

STATEMENT OF WORK

KANTAR TNS Project No:	260412752
KANTAR TNS Project Name:	Hate Crime Campaign Evaluation
KANTAR TNS Key Project Contact:	[redacted]
KANTAR TNS Other Project Team Members:	[redacted] [redacted] [redacted]
Client Reference/Job No:	TBC
Date sent to client:	11 September 2017
Client:	Scottish Government
Client Contact Name:	[redacted] [redacted]
Client Address: (Invoices will be sent to this address)	
SCOTTISH GOVERNMENT SEAS TEAM MAILPOINT 6, 3-B NORTH VICTORIA QUAY, LEITH DOCKS EDINBURGH EH6 6QQ UNITED KINGDOM Invoice timings to be agreed.	
Version Number:	1

SCOPE OF SERVICE

Costs provided are based on the scope of service specified below. In the event of any change of scope, KANTAR TNS reserves the right to re-issue this Statement of Work and amend costs accordingly.

Research Objectives
<p>Under Safer Scotland, an area of focus for 2017-18 is 'hate crime'. There is a need to ensure that the population in Scotland recognise hate crime when they see it and report it.</p> <p>A public information and direct response campaign is planned, launching on October 14th to coincide with National Hate Crime Awareness Week. Currently it is envisaged that it will utilise digital and out of home (bus/train panels) media. It will target potential bystanders of hate crime incidents – essentially any members of the population of Scotland who might witness hate crime, in public spaces, public transport or in the workplace.</p>

By targeting bystanders and increasing understanding / reporting it is likely that this will create a halo effect for victims.

As the perpetrators are primarily in C2DE demographics, it is hypothesised that the crimes are generally committed in areas of social deprivation and therefore bystanders will also primarily be C2DE as well – highlighting a key group for the evaluation.

Although still to be confirmed, it is envisaged that the objectives for the campaign will be as follows (with exact targets still to be decided upon):

Short term:

- Increase the number of people in Scotland who report to understand what Hate Crime is by 15% by December 2017
- Increase the number of people in Scotland who claim they would report Hate Crime if they witnessed it by 10% by December 2017
- Achieve a 40% campaign motivation score (among campaign recognisers) in the Hate Crime evaluation by December 2017

Long term:

- Increase the number of people in Scotland who report Hate Crime via 101 or 999 by 7% yoy by December 2018

Approach

The campaign evaluation will consist of two waves of research: the first conducted before the campaign launches and the second immediately after the main campaign activity.

In order to meet budgetary requirements we are intending to use our new online omnibus as the most cost-effective vehicle for data collection. While not appropriate in all cases, in this particular case, when we want to interview a sample representative of the population (including C2DEs), it can be used.

While we are still piloting our omnibus approach, we propose including the required hate crime questions on our second pilot, thereby giving some cost savings which can be passed on. (Having already completed a first pilot, this second pilot is really for fine-tuning the detail, and therefore a low risk option for the hate crime campaign evaluation.)

Each wave of the online omnibus consists of c.1000 completes with a sample of adults 16+, demographically and geographically representative of the population of Scotland. We use quota controls and weighting to ensure this is the case. We anticipate that the resulting sample will include c.450-500 completes with C2DEs.

Respondents are sourced from Lightspeed' (a sister Kantar company) panel and other trusted panel partners.

We will ensure that any respondents interviewed on the topic at the pre-wave will not be re-interviewed at the post wave.

The omnibus is costed on a per question basis, and the costs provided assume the type and structure of the questions appended. **Any changes to the structure of the proposed questionnaire may affect costs.**

It must be noted that the question wording itself is by no means intended to be final at this stage and will be updated following a briefing on campaign plans.

Costs

Based on the specifications in this document, our costs (excluding VAT) for the evaluation are shown below:

Pre-wave omnibus (heavily discounted)	[redacted]
Post-wave omnibus	[redacted]
Set-up and reporting	[redacted]
TOTAL	[redacted]
[redacted]	

KANTAR TNS Deliverables*		
Name	Description	Due date
Questionnaire	Questionnaire designed according to client requirements for each of pre and post	Pre – 15 September Post – 3 November
Pre-wave data tables	In pdf or Excel format, up to 2 pages of cross-breaks	w/c 16 October
Post-wave data tables	In pdf or Excel format, up to 3 pages of cross-breaks	w/c 11 December
Debrief	Verbal charted presentation of the key findings to emerge	w/c 15 January

*Full methodological details, if not included in the main deliverables, will be available on request.

Client Deliverables		
Name	Description	Due date
Purchase Order	Purchase Order reference provided	w/c 11 September
Input to questionnaires	Questionnaire signed off as final with all stakeholder input	Pre – 20-25 September Post – 10-20 November
Stimulus	Stimulus provided by client to be shown during interviews*	By 20 November
Input to presentation	For use in data analysis	w/c 8 January

* We need examples of the digital/out of home as jpgs, ideally showing the ads in situ.

Timings			
Stage	Description	By whom	Timing (from commission)
PRE			
Pre-fieldwork	Statement of Work provided	K TNS	11 September
	Statement of Work agreed	SG	12 September
	Draft pre-wave questionnaire provided	K TNS	15 September
	Initial comments provided on questionnaire	SG	20 September
	Revised questionnaire sent	K TNS	21 September
	Questionnaire agreed	SG	25 September
Fieldwork	Scripting	K TNS	26-27 September
	Fieldwork	K TNS	28 September- 3 October
Data processing	Tables run and checked	K TNS	4 -13 October
	Tables provided to SG	K TNS	w/c 16 October
POST			
Pre-fieldwork	Draft pre-wave questionnaire provided	K TNS	By 3 November
	Initial comments provided on questionnaire	SG	By 10 November
	Revised questionnaire sent	K TNS	15 November
	Questionnaire agreed	SG	20 November
	Stimulus provided	SG	20 November
Fieldwork	Scripting	K TNS	21-22 November
	Fieldwork	K TNS	23-28 November
Data processing	Tables run and checked	K TNS	29 November – 8 December
	Tables provided to SG	K TNS	w/c 11 December
Presentation	Analysis	K TNS	11 December onwards
	Draft presentation provided	K TNS	w/c 8 January
	Comments on presentation	SG	3 working days before presentation
	Presentation of findings	K TNS	w/c 15 January

Start date	11 September 2017
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End date	26 January 2018
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INVOICING SCHEDULE

We are proposing the invoicing schedule below:

[redacted]

All payments are due within 14 days of the date of invoice unless expressly agreed and documented otherwise.

Terms and Conditions of Business	
[redacted]	

Appendix: Proposed questions (used for costing purposes)

[redacted]