

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

### Part 1: Letter of Appointment

**Ipsos (market research) Limited** 3 Thomas More Square  
London  
United Kingdom  
E1W 1YW

Dear [REDACTED],

### Letter of Appointment

This letter of Appointment dated Wednesday, 9<sup>th</sup> February 2022, 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:	PS21266
From:	<b>UK Research and Innovation</b> , Polaris House, North Star Avenue, Swindon, SN2 1FL (" <b>Customer</b> ")
To:	<b>Ipsos (market research) Limited</b> , 3 Thomas More Square, London, United Kingdom, E1W 1YW (" <b>Supplier</b> ")

Effective Date:	Wednesday, 9 <sup>th</sup> February 2022
Expiry Date:	Thursday, 30 <sup>th</sup> June 2022

Services required:	Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by:  The Customer's Project Specification attached at Appendix A and the Supplier's Proposal attached at Appendix B.
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Key Individuals:	Supplier Contact - [REDACTED] UKRI Project Manager – [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 £243,600.00 Excluding VAT.
Insurance Requirements	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.  Additional employers' liability insurance with a minimum limit of £5 million indemnity.  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.
Liability Requirements	<b>Supplier's limitation of Liability</b> (Clause 18.2 of the Contract Terms);
GDPR	As per Contract Terms Schedule 7 (Processing, Personal Data and Data Subjects.

#### FORMATION OF CONTRACT

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

**The Parties hereby acknowledge and agree that they have read this letter and the Contract Terms.**

**The Parties hereby acknowledge and agree that this Contract shall be formed when the Customer acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Supplier within two (2) Working Days from such receipt**

**For and on behalf of the Supplier:**

**For and on behalf of the Customer:**

Name and Title:

Head of Energy and Environment  
Public Affairs, Ipsos

Name and Title:

Category Manager

Signature:

Signature

Date: 14/12/2022

Date: 14.02.2022

## ANNEX A

## Customer Project Specification

**1. Background**

Defra is the lead department for climate change adaptation and is beginning the process of developing the third National Adaptation Programme (NAP3) - a statutory requirement under the Climate Change Act 2008 (CCA) – which is due to be launched in 2023.

In June, the Climate Change Committee (CCC) released new evidence and analysis in the [Climate Risk Independent Assessment](#) that demonstrates that the Government is not managing climate risks effectively and the country is less prepared now than it was five years ago. It also set out 61 risks and opportunities of climate change to be addressed in the next programme.

NAP3 will set out the actions that the UK government will take to prepare the country for climate change in 2023-28. These actions will be informed by the government's objectives in relation to adaptation to climate change, which the government must publish under the CCA. The programme will consider a range of evidence to strengthen policy and decision making. This will include the public's views on how the country should adapt, and how it should happen. Previous public attitudes research, such as the RESiL Risk project, have captured public perceptions of climate risks and attitudes to adaptation measures. However, it did not capture what the public think a well-adapted UK should look like, and how to get there. This deliberative and reflective public dialogue, co-funded by Defra and UK Research and Innovation's Sciencewise programme, and carried out in accordance with the Sciencewise Guiding Principles, concerning adaptation to climate change within England and the UK more widely seeks to address those questions.

The rationale for this public dialogue is laid out below:

- 1) **Informing the strategic direction of NAP3** – this public dialogue would have a clear scope of providing strategic input into NAP3, informing the government's objectives for adaptation and contributing to the longer-term vision of the programme.
- 2) **Responding to the CCC recommendation for public engagement in its Independent Assessment** – the CCC recommended that the UK government undertakes public engagement to help prioritise risk and courses of action, to consider how to address inequalities, and to identify responsibilities across society. This project forms part of Defra's response to this recommendation, by bringing public views into an early stage of adaptation decision making for relevant climate risks and direction setting.
- 3) **Understanding differences in public views and concerns across different physical landscapes** – good policy making needs a stronger understanding of needs across varying landscapes (e.g. coastal, agarian, hillsides, village, pastoral) due to the localised nature of adaptation actions.
- 4) **Bringing public voice into public discourse on adaptation** – public dialogue/engagement will build a new body of evidence into ministerial recommendations, directly integrating the perspectives of citizens into evidence to supplement scientific and economic evidence of risks.

'The government plans to robustly and systematically tackle the 61 CCC identified risks and opportunities of climate change' in the next National Adaptation Programme. These risks need to therefore underpin this public engagement project to ensure alignment, but to also help drive action.

This project will contribute to a picture that provides a clear steer for climate risk owners and policy makers in government from the perspective of the public, and inform ministerial decision making for climate adaptation. It will build on existing research on public perceptions of climate adaptation, by translating these into useful insights for NAP3 to inform action.

### **Project Management and Governance**

The project will be advised by an Oversight Group (OG). Defra will provide secretariat to the OG.

The project will be managed by a core team comprising of a Defra project team and the dialogue delivery contractors, with the input of the Dialogue and Evaluation Specialist, the independent evaluation contractor and the UKRI liaison, with all members copied on the inter-team emails and invited to all project meetings and events. There will be regular project team meetings and updates on an agreed schedule, e.g. weekly or fortnightly. The contractors will be responsible for scheduling and agreeing the agenda for the team meetings.

Contractors will be expected to attend and present at OG meetings.

There is potential for senior Defra involvement at different stages of the project: behind the scenes in terms of awareness and buy-in from Ministers on the project and project objectives, alongside the potential for an appearance at the opening or closing workshop event with the public, and attendance at one of the OG meetings. Potential opportunities are currently being scoped by Defra.

### **Evaluation**

An independent evaluation of the project will be carried out for Sciencewise through a separate requirement. As with other Sciencewise requirements, the project supports and builds capacity for high quality public engagement and inclusive, de-risked policy-making throughout Government and the research and innovation system, and extends the evidence base for public views and priorities on research and policy issues involving science or technology.

The dialogue report and evaluation report will both be published.

### **Impact**

Findings from this project will inform the development of the third National Adaptation Programme, due to be launched in 2023. In its Independent Assessment report published in 2021, the Committee on Climate Change recommended that the government undertake a programme of public engagement. Defra recognises that this programme of work can help to strengthen policy making through bolstering its evidence base through gaining a better understanding of public perceptions, opinions and desired action for adaptation.

## 2. Aims and Objectives of the Project

Under section 58.1.a of the Climate Change Act 2008, the Secretary of State is required to lay programmes setting out “the objectives of Her Majesty’s Government in the United Kingdom in relation to adaptation to climate change”. The overall aim of the project is inform this objective.

It seeks to understand public perceptions of adaptation within England, with questions and objectives focussed to enable Defra to inform their strategic approach to leading the Government’s work on adaptation, and the third National Adaptation Programme due in 2023.

The policy remit of this project is adaptation to climate change within England. However, we envisage that the resulting findings will be of interest to devolved administrations, that the evidence around physical environments will be of potentially broad relevance, and that some areas of discussion may include policy areas applicable to the UK as a whole, e.g., foreign aid, supply chains.

### Main project objectives:

- ☐ To understand participants' views on what an England well-adapted to climate risks should look like;
- ☐ To understand how participants prioritise different climate risks and adaptation actions;
- To understand participants' views on which actors are responsible for different adaptation actions;
- ☐ To further develop our understanding of public awareness and initial public responses to climate risks and climate adaptation measures;
- ☐ To gather evidence on how the view of participants who live in and experience different physical landscapes vary on climate risks and adaptation actions.

Objectives to be explored in brief, possibly through polling or other digital means:

- To gather participants' perspectives on how to engage and communicate with the public during adaptation policy setting, in particular:
  - To explore how and how much to involve the public with the five-yearly iterations of the National Adaptation Programme, and the policies, programmes that the NAP comprises;
  - To explore how the public should be engaged as part of the rollout of adaptation measures implemented with National Adaptation Programmes.

### Impact objective:

- ☐ To use the findings from the dialogue to inform the development of the next National Adaptation Programme, due in 2023

**Main question areas:****Visioning & perception**

- What does a well-adapted England look like? What should the priorities be when it comes to adaptation? How can this be done fairly without embedding or exacerbating inequalities?
- How do attitudes or perceptions to certain risks vary by region<sup>1</sup> for the public?
- How does the public perceive, process, and rationalise the importance of adaptation action?
- How aware is the public of the risks that climate change already poses, and will increasingly pose, to the UK's economy, society, and natural environment?

**Strategic direction**

- How resilient does the public want the UK's places, services, infrastructure, and natural environment to be to the impacts of climate change?
- Who should build that resilience? Where do the public perceive that responsibility for adaptation sits across society? What roles do the public think that government, the public sector, businesses, and individuals have in building resilience to current and future climate change?
- How do the public want to be engaged in the rollout of adaptation measures?

What do participants think Government should do to engage and communicate with the public about adaptation?

Workshop locations will need to be held within England. This does not however mean that findings need to be omitted if the discussion leans more broadly towards the UK. See further Methodology section.

**3. Suggested Methodology**

<b>If applicable:</b>	<b>Insert numbers:</b>
<b>Total number of Participants (experimental design)</b>	80-150 participants (see further below)  18-20 hours of engagement per participant

<sup>1</sup> The hypothesis behind a focus on regional differences in perspective is to enhance understanding about 'place-based approaches' – a common approach within adaptation. By region, we mean analysing differences in perspectives of participants who live across areas which experience differing climate risks, such as lowlands, uplands, coastal areas and cities.

We would, however, welcome views from the contractor on the value of analysing perspectives across different demographics such as income, age and occupation.



<b>Any other specific requirements</b>	Public dialogue workshops.  Brief literature review.
We expect the contractor to propose a detailed structure of the project but anticipate the core of the process, as outlined below, will involve deliberative public dialogue processes and events designed to meet the Sciencewise Guiding Principles ( <a href="https://sciencewise.org.uk/Guiding-Principles.pdf">Guiding-Principles.pdf</a> ( <a href="https://sciencewise.org.uk">sciencewise.org.uk</a> )).	
<b>Planning &amp; Preparation stage:</b>	Scenario design and development
	One workshop with OG/ relevant stakeholders as part of the design process to map out and establish scenarios. Option to consider a second workshop to reflect upon findings.
	Brief <sup>2</sup> literature review. Criteria includes: <ul style="list-style-type: none"> <li>- Literature that has a specific focus on adaptation and public engagement;</li> <li>- Published no more than 10 years ago;</li> <li>- Includes literature on public engagement published by Climate Outreach;</li> <li>- Inclusion of analysis on both academia and grey literature.</li> </ul>
<b>Public Dialogue Data Gathering stage</b>	Given the winter timing of the dialogue activities and the current number of Covid-19 cases in the population, we anticipate that the dialogue workshops will need to take place online, with support for the digitally or otherwise excluded. We welcome ideas and suggestions from bidders on how to use online engagement platforms and tools creatively to achieve a high-quality deliberative process.  Workshops covering/ in at least 4 different physical landscapes in England, preferable with different regional representation. The sample should be reflective of England's population, while including people with a range of experience of being impacted by climate risks. <ul style="list-style-type: none"> <li>- 80 – 150 participants.</li> <li>- 18 – 20 hours of engagement per participant.</li> </ul>
	Full dialogue report <ul style="list-style-type: none"> <li>- Two comment rounds.</li> </ul>

<sup>2</sup>We expect there to be little literature to review, but the exercise would still be helpful. We can also connect the contractor to UK Resilience Programmes funded through UKRI and academics that will have further knowledge of relevant literature.

<b>Outputs &amp; Conclusions</b>	<ul style="list-style-type: none"> <li>- Executive summary capturing key recommendations for policy makers – to include engaging outputs (for example visuals and videos).</li> </ul>
	Briefing and discussion event, after the dialogue report has been published, to share dialogue findings with stakeholders and public participants.
	Project team's wash-up meeting.
<p><b>Conceptual specifics include:</b></p> <ul style="list-style-type: none"> <li>- <b>A careful focus on climate adaptation.</b> Adaptation is not prominent within the public domain compared to the Net Zero agenda and therefore careful attention is required to ensure the scope of the dialogue remains in focus rather than allowing conversation to drift and span general environmental issues or focusing solely on decarbonisation/net zero measures. This must be a forefront consideration throughout design processes.</li> <li>- Work with evidence teams, OG and climate specialists to feed into material to ensure that sessions are opened with <b>accurate and understandable evidence on climate change risks.</b></li> <li>- The project should <b>build upon pre-existing literature</b> conducted on public engagement/ perceptions to climate adaptation. These will be accounted for in the requested literature review.</li> </ul> <p><b>Stakeholder input into the dialogue design</b> – in the form of interviews and/or 1-2 workshops - in addition to the Oversight Group. The main objective is to enable a wider group to inform the public dialogue material and process from the early stages of the project, and to review recommendations and findings with the group towards the latter stages of the project.</p> <p>Adaptation policy is devolved from the perspective of national Government. Whilst the focus of the discussion should primarily be guided towards adaptation within England due to the complexity of relationships between devolved administrations, the broader context of the UK can also be discussed if it emerges within conversations and findings can be considered. We cannot, without partnering, approval and consent of DAs, focus upon other nations and so care needs to be taken in managing the planning of sessions, and the focus of the questions.</p>	
<b>4. Deliverables</b>	
<p>We anticipate requiring the following deliverables from the dialogue contractor:</p> <ul style="list-style-type: none"> <li>• Dialogue process and materials (developed with the Defra team and Sciencewise support);</li> <li>• Review of public engagement literature;</li> <li>• Presentation(s) to the Oversight Group;</li> <li>• Quality assured final report and at least two comment rounds;</li> <li>• Executive Summary and PowerPoint slides summarising key findings, including key policy recommendations – other engaging assets e.g., visuals, videos and infographics if possible;</li> <li>• Briefing and discussion event at the close of the project to present overview of final</li> </ul>	



findings to public participants and stakeholders who have an interest but have not been directly involved in the process<sup>3</sup>;

- Wash-up meeting with the project team and Sciencewise lead evaluator at the end of the project to discuss learning from the process;  
Suppliers to demonstrate responsiveness to possible shifts in covid regulations/prevalence; and demonstrate how they will ensure a supportive and accessible digital environment for participants with limited IT technology or skills.

Approximate timescale:

We will aim to accelerate the timetable following the submission of bids, and therefore ask bidders to hold time for an inception meeting on the 24<sup>th</sup> of January 2022 as well as the 31<sup>st</sup> of January. We will update this timetable and confirm the inception date as soon as possible.

- **24<sup>th</sup> January or w/c 31<sup>st</sup> January 2022:** Inception meeting
- **January 2021 – February 2022 –** Dialogue design and set up
- **Late February 2022 - late March 2022 – Workshops.** It will be a contractual obligation to ensure that dialogue activities are completed by the end of March.  
April – May 2022 – Briefing and discussion event hosted and final dialogue report alongside other outputs submitted for approval.

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<sup>3</sup> List of stakeholders to be discussed throughout planning.