8RT

Dear [REDACTED]

#### Letter of Appointment

This letter of Appointment dated Wednesday, 24<sup>th</sup> March 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:	CR21023 – ACAS User and Non-User Research
From:	<b>ACAS</b> , 8th Floor Windsor House, 50 Victoria Street, London, SW10 0TL (" <b>Customer</b> ")
To:	<b>YouGov Plc</b> , 50 Featherstone Street, London, United Kingdom, EC1Y 8RT (" <b>Supplier</b> ")

Effective Date:	Monday, 29 <sup>th</sup> March 2021
Expiry Date:	Monday, 24 <sup>th</sup> May 2021

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by: <ul style="list-style-type: none"><li>· the Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B.</li></ul>
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Key Individuals:	[REDACTED] [REDACTED]
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Contract Charges (including any applicable discount(s), but excluding VAT):	As per AW5.2 Price Schedule response highlighted within the RM6018 Contract Terms, section; Annex 1 – Contract Charges. The total value of this contract shall not exceed £43,625.00 excluding VAT.
Insurance Requirements	<p>Additional public liability insurance to cover all risks in the performance of the Contract, with a minimum limit of £5 million for each individual claim.</p> <p>Additional employers' liability insurance with a minimum limit of £5 million indemnity.</p> <p>Additional professional indemnity insurance adequate to cover all risks in the performance of the Contract with a minimum limit of indemnity of £2 million for each individual claim.</p> <p>Product liability insurance cover all risks in the provision of Deliverables under the Contract, with a minimum limit of £5 million for each individual claim.</p>
Liability Requirements	<b>Suppliers limitation of Liability</b> (Clause 18.2 of the Contract Terms)

#### **FORMATION OF CONTRACT**

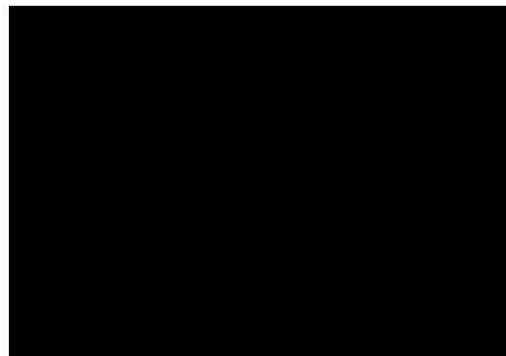
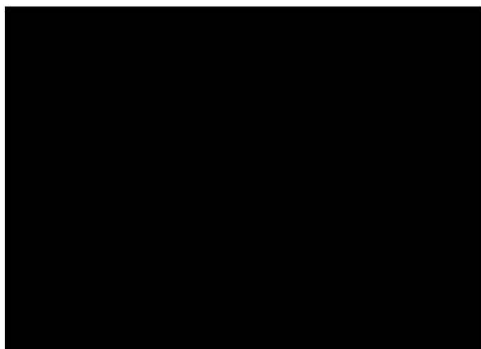
**BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT** (which may be done by electronic means) the Supplier agrees to enter a Contract with the Customer to provide the Services in accordance with the terms of this letter and the Contract Terms.

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:



## ANNEX A

### Customer Project Specification

#### 1. Background

##### 1.1 Acas Organisation & background

An independent body funded by the Department for Business, Energy and Industrial Strategy (BEIS), the Advisory, Conciliation and Arbitration Service (Acas) was established formally by statute in 1976. Acas aims to improve organisations and working life through better employment relationships, and the services it provides are independent, impartial and confidential. These services include individual and collective dispute resolution services, workplace projects, telephone advice via the helpline, and online advice services.

The following outlines our purpose and aims as also described here on [our website](#)

##### **Our purpose and aims**

##### **Vision**

*Our vision is to make working life better for everyone in Britain.*

##### **Ambitions**

We will:

- increase our impact, so that we make a positive and lasting change to working life
- extend our reach, so that we inform and support more workplaces across Britain
- be more responsive, so that we are adding value when and where it's most needed
- be a high performing organisation that is sustainable, makes best use of our resources, and makes Acas a great place to work

##### **Strategic aims**

We'll achieve our vision through three strategic aims. These are:

- advising on good practice in everyday working life
- resolving disputes and managing conflict
- influencing employment policy and debate

##### 1.2 Background to this request and how it fits in with Acas objectives

##### 1.2.1 Previous Non-user survey work carried out

Acas has previously carried out research with Non-users of Acas services in a survey of employers carried out in 2010. The full report is attached in Appendix A.

The main aims of this survey were identifying and exploring the key reasons why employers do not use Acas services and to identify how best to communicate to employers to encourage use of Acas services. Specifically, the research objectives were:

- to identify and explore the key reasons why employers do not use Acas services
- to identify what would encourage use of Acas services
- to identify improvements to the promotion of Acas services
- to deliver research findings which are sufficiently accurate to inform marketing decisions and to make decisions about changes to the delivery of Acas services.

The main features of the 2010 Non-user survey were:

**Methodology details**

**2010 Non-users survey**

<b>Who surveyed</b>	Employers
<b>Achieved sample</b>	1,252
<b>Survey method</b>	Computer Assisted Telephone Interviewing (CATI).
<b>Sample frame</b>	Dun & Bradstreet and Experian databases
<b>Sampling approach</b>	Quota sampling, with greater emphasis on those enterprises with more than 50 employees
<b>Weighted</b>	Yes, to IDBR
<b>Number of survey questions</b>	45
<b>Qualitative follow-up interviews</b>	Yes – 15 interviews
<b>Question areas covered by survey</b>	<ul style="list-style-type: none"> <li>• Awareness of Acas</li> <li>• Awareness of Acas services</li> <li>• Primary source of employment relations advice</li> <li>• Types of employment relations advice sought in last 12 months</li> <li>• Why not used Acas in last 12 months</li> <li>• Services likely to be needed in next 12 months</li> <li>• Attributes which are important when selecting a provider</li> <li>• Attributes that Acas has or doesn't have</li> <li>• Subscription services used</li> <li>• Characteristics of organisation including: size, industry, whether or not have a HR department, region mainly worked in, job role of person answering.</li> </ul>

### 1.2.2 Other relevant research

Acas has been carrying out carrying out omnibus polling on a planned and an adhoc basis for a number of years. These did not as routine look at non-users and reasons for non-use of Acas and its services, but rather they focused on awareness of Acas and its services, and assessing the prevalence of certain workplace relations issues affecting employees and/or employers .

Research carried out	Published results	Notes
2010 Non-user survey	Only published internally at Acas, but available in Annex A	Not omnibus polling but some questions likely to be used form this in form this likely to feature in
2014 Reach 'tracker' survey	<a href="#">Link to report on old Acas website</a>	Not omnibus polling, more bespoke survey exploring awareness of Acas and its services
Various polling on omnibus surveys in collaboration with a research agency since 2015	Not usually published in full, results usually feature in press releases.	A number of omnibus polls carried out in conjunction with a research agency, usually at least once per year with employee and employer groups, comprising samples of around 2000 people in each group.

### 1.2.3 Race networks

The separate questions specially relating to Race networks in workplaces, are related another piece of policy research and will form part of the evidence for that work. It is separate to main Non-user research but we are using this opportunity to procure both at the same time as they will use the same Omnibus poll.

### 1.2.4 Mental Health at work in relation to Covid-19

The separate questions specially relating to Mental Health in workplaces, are related another piece of policy research and will form part of the evidence for that work. It is separate to main Non-user research but we are using this opportunity to procure both at the same time as they will use the same Omnibus poll.

## 2. Aims and Objectives of the Project

### 2.1 Objectives and aims

Acas wishes to procure an Omnibus survey for polling employees and employers for the purposes of:

- Understanding prevalence and characteristics of users and non-users of Acas services, reasons for non-use and what other services they use instead.
- Some additional questions not related to users/non-users, but added to the omnibus polling to find out about Race Networks in workplaces.
- Some additional questions not related to users/non-users, but added to the omnibus polling to find out about Mental Health at work in relation to Covid-19.



The survey would run in March 2021.

## 2.2 Proposed details of polling requirements for March 2021 Non-user survey requirements (and Race networks questions)

We are proposing that we use an established Omnibus polling survey of employer as and employees to ask around 30 questions to both employers and employees.

Methodology details 2021 Non-users survey details	
Who to be surveyed	<ul style="list-style-type: none"> <li>• Employers</li> <li>• Employees</li> </ul>
Sample size	Cost dependent but approximately <ul style="list-style-type: none"> <li>• 1000 to 2000 Employers</li> <li>• 1000 to 2000 Employees</li> </ul>
Survey method	Online
Sample frame	Those signed up to receive your Omnibus Survey
Sampling approach	The sample should be representative of Employers and Employees in Great Britain.
Weighted	Yes as required to make the sample representative
Number of survey questions	Approx. up to 30 questions (plus the respondent characteristics data that is likely to already be collected as part of your Omnibus polling)
Question areas covered by survey	<ul style="list-style-type: none"> <li>• Awareness of Acas</li> <li>• Awareness of Acas services</li> <li>• Primary source of employment relations advice</li> <li>• Types of employment relations advice sought in last 12 months</li> <li>• Why not used Acas in last 12 months</li> <li>• Services likely to be needed in next 12 months</li> <li>• Attributes which are important when selecting a provider</li> <li>• Attributes that Acas has or doesn't have</li> <li>• Subscription services used</li> </ul>

- Characteristics of organisation including: size, industry, whether have a HR department, region mainly worked in, job role of person answering.
- Questions around Race networks in workplaces
- Questions around Mental Health in workplaces

### 3. Suggested Methodology

Total number of Interviews (survey)	<p><b>Insert numbers:</b></p> <p><b>1000 to 2000 Employers, and 1000 to 2000 Employees</b></p>

#### 3 The omnibus survey must have the following features:

- Be representative of Employees and Employers (or as a proxy for employers, senior decision makes) in Great Britain. By representative we mean:
  - Representative of employees in Great Britain in characteristics such as but not necessarily limited to: age, sex, industry worked in ([Standard Industrial Classification - SIC 2007](#)), size of organisation worked in, and Government Office Region worked in.
  - Representative of employers in Great Britain in characteristics such as but not necessarily limited to: organisation size, SIC, and Government Office Region worked in. This may be done on the basis of surveying senior decision makers in organisations.
- Any weighting to make survey respondents representative should be done to recognised Office for National Statistics sources such as the Census, Labour Force Survey, Population Estimates, Inter-Departmental Business Register (IDBR) or similar.
- The ability to further understand the data by cross tabulating responses by further respondent characteristics such as:

#### Employees

- Ethnic group (if available)
- Disability (if available)
- Sexual orientation (if available)
- Whether or not their organisation has a HR/personnel department

#### Employers

<ul style="list-style-type: none"> <li>• Role of senior decision maker</li> <li>• Turnover of organisation</li> <li>• Whether or not their organisation has a HR/personnel department</li> </ul> <ul style="list-style-type: none"> <li>• Have the ability to survey people in large numbers (at least 1,000 people, ideally over 2,000) in both employee and employer groups.</li> </ul>
<b>4. Deliverables</b>
<ul style="list-style-type: none"> <li>• The survey would need to have been run by 31<sup>st</sup> March 2021 but the following can delivered within two weeks of the survey closing:</li> <li>• Excel tables of results</li> <li>• Online portal to access results as they are coming in (if possible)</li> <li>• SPSS Dataset of results</li> <li>• The ability to publish the findings on our website and press releases with suitable references to survey methodology and branding as appropriate.</li> </ul> <p>Questionnaire wording of questions would initially be done internally at Acas by the Research, Analysis and Insight team and then sent for agreement and inclusion on the survey to yourselves. No further analysis/reporting of the results is required as this will be done by Acas.</p>



## **Part 2: Contract Terms**



Contract Terms v6.0