DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

Part 1: Letter of Appointment

Dear [redacted]

Letter of Appointment

This letter of Appointment dated 22nd July 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:	PS21035
From:	**Department of Business Energy and Industrial Strategy**, 1 Victoria St, Westminster, London, SW1H 0ET("Customer")
To:	Kantar UK Limited, TNS House, Westgate, London W5 1UA

Effective Date:	29th July 2021
Expiry Date:	31st May 2023

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.

Key Individuals:	[redacted], BEIS [redacted], Kantar UK Limited

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 £ 720,000.00 excluding VAT.

© Crown Copyright 2018

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. 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.
Liability Requirements	**Suppliers limitation of Liability** (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:

Name and Title:
[redacted]
CEO, Kantar Public UK

Signature:
[redacted]

Date:
23/07/21

For and on behalf of the Customer:

N[redacted]e:
Acting Chief Statistician, BEIS

Signature:
[redacted]

Date:
28/07/21

© Crown Copyright 2018

APPENDIX A

Customer Project Specification

1. Background

BEIS is looking for a contractor to manage BEIS's Public Attitudes Tracker, a quarterly survey of the UK population that provides data on public perceptions and attitudes towards our key policy areas. More information on the survey can be found here: https://www.gov.uk/government/collections/public-attitudes-tracking-survey.

The BEIS Public Attitudes Survey is published as official statistics. All bidders must comply with the Code of Practice for Statistics which can be accessed here: https://www.statisticsauthority.gov.uk/code-of-practice/. BEIS publish each wave after the completion of fieldwork, with findings under embargo until they have been published.

The survey began in 2012 and to date there have been 37 waves of data collection. It runs four times a year, with some topic areas asked about quarterly whilst most are only included in one of the quarterly waves. The most recent contract expired in May 2021. We expect the new contract to run from July 2021 to May 2023, with an additional option of a third year to be decided upon towards the end of the second year of the contract.

The survey currently captures public attitudes on the following broad topic areas, although only those highlighted in bold are currently covered each quarter:

- **Renewable Energy**
- **Climate Change**
- **Net Zero**
- **Shale Gas**
- Heat
- Energy Use
- Nuclear Energy
- Carbon Capture and Storage
- Smart Meters
- Insulation and Energy Efficiency
- Radioactive Waste
- Consumer Experience
- Worker's Rights
- Corporate Trust and Transparency
- Artificial Intelligence
- Fusion Energy

The Public Attitudes Tracker PAT provides a high-level indication of attitudes and behaviour in relation to these themes, and how they change over time. It also offers insight on the level of public awareness and support for key technologies, enabling the Department to use this information in future policy decisions and communications.

© Crown Copyright 2018

Due to Covid-19, the survey methodology was changed in March 2020, causing a break in the time series.

Until March 2020 (wave 33) the survey was conducted using in-home interviews via a face-to-face Omnibus. However, fieldwork in March 2020 stopped early due to the outbreak of Coronavirus (COVID-19) in the UK, and the associated lockdown measures. Since then, data has been collected using Computer Assisted Web Interviewing (CAWI) via an online panel. This is regarded as an interim methodology, which was adopted in response to the first lockdown. We are keen to move to a more robust data collection methodology under the new contract.

In order to allow sufficient time to set up the new survey, we plan to run just three waves in the first year of the contract, with fieldwork starting in September. We plan to include some additional questions from the usual summer module in the first wave.

Although most of the current questions are fit for purpose, some question changes will be needed in response to changing policy needs and the overall questionnaire flow needs to be reviewed. We will also review question frequency and may make some changes to the quarterly questions. We would be looking to keep the questionnaire length for each wave similar to the current questionnaires, with a maximum average length of 20 minutes, though recent waves of the survey via the online panel have had an average time much lower than this (see the latest Technical Report). We anticipate an average length of 20 minutes would be the maximum, giving flexibility for additional or ad hoc questions and a longer module in the first wave.

Bids for this work should reflect that we may wish to include additional questions to those already identified. We would anticipate that any new questions or amendments be refined through a process of cognitive testing, which we would expect contractors to provide full details of. We are likely to require two to four rounds of cognitive testing during the two-year contract.

Bids should provide an overall indication of the cost for this work on the basis of three waves of data collection during the first year and four in the second year, using the existing question base. The questionnaire for the first wave of the contract will be based on Wave 35 with some additional questions from Wave 34.

2. Aims and Objectives of the Project

The aim of this project is to continue building a better understanding of public attitudes towards BEIS policies in order to provide robust and reliable evidence for policy development, and to see how these attitudes shift over time. As part of this, BEIS would like to collect data from a representative sample of the UK population, so that results indicate the views of the wider population. The main objectives of the project are:

- To provide the department with attitudinal data on BEIS priorities
- To understand how BEIS policies affect customers
- To provide robust evidence for early policy development
- To establish a reliable data source on public attitudes relating to BEIS policies
- To monitor changes in public attitudes and awareness over time
- To establish a robust methodology for tracking attitudes which is future proofed, ensuring comparable data collection over time despite the methodological changes in this area

© Crown Copyright 2018

Understanding public attitudes is essential in developing effective and targeted policies. Findings from this work help BEIS stay abreast with where the public are in relation to our priorities, and can perform a high-level evaluative and communication purpose. Owning public attitudes data also allows the Department to respond effectively to research published by external stakeholders.

BEIS wish to work with the successful contractor to review the current questions and any new questions. However, there is an expectation that the tracker should cover the majority of existing questions as well as offering flexibility within the contract to include topical questions on an ad hoc basis.

In addition to reporting on key high-level questions and trends, BEIS expect the contractor to include analysis on the relationships between priority areas and demographic groups of interest in the reporting. This includes having sufficient data to report on each of the UK's Government Office Regions and devolved countries.

After a review of the current outputs from the survey, BEIS would like to overhaul the outputs that it expects contractors to produce. BEIS expect the main output that the contractor provides to be a group of summary reports per wave, with each report containing the headline results and charts from a specific topic area e.g. climate change. These findings should be presented to BEIS in a clear and accessible format. The content will be similar to the existing published report but the format, in separate topic documents, will improve access for users. BEIS would also require the complete (anonymised) dataset to be made available and prepared for publication after each wave. In addition, we will require summary crosstabulations of key questions against key demographics for internal reference, although we do not intend to publish these.

3. Suggested Methodology

If applicable:	**Insert numbers:**
Total number of survey participants covering a representative sample of the UK population	**4,000 (per wave)**
Total number of cognitive testing interviews	**15 (per round)**

BEIS are seeking a reliable, high quality quantitative survey which can be used to track public attitudes to various BEIS topics over a number of years. We are looking to collect and publish the data and results from this survey quarterly.

Data Collection and Survey Mode

As the historic time series based on face-to-face interviews has been broken, we are open to suggestions on a new, long-term methodology, where proposals are accompanied by a

© Crown Copyright 2018

clear rationale and justification. As face-to-face surveys are unlikely to be fully established in time for the start of this contract, we anticipate that the main data collection mode is likely to be online, with consideration for accessing the population who do not engage online, but are open to suggestions where these are demonstrated to be future-proofed, allowing us to rebuild a consistent time series. The data collection approach should also take into account ethical and practical considerations relating to Covid 19.

The key element that BEIS is looking for in these proposals is data quality; BEIS expects that the proposed survey methodology will incorporate a randomised probability-based approach to data collection. BEIS will also expect contractors to specify how they would look to incorporate difficult to reach groups (e.g. the "offline" community) into the sample.

If contractors propose a randomised probabilistic online panel survey, the contractors will need to demonstrate how their approach will provide an achieved sample that is representative of UK adults and address the limitations inherent in many online panels e.g. how will they ensure that the panel has a sufficient sample so as to avoid conditioning of respondents, especially as the survey contains a large number of awareness based questions and will be asked up to four times a year. If mixed-mode approaches are suggested, BEIS would expect contractors to address issues around mode effects and implications for usability of all the sample in their bid.

BEIS would also like contractors to set out further details of their methodology for data collection, including existing response rates and levels of uncertainty.

Sampling

BEIS expect that a representative sample of at least 4,000 adults (16 years and over) in England, Scotland, Wales and Northern Ireland will be achieved for each wave. This sample size should be large enough to be able to perform analysis and publish data at a regional level; ideally we would like to have a minimum of 200 per Government Office Region. If this is not possible within the current budget, we would be interested in breakdowns of the costs to include sample boosts in certain regions e.g. Northern Ireland.

BEIS also have an interest in analysing results by other sub-groups to get a more in-depth insight as to the attitudes and behaviours of specific populations. Demographic variables required include sex, age, social grade, household size and composition, working status, region, area (urban or rural), tenure, ethnicity, connected to mains gas, use mains gas, household income and illness/disability.

The representativeness of the data should be controlled through sample design, and post-fieldwork weighting.

Analysis

BEIS will require quantitative analysis of the survey data, including appropriate statistical significance testing. BEIS will require appropriate comparisons between waves to be conducted to establish any trends in the data, as well as sub-group analysis conducted within waves. The analytical process should be clearly outlined and shared with BEIS.

BEIS may also be interested in the contractor conducting further analysis on certain areas of interest, such as investigating the differences between the results under this contract

© Crown Copyright 2018

and those collected under the previous methods to facilitate the interpretation and presentation of the former.

Contractors should describe how they will treat missing values or non-responses, and the way in which they will decide how to treat outliers within analysis. The rationale behind these decisions should be documented alongside the final report, and any data not used in analysis should still be included in the raw data file supplied to BEIS.

In explaining their approaches to analysis, the contractor should illustrate how these will ensure a credible and impartial outcome and set out any limitations or bias.

4. Deliverables

Working Arrangements

The successful contractor will be expected to identify one named point of contact through whom all enquiries can be filtered. A BEIS project manager will be assigned to the project and will be the central point of contact.

There will be a number of key clients for the research within BEIS and a steering group has been set up to inform key decisions.

All research tools and sampling methodologies will need to be agreed by BEIS. We will require regular weekly updates on progress via Microsoft Teams meetings.

Deliverables

All outputs will be required from the project at the agreed milestones presented below and will need to be produced quarterly as part of each survey wave:

- Final questionnaire for each wave – to be agreed with BEIS at each quarter before fieldwork begins
- Cleaned SPSS data set – no more than three weeks after the last day of fieldwork
- Cross tabulated Excel tables for internal use showing a breakdown of key question results by key sub-groups such as age, gender, tenure etc. (for internal use only) – no more than three weeks after the last day of fieldwork
- A summary report for publication for each topic area included in the wave, focusing on the headline findings and analysis for that topic area (e.g. climate change, heat, net zero etc.) – no more than five weeks after the last day of fieldwork
- Cleaned CSV data set for publication – no more than five weeks after the last day of fieldwork
- Cleaned Excel data set for publication – no more than five weeks after the last day of fieldwork

All outputs must be provided to BEIS in a format that is non-disclosive (i.e. no individuals or individual organisations are identifiable from the data or analysis, directly or indirectly), unless the specification states otherwise. The contractor is responsible for ensuring that the data is supplied in this form alongside a report on the checks made. A minimum standard for checking includes cell counts within sub-groups for all outputs and analysis.

© Crown Copyright 2018

The contractor will be asked to agree their approach to checking for disclosure with BEIS during the course of the contract, before the checks are carried out. Where data or analysis is found to be disclosive during checking, the contractor will be required to suggest an approach or approaches to aggregate the analysis and to agree this with BEIS.

All publishable outputs should be accessible, in line with the Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018.

In addition, BEIS will also require the following:

• An agreed project plan for each wave

• A quality assurance plan, including details of who will sign off outputs, and their role within the contractor's organisation

• An annually updated technical report on data collection, including methodology; data collection instruments; response rates; assessment of bias in sample, and considerations to be made when interpreting results. The contractor will need to ensure this report to be published annually is clear, easy to read, and accessible to the public.

• A maintained risk register for the project. BEIS may request this throughout the life of the contract.

Online Interactive Tool

Before the onset of the Covid-19 pandemic, BEIS used the data provided by each survey wave to update an interactive tool which allows internal users of the data to visualise the results over time by various subgroups. For the new contract, we are considering producing a new version of this tool, with the potential to make data from the fifth wave of the new contract available as part of the tool.

Due to the current restrictions on gov.uk, this would initially be an internal tool only and so would not be published or available to the general public. The contractor will need to design the tool and provide the data file and meta data (covering the file type and data description) from each wave to BEIS so that it can be integrated into the tool. BEIS will be happy to discuss and agree a process for this with the contractor. The interactive tool should focus on providing an easy and accessible method for BEIS staff to produce graphs and summaries of the data, with a particular focus on being able to investigate trends over time and differences between groups. It would also be useful if the interactive tool was able to produce some simple tabulations of results, such as cross tabulations across demographic variables for each question.

For the purposes of bids, we would like contractors to consider the Online Interactive Tool as an optional output which we may wish to pursue, with potential costs included within the overall budget.

If the Online Interactive Tool option is exercised, we will require the following deliverables:

- Interactive data tool to allow internal users to explore results for different groups over time

© Crown Copyright 2018

- Interactive reporting tool data file each quarter, starting from the fifth wave of the contract and provided to BEIS no less than three days before publication

Ownership and Publication

BEIS is committed to openness and transparency. All outputs listed in this specification (with the exception of project updates and the research plan) should be non-disclosive and clear to read, with the majority also suitable for publication. The exceptions to this are where:

- The intellectual property rights to an output (or part of an output) is owned by someone other than the contractor. Contractors should state in their tender if this is the case and indicate whether the third party copy righted materials can be redacted.
- Data is commercial in confidence.
- A non-anonymised dataset if required for the project.

If these exceptions apply to any part of the outputs, contractors should indicate this in their proposal alongside any approaches to resolving these. These will be agreed before BEIS lets the contract.

Unless the above exceptions have been stated in a proposal, all outputs from a research project will be assumed to be owned by BEIS. The outputs, raw data and tools developed in the research cannot therefore be used by contractors for purposes other than our work.

Quality Assurance

This project must comply with the Code of Practice for Statistics and bidders must set out their approach to quality assurance in their response to this ITT.

To demonstrate relevant knowledge in producing high quality reporting, the contactor/s must:

- Ensure that quality assurance is done by individuals who were not directly involved in the research, analysis or model development
- Specify who will be responsible for quality assurance before it comes to BEIS

Sign-off for the quality assurance must be done by someone of sufficient seniority within the contractor organisation to be able take responsibility for the work done. Acceptance of the work by BEIS will take this into consideration.

The successful bidder will be responsible for any work supplied by sub-contractors and should therefore provide assurance that all work in the contract is undertaken in accordance with the Code of Practice for Statistics.

BEIS reserves the right to request an audit of projects and the commitments made in the tender documents and subsequent contract.

Contractors should be willing to facilitate BEIS research staff to experience the survey from a respondent's point of view as part of the quality assurance process.

Other useful sources of guidance and advice that will help bids and the resulting work be of the highest quality include:

© Crown Copyright 2018

- The Government Social Research Code, in particular those that relate to GSR Products: http://webarchive.nationalarchives.gov.uk/20150922160821/http://www.civilservice.gov.uk/networks/gsr/gsr-code

Where relevant, all bids should refer to these pieces of guidance and advice and how they will be used.

Ethics

All bids will need to identify and propose arrangements for initial scrutiny and on-going monitoring of ethical issues. Contractors should be aware of the Code of Practice for Statistics and apply the principals within to all aspects of their work on this project.

We also expect contractors to adhere to the following GSR Principles:

1. Sound application and conduct of social research methods and appropriate dissemination and utilisation of findings
2. Participation based on valid consent
3. Enabling participation
4. Avoidance of personal harm
5. Non-disclosure of identity and personal information

Contractors will also need to be compliant with GDPR Regulations.

Timetable

BEIS would like to continue our current quarterly timetable for the survey, with data collection being carried out in the months of June, September, December and March.

The exception to this will be wave 38, the first wave under the new contract. In order to allow sufficient time to set up the first wave of the new survey, we have decided to skip the summer wave of data collection and publication, and instead make the Autumn wave the first under the new contract. An indication of the timeframes involved in the first wave are shown below.

As some of the questions from the Summer wave of the survey would therefore not be asked this year, we are considering adding some selected additional questions into the first Autumn wave. These would be agreed with the contractor and the overall average length would not exceed the 20-minute maximum length of the survey.

Wave 38

Bidders may suggest amendments to this timetable as long as the fieldwork for the first wave can commence in early September 2021.

Action	Timing
Inception meeting with contractor for the project	w/c 19th July 2021
Set-up/scoping work	19th – 30th July 2021
Questionnaire Review	2nd – 13th August 2021
Cognitive interviewing	16th – 27th August 2021

© Crown Copyright 2018

Finalise Questionnaire	30th August – 3rd September 2021
Fieldwork undertaken	6th – 17th September 2021
Deliverables to BEIS	October 2021, in line with agreed milestones for deliverables
Progress updates via Teams meetings or email	Regular weekly catch ups

© Crown Copyright 2018

APPENDIX B - Supplier Proposal

Part 2: Contract Terms

Contract Terms v6.0

© Crown Copyright 2018