

DPS Schedule 6 (Order Form Template and Order Schedules)

Order Form

ORDER REFERENCE:	FS430662
THE BUYER:	Food Standards Agency
BUYER ADDRESS	Clive House, 70 Petty France, London, SW1H 9EX
THE SUPPLIER:	Ipsos (Market Research) Ltd
SUPPLIER ADDRESS:	3 Thomas More Square, London, E1W 1YW
REGISTRATION NUMBER:	948470
DUNS NUMBER:	22-725-7185

This Order Form, when completed and executed by both Parties, forms an Order Contract. An Order Contract can be completed and executed using an equivalent document or electronic purchase order system.

It is essential that if you, as the Buyer, add to or amend any aspect of any Order Schedule, then **you must send the updated Schedule** with the Order Form to the Supplier]

This Order Form is for the provision of the Deliverables

It's issued under the DPS Contract with the reference number RM6126 for the provision of **Food and You 2 Waves 7 to 14**

DPS FILTER CATEGORY(IES): **26070**

ORDER INCORPORATED TERMS

The following documents are incorporated into this Order Contract. Where numbers are missing we are not using those schedules. If the documents conflict, the following order of precedence applies:

1. This Order Form including the Order Special Terms and Order Special Schedules.
2. Joint Schedule 1(Definitions and Interpretation) **RM6126**
3. DPS Special Terms
4. The following Schedules in equal order of precedence:
 - Joint Schedules for **RM6126**
 - Joint Schedule 2 (Variation Form)
 - Joint Schedule 3 (Insurance Requirements)
 - Joint Schedule 4 (Commercially Sensitive Information)
 - Joint Schedule 10 (Rectification Plan)
 - Joint Schedule 11 (Processing Data)
 - Order Schedules for **FS430662**
 - Order Schedule 1 (Transparency Reports)
 - Order Schedule 2 (Staff Transfer)
 - Order Schedule 3 (Continuous Improvement)
 - [Order Schedule 5 (Pricing Details)
 - [Order Schedule 8 (Business Continuity and Disaster Recovery)]
 - [Order Schedule 9 (Security)
 - [Order Schedule 10 (Exit Management)
 - [Order Schedule 15 (Order Contract Management)
 - [Order Schedule 16 (Benchmarking)
 - [Order Schedule 18 (Background Checks)
 - [Order Schedule 20 (Order Specification)
5. CCS Core Terms (DPS version) v1.0.3
6. Joint Schedule 5 (Corporate Social Responsibility) **RM6126**
7. [Order Schedule 4 (Order Tender) as long as any parts of the Order Tender that offer a better commercial position for the Buyer (as decided by the Buyer) take precedence over the documents above.]

No other Supplier terms are part of the Order Contract. That includes any terms written on the back of, added to this Order Form, or presented at the time of delivery.

ORDER SPECIAL TERMS

The following Special Terms are incorporated into this Order Contract:

None

ORDER START DATE: **1st November 2022**

ORDER EXPIRY DATE: **31st March 2027**

Subject to a Break Point after Wave 10 (31st March 2025). We will confirm whether we wish to proceed with Wave 11 by issuing a Variation to Contract confirming our intention and any changes to our requirements.

ORDER INITIAL PERIOD: **4 years, 5 months.**

DELIVERABLES

See details in Order Schedule 20 (Order Specification)]

MAXIMUM LIABILITY

The limitation of liability for this Order Contract is stated in Clause 11.2 of the Core Terms.

ORDER CHARGES

See details in Order Schedule 5 (Pricing Details)



REIMBURSABLE EXPENSES

Recoverable as stated in the DPS Contract

PAYMENT METHOD

Bacs. Invoiced as per Schedule of Payments in Schedule 5 (Pricing Details)

BUYER'S INVOICE ADDRESS:



BUYER'S AUTHORISED REPRESENTATIVE





BUYER'S ENVIRONMENTAL POLICY

Available online at: <https://www.food.gov.uk/about-us/fsa-environmental-sustainability-strategy>

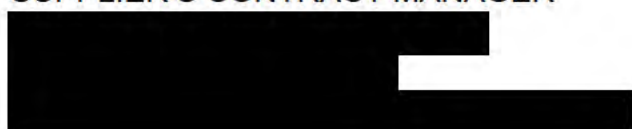
BUYER'S SECURITY POLICY

Appended at Order Schedule 9

SUPPLIER'S AUTHORISED REPRESENTATIVE



SUPPLIER'S CONTRACT MANAGER



PROGRESS REPORT FREQUENCY

See Schedule 4 (Order Tender)

PROGRESS MEETING FREQUENCY

See Schedule 4 (Order Tender)

KEY STAFF

See Schedule 4 (Order Tender)

KEY SUBCONTRACTOR(S)

Not applicable

E-AUCTIONS

Not applicable

COMMERCIALLY SENSITIVE INFORMATION

See Joint Schedule 4 (Commercially Sensitive Information)

SERVICE CREDITS

Not applicable

ADDITIONAL INSURANCES

Not applicable

GUARANTEE

Not applicable

SOCIAL VALUE COMMITMENT

The Supplier agrees, in providing the Deliverables and performing its obligations under the Order Contract, that it will comply with the social value commitments in Order Schedule 4 (Order Tender)]

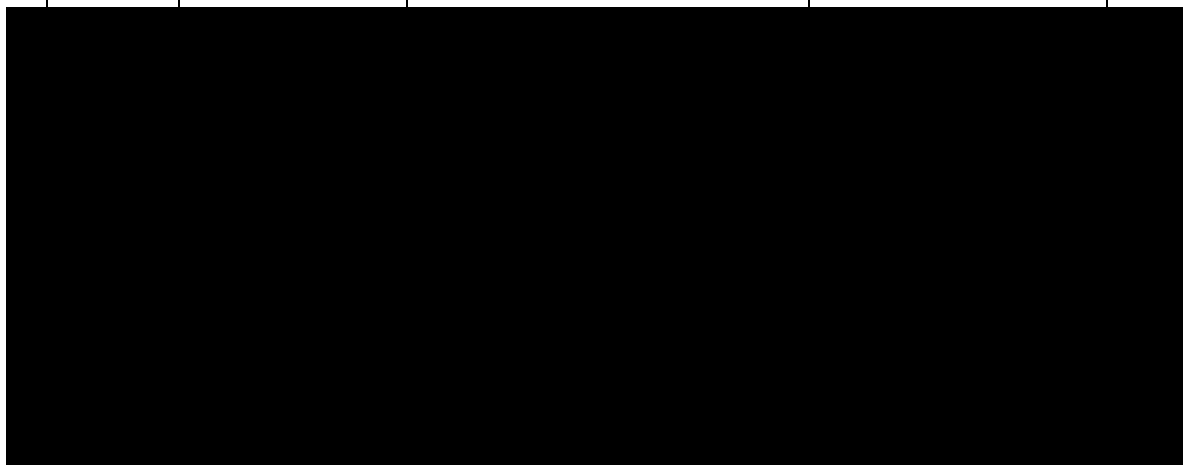
For and on behalf of the Supplier:	For and on behalf of the Buyer:
	

Joint Schedule 4 (Commercially Sensitive Information)

1. What is the Commercially Sensitive Information?

- 1.1 In this Schedule the Parties have sought to identify the Supplier's Confidential Information that is genuinely commercially sensitive and the disclosure of which would be the subject of an exemption under the FOIA and the EIRs.
- 1.2 Where possible, the Parties have sought to identify when any relevant Information will cease to fall into the category of Information to which this Schedule applies in the table below and in the Order Form (which shall be deemed incorporated into the table below).
- 1.3 Without prejudice to the Relevant Authority's obligation to disclose Information in accordance with FOIA or Clause 16 (When you can share information), the Relevant Authority will, in its sole discretion, acting reasonably, seek to apply the relevant exemption set out in the FOIA to the following Information:

No.	Date	Item(s)	Duration of Confidentiality
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Joint Schedule 11 (Processing Data)

Definitions

1. In this Schedule, the following words shall have the following meanings and they shall supplement Joint Schedule 1 (Definitions):

“Processor Personnel” all directors, officers, employees, agents, consultants and suppliers of the Processor and/or of any Subprocessor engaged in the performance of its obligations under a Contract;

Status of the Controller

2. The Parties acknowledge that for the purposes of the Data Protection Legislation, the nature of the activity carried out by each of them in relation to their respective obligations under a Contract dictates the status of each party under the DPA 2018. A Party may act as:

- (a) “Controller” in respect of the other Party who is “Processor”;
- (b) “Processor” in respect of the other Party who is “Controller”;
- (c) “Joint Controller” with the other Party;
- (d) “Independent Controller” of the Personal Data where the other Party is also “Controller”,

in respect of certain Personal Data under a Contract and shall specify in Annex 1 (*Processing Personal Data*) which scenario they think shall apply in each situation.

Where one Party is Controller and the other Party its Processor

3. Where a Party is a Processor, the only Processing that it is authorised to do is listed in Annex 1 (*Processing Personal Data*) by the Controller.
4. The Processor shall notify the Controller immediately if it considers that any of the Controller’s instructions infringe the Data Protection Legislation.
5. The Processor shall provide all reasonable assistance to the Controller in the preparation of any Data Protection Impact Assessment prior to commencing any Processing. Such assistance may, at the discretion of the Controller, include:
 - (a) a systematic description of the envisaged Processing and the purpose of the Processing;
 - (b) an assessment of the necessity and proportionality of the Processing in relation to the Deliverables;

- (c) an assessment of the risks to the rights and freedoms of Data Subjects; and
 - (d) the measures envisaged to address the risks, including safeguards, security measures and mechanisms to ensure the protection of Personal Data.
6. The Processor shall, in relation to any Personal Data Processed in connection with its obligations under the Contract:
- (a) Process that Personal Data only in accordance with Annex 1 (*Processing Personal Data*), unless the Processor is required to do otherwise by Law. If it is so required the Processor shall notify the Controller before Processing the Personal Data unless prohibited by Law;
 - (b) ensure that it has in place Protective Measures, including in the case of the Supplier the measures set out in Clause 14.3 of the Core Terms, which the Controller may reasonably reject (but failure to reject shall not amount to approval by the Controller of the adequacy of the Protective Measures) having taken account of the:
 - (i) nature of the data to be protected;
 - (ii) harm that might result from a Personal Data Breach;
 - (iii) state of technological development; and
 - (iv) cost of implementing any measures;
 - (c) ensure that :
 - (i) the Processor Personnel do not Process Personal Data except in accordance with the Contract (and in particular Annex 1 (*Processing Personal Data*));
 - (ii) it takes all reasonable steps to ensure the reliability and integrity of any Processor Personnel who have access to the Personal Data and ensure that they:
 - (A) are aware of and comply with the Processor's duties under this Joint Schedule 11, Clauses 14 (*Data protection*), 15 (*What you must keep confidential*) and 16 (*When you can share information*);
 - (B) are subject to appropriate confidentiality undertakings with the Processor or any Subprocessor;
 - (C) are informed of the confidential nature of the Personal Data and do not publish, disclose or divulge any of the Personal Data to any third party unless directed in writing to do so by the Controller or as otherwise permitted by the Contract; and
 - (D) have undergone adequate training in the use, care, protection and handling of Personal Data;
 - (d) not transfer Personal Data outside of the UK or EU unless the prior written consent of the Controller has been obtained and the following conditions are fulfilled:

- (i) the Controller or the Processor has provided appropriate safeguards in relation to the transfer (whether in accordance with UK GDPR Article 46 or LED Article 37) as determined by the Controller;
 - (ii) the Data Subject has enforceable rights and effective legal remedies;
 - (iii) the Processor complies with its obligations under the Data Protection Legislation by providing an adequate level of protection to any Personal Data that is transferred (or, if it is not so bound, uses its best endeavours to assist the Controller in meeting its obligations); and
 - (iv) the Processor complies with any reasonable instructions notified to it in advance by the Controller with respect to the Processing of the Personal Data; and
 - (e) at the written direction of the Controller, delete or return Personal Data (and any copies of it) to the Controller on termination of the Contract unless the Processor is required by Law to retain the Personal Data.
7. Subject to paragraph 7 of this Joint Schedule 11, the Processor shall notify the Controller immediately if in relation to it Processing Personal Data under or in connection with the Contract it:
- (a) receives a Data Subject Access Request (or purported Data Subject Access Request);
 - (b) receives a request to rectify, block or erase any Personal Data;
 - (c) receives any other request, complaint or communication relating to either Party's obligations under the Data Protection Legislation;
 - (d) receives any communication from the Information Commissioner or any other regulatory authority in connection with Personal Data Processed under the Contract;
 - (e) receives a request from any third Party for disclosure of Personal Data where compliance with such request is required or purported to be required by Law; or
 - (f) becomes aware of a Personal Data Breach.
8. The Processor's obligation to notify under paragraph 6 of this Joint Schedule 11 shall include the provision of further information to the Controller, as details become available.
9. Taking into account the nature of the Processing, the Processor shall provide the Controller with assistance in relation to either Party's obligations under Data Protection Legislation and any complaint, communication or request made under paragraph 6 of this Joint Schedule 11 (and insofar as possible within the timescales reasonably required by the Controller) including by immediately providing:

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- (a) the Controller with full details and copies of the complaint, communication or request;
 - (b) such assistance as is reasonably requested by the Controller to enable it to comply with a Data Subject Access Request within the relevant timescales set out in the Data Protection Legislation;
 - (c) the Controller, at its request, with any Personal Data it holds in relation to a Data Subject;
 - (d) assistance as requested by the Controller following any Personal Data Breach; and/or
 - (e) assistance as requested by the Controller with respect to any request from the Information Commissioner's Office, or any consultation by the Controller with the Information Commissioner's Office.
10. The Processor shall maintain complete and accurate records and information to demonstrate its compliance with this Joint Schedule 11. This requirement does not apply where the Processor employs fewer than 250 staff, unless:
- (a) the Controller determines that the Processing is not occasional;
 - (b) the Controller determines the Processing includes special categories of data as referred to in Article 9(1) of the UK GDPR or Personal Data relating to criminal convictions and offences referred to in Article 10 of the UK GDPR; or
 - (c) the Controller determines that the Processing is likely to result in a risk to the rights and freedoms of Data Subjects.
11. The Processor shall allow for audits of its Data Processing activity by the Controller or the Controller's designated auditor.
12. The Parties shall designate a Data Protection Officer if required by the Data Protection Legislation.
13. Before allowing any Subprocessor to Process any Personal Data related to the Contract, the Processor must:
- (a) notify the Controller in writing of the intended Subprocessor and Processing;
 - (b) obtain the written consent of the Controller;
 - (c) enter into a written agreement with the Subprocessor which give effect to the terms set out in this Joint Schedule 11 such that they apply to the Subprocessor; and
 - (d) provide the Controller with such information regarding the Subprocessor as the Controller may reasonably require.
14. The Processor shall remain fully liable for all acts or omissions of any of its Subprocessors.
15. The Relevant Authority may, at any time on not less than thirty (30) Working Days' notice, revise this Joint Schedule 11 by replacing it with any applicable controller to processor standard clauses or similar terms forming part of an

applicable certification scheme (which shall apply when incorporated by attachment to the Contract).

16. The Parties agree to take account of any guidance issued by the Information Commissioner's Office. The Relevant Authority may on not less than thirty (30) Working Days' notice to the Supplier amend the Contract to ensure that it complies with any guidance issued by the Information Commissioner's Office.

Where the Parties are Joint Controllers of Personal Data

17. In the event that the Parties are Joint Controllers in respect of Personal Data under the Contract, the Parties shall implement paragraphs that are necessary to comply with UK GDPR Article 26 based on the terms set out in Annex 2 to this Joint Schedule 11.

Independent Controllers of Personal Data

18. With respect to Personal Data provided by one Party to another Party for which each Party acts as Controller but which is not under the Joint Control of the Parties, each Party undertakes to comply with the applicable Data Protection Legislation in respect of their Processing of such Personal Data as Controller.
19. Each Party shall Process the Personal Data in compliance with its obligations under the Data Protection Legislation and not do anything to cause the other Party to be in breach of it.
20. Where a Party has provided Personal Data to the other Party in accordance with paragraph 8 of this Joint Schedule 11 above, the recipient of the Personal Data will provide all such relevant documents and information relating to its data protection policies and procedures as the other Party may reasonably require.
21. The Parties shall be responsible for their own compliance with Articles 13 and 14 UK GDPR in respect of the Processing of Personal Data for the purposes of the Contract.
22. The Parties shall only provide Personal Data to each other:
 - (a) to the extent necessary to perform their respective obligations under the Contract;
 - (b) in compliance with the Data Protection Legislation (including by ensuring all required data privacy information has been given to affected Data Subjects to meet the requirements of Articles 13 and 14 of the UK GDPR); and
 - (c) where it has recorded it in Annex 1 (*Processing Personal Data*).
23. Taking into account the state of the art, the costs of implementation and the nature, scope, context and purposes of Processing as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, each Party shall, with respect to its Processing of Personal Data as Independent Controller, implement and maintain appropriate technical and organisational

measures to ensure a level of security appropriate to that risk, including, as appropriate, the measures referred to in Article 32(1)(a), (b), (c) and (d) of the UK GDPR, and the measures shall, at a minimum, comply with the requirements of the Data Protection Legislation, including Article 32 of the UK GDPR.

24. A Party Processing Personal Data for the purposes of the Contract shall maintain a record of its Processing activities in accordance with Article 30 UK GDPR and shall make the record available to the other Party upon reasonable request.
25. Where a Party receives a request by any Data Subject to exercise any of their rights under the Data Protection Legislation in relation to the Personal Data provided to it by the other Party pursuant to the Contract (**“Request Recipient”**):
 - (a) the other Party shall provide any information and/or assistance as reasonably requested by the Request Recipient to help it respond to the request or correspondence, at the cost of the Request Recipient; or
 - (b) where the request or correspondence is directed to the other Party and/or relates to that other Party's Processing of the Personal Data, the Request Recipient will:
 - (i) promptly, and in any event within five (5) Working Days of receipt of the request or correspondence, inform the other Party that it has received the same and shall forward such request or correspondence to the other Party; and
 - (ii) provide any information and/or assistance as reasonably requested by the other Party to help it respond to the request or correspondence in the timeframes specified by Data Protection Legislation.
26. Each Party shall promptly notify the other Party upon it becoming aware of any Personal Data Breach relating to Personal Data provided by the other Party pursuant to the Contract and shall:
 - (a) do all such things as reasonably necessary to assist the other Party in mitigating the effects of the Personal Data Breach;
 - (b) implement any measures necessary to restore the security of any compromised Personal Data;
 - (c) work with the other Party to make any required notifications to the Information Commissioner's Office and affected Data Subjects in accordance with the Data Protection Legislation (including the timeframes set out therein); and
 - (d) not do anything which may damage the reputation of the other Party or that Party's relationship with the relevant Data Subjects, save as required by Law.

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27. Personal Data provided by one Party to the other Party may be used exclusively to exercise rights and obligations under the Contract as specified in Annex 1 (*Processing Personal Data*).
28. Personal Data shall not be retained or processed for longer than is necessary to perform each Party's respective obligations under the Contract which is specified in Annex 1 (*Processing Personal Data*).
29. Notwithstanding the general application of paragraphs 2 to 16 of this Joint Schedule 11 to Personal Data, where the Supplier is required to exercise its regulatory and/or legal obligations in respect of Personal Data, it shall act as an Independent Controller of Personal Data in accordance with paragraphs 18 to 27 of this Joint Schedule 11.

Annex 1 - Processing Personal Data

This Annex shall be completed by the Controller, who may take account of the view of the Processors, however the final decision as to the content of this Annex shall be with the Relevant Authority at its absolute discretion.

1. [REDACTED]
1. [REDACTED]
1. [REDACTED]
1. [REDACTED]

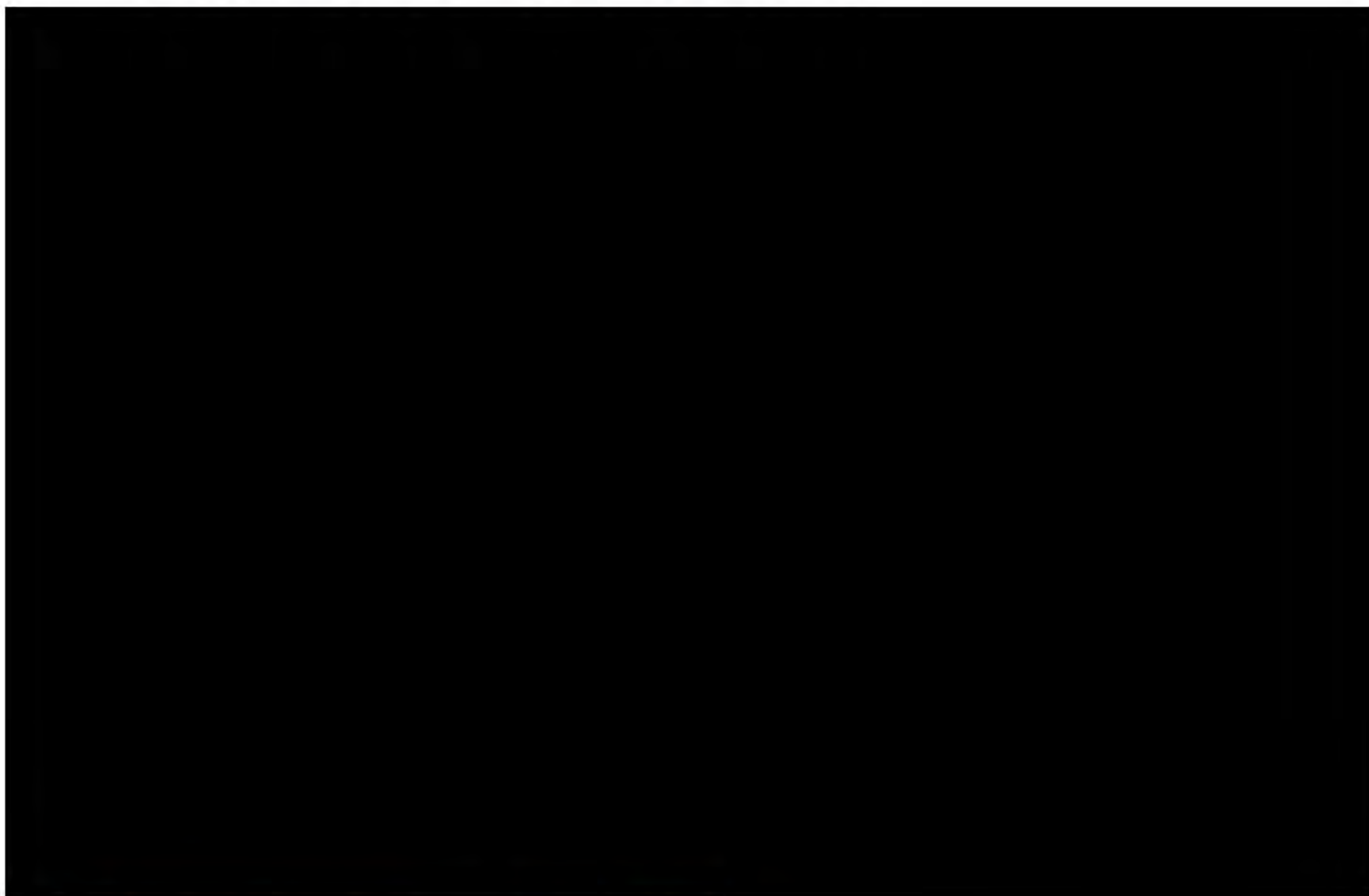
Description	Details
Identity of Controller for each Category of Personal Data	<p>The Relevant Authority is Controller and the Supplier is Processor</p> <p>The Parties acknowledge that in accordance with paragraph 2 to paragraph 15 and for the purposes of the Data Protection Legislation, the Relevant Authority is the Controller and the Supplier is the Processor of the following Personal Data:</p> <ul style="list-style-type: none">• The project will collect data from members of the public in England, Wales and Northern Ireland on their views and behaviours around food safety, eating patterns including food preferences, shopping and eating out behaviours, the prevalence of food insecurity and hypersensitivities in their households and healthy eating (for members of the public in Northern Ireland).• Interviews will be conducted online and in paper, although when required for accessibility purposes may be conducted in other ways (for instance by telephone). Participants will be able to participate on a device of their choosing. Interviews are likely to last around 30 minutes.
Duration of the Processing	Duration of the Contract

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Nature and purposes of the Processing	<p>The nature of the processing means any operation such as:</p> <p>collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction of data (whether or not by automated means) etc.</p> <p>The purpose of the processing is to collect and analyse the views of the public in England, Wales and Northern Ireland and where consent is provided, to obtain permission to recontact members of the public for follow-up research.</p>
Type of Personal Data	<p>Both personal and sensitive data will be processed. The personal data collected will include general demographic information such as name, address, date of birth, age, gender, socio-economic status, marital status, household profile, dietary preferences.</p> <p>Sensitive data will include information relating to participants' prevalence to food hypersensitivities, health, well-being and food insecurity.</p>
Categories of Data Subject	Members of the public
Plan for return and destruction of the data once the Processing is complete UNLESS requirement under Union or Member State law to preserve that type of data	<p>Once the data has been provided to the data controller, the original copy will be destroyed within twelve months by Ipsos, after which point the data will be deleted securely.</p> <p>Disposal of information at the end of the retention period must be with care following the latest advice and guidance from CPNI (Centre for Protection of National Infrastructure) and NCSC (National Cyber Security Centre).</p>

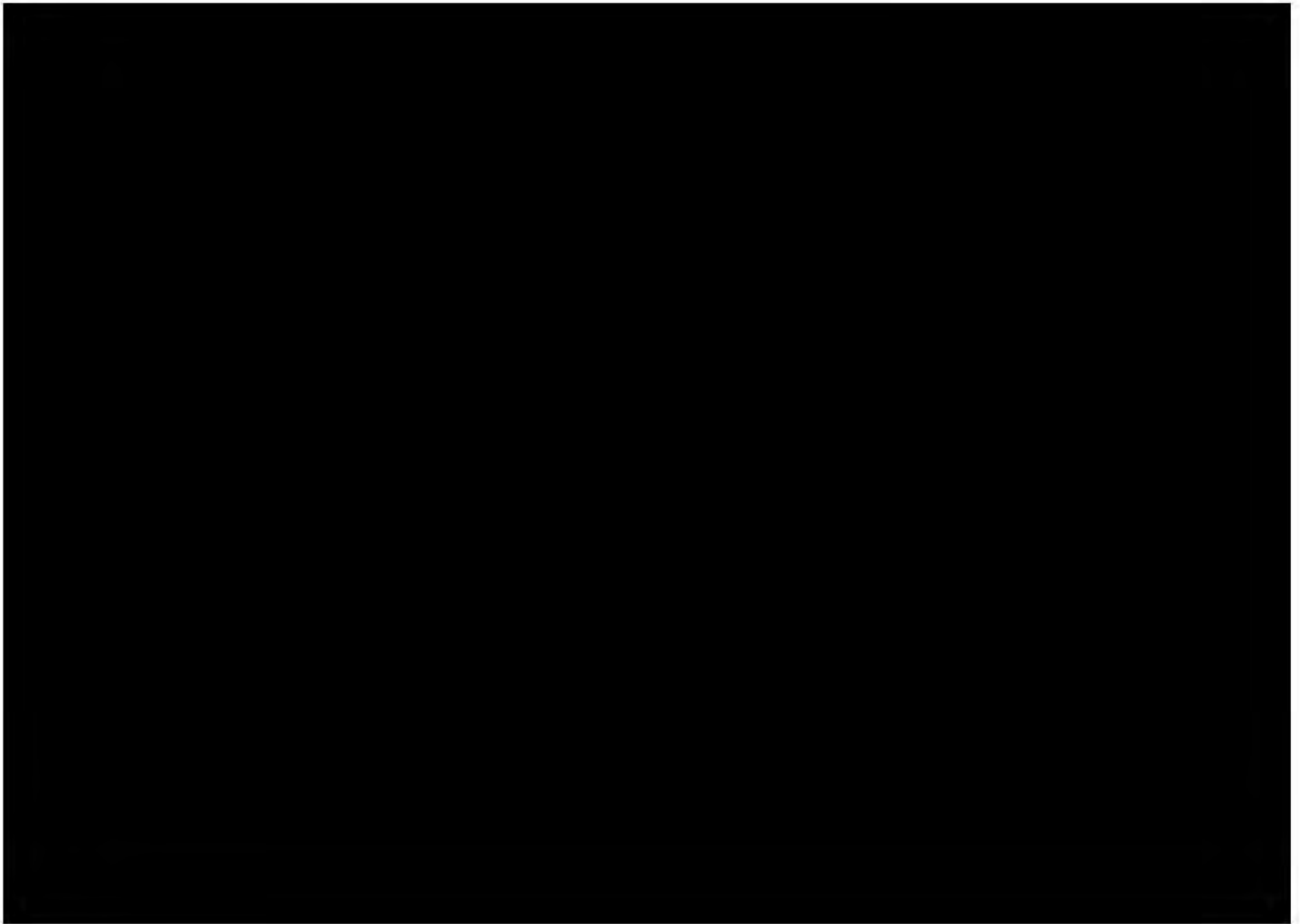
Order Schedule 5 (Pricing Details)



Total Project Costs (excluding VAT) **	£ 2,279,095.00
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* Please indicate zero, exempt or standard rate. VAT charges not identified above will not be paid by the FSA

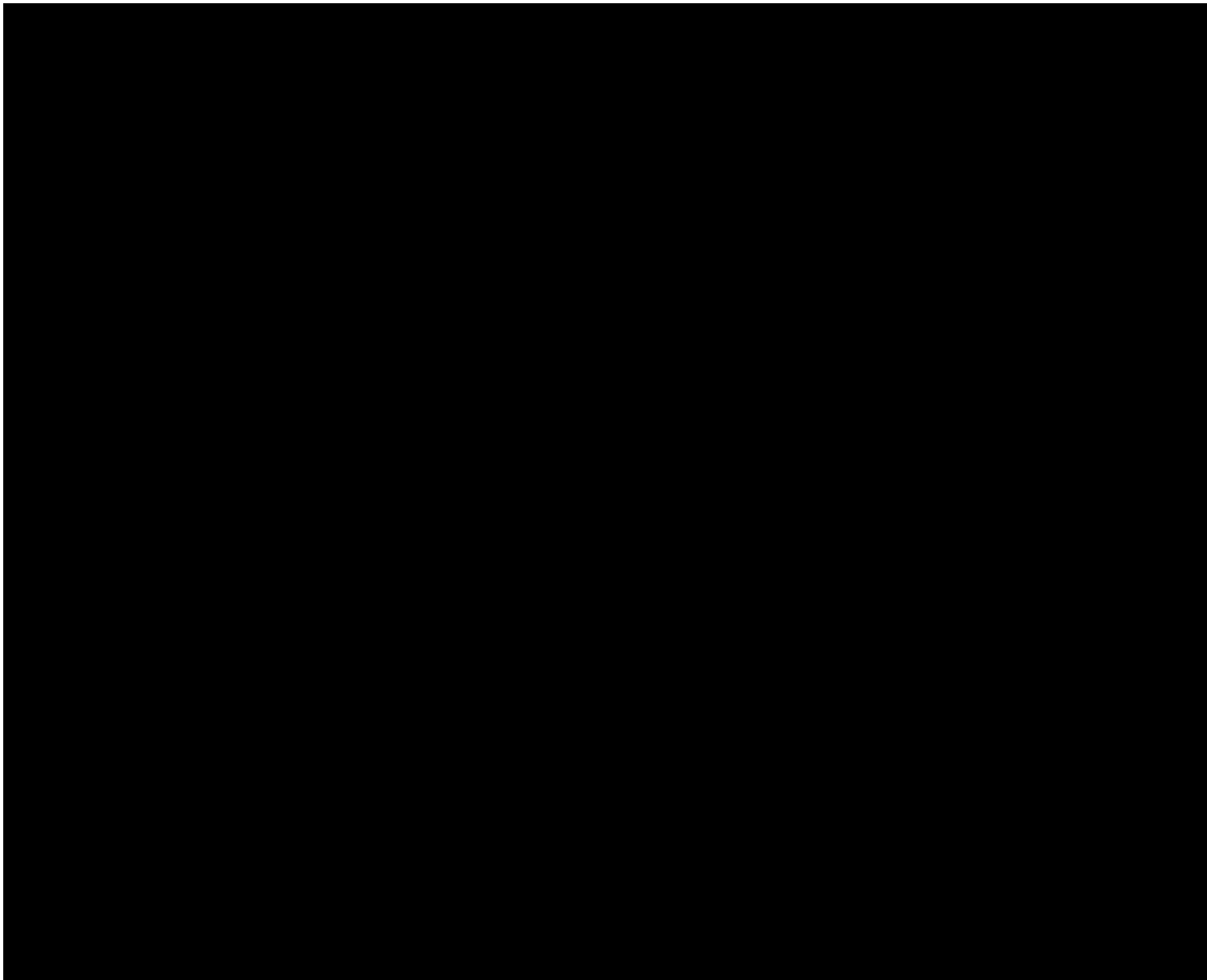
** The total cost figure should be the same as the total cost shown below and in the Schedule of payments tab.

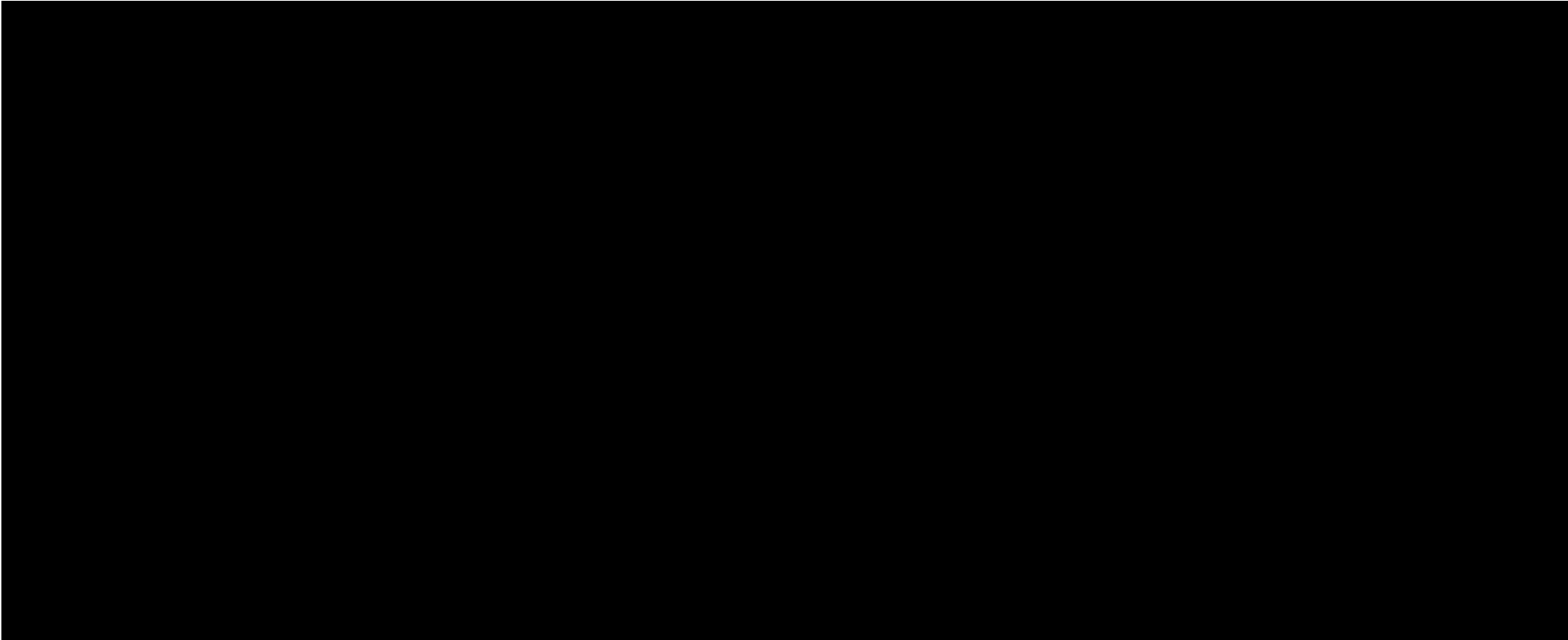












Order Schedule 9 (Security)

Part A: Short Form Security Requirements

1. Definitions

1.1 In this Schedule, the following words shall have the following meanings and they shall supplement Joint Schedule 1 (Definitions):

"Breach of Security" the occurrence of:

- a) any unauthorised access to or use of the Deliverables, the Sites and/or any Information and Communication Technology ("ICT"), information or data (including the Confidential Information and the Government Data) used by the Buyer and/or the Supplier in connection with this Contract; and/or
- b) the loss and/or unauthorised disclosure of any information or data (including the Confidential Information and the Government Data), including any copies of such information or data, used by the Buyer and/or the Supplier in connection with this Contract,

in either case as more particularly set out in the Security Policy where the Buyer has required compliance therewith in accordance with paragraph 2.2;

"Security Management Plan" the Supplier's security management plan prepared pursuant to this Schedule, a draft of which has been provided by the Supplier to the Buyer and as updated from time to time;

2. Complying with security requirements and updates to them

2.1 The Buyer and the Supplier recognise that, where specified in DPS Schedule 4 (DPS Management), CCS shall have the right to enforce the Buyer's rights under this Schedule.

2.2 The Supplier shall comply with the requirements in this Schedule in respect of the Security Management Plan. Where specified by a Buyer that has undertaken a Further Competition it shall also comply with the Security Policy and shall ensure that the Security Management Plan produced by the Supplier fully complies with the Security Policy.

2.3 Where the Security Policy applies the Buyer shall notify the Supplier of any changes or proposed changes to the Security Policy.

2.4 If the Supplier believes that a change or proposed change to the Security Policy will have a material and unavoidable cost implication to the provision of the

Deliverables it may propose a Variation to the Buyer. In doing so, the Supplier must support its request by providing evidence of the cause of any increased costs and the steps that it has taken to mitigate those costs. Any change to the Charges shall be subject to the Variation Procedure.

2.5 Until and/or unless a change to the Charges is agreed by the Buyer pursuant to the Variation Procedure the Supplier shall continue to provide the Deliverables in accordance with its existing obligations.

3. Security Standards

3.1 The Supplier acknowledges that the Buyer places great emphasis on the reliability of the performance of the Deliverables, confidentiality, integrity and availability of information and consequently on security.

3.2 The Supplier shall be responsible for the effective performance of its security obligations and shall at all times provide a level of security which:

3.2.1 is in accordance with the Law and this Contract;

3.2.2 as a minimum demonstrates Good Industry Practice;

3.2.3 meets any specific security threats of immediate relevance to the Deliverables and/or the Government Data; and

3.2.4 where specified by the Buyer in accordance with paragraph 2.2 complies with the Security Policy and the ICT Policy.

3.3 The references to standards, guidance and policies contained or set out in Paragraph 3.2 shall be deemed to be references to such items as developed and updated and to any successor to or replacement for such standards, guidance and policies, as notified to the Supplier from time to time.

3.4 In the event of any inconsistency in the provisions of the above standards, guidance and policies, the Supplier should notify the Buyer's Representative of such inconsistency immediately upon becoming aware of the same, and the Buyer's Representative shall, as soon as practicable, advise the Supplier which provision the Supplier shall be required to comply with.

4. Security Management Plan

4.1 Introduction

4.1.1 The Supplier shall develop and maintain a Security Management Plan in accordance with this Schedule. The Supplier shall thereafter comply with its obligations set out in the Security Management Plan.

4.2 Content of the Security Management Plan

4.2.1 The Security Management Plan shall:

- (a) comply with the principles of security set out in Paragraph 3 and any other provisions of this Contract relevant to security;
- (b) identify the necessary delegated organisational roles for those responsible for ensuring it is complied with by the Supplier;
- (c) detail the process for managing any security risks from Subcontractors and third parties authorised by the Buyer with access to the Deliverables, processes associated with the provision of the Deliverables, the Buyer Premises, the Sites and any ICT, Information and data (including the Buyer's Confidential Information and the Government Data) and any system that could directly or indirectly have an impact on that Information, data and/or the Deliverables;
- (d) be developed to protect all aspects of the Deliverables and all processes associated with the provision of the Deliverables, including the Buyer Premises, the Sites, and any ICT, Information and data (including the Buyer's Confidential Information and the Government Data) to the extent used by the Buyer or the Supplier in connection with this Contract or in connection with any system that could directly or indirectly have an impact on that Information, data and/or the Deliverables;
- (e) set out the security measures to be implemented and maintained by the Supplier in relation to all aspects of the Deliverables and all processes associated with the provision of the Goods and/or Services and shall at all times comply with and specify security measures and procedures which are sufficient to ensure that the Deliverables comply with the provisions of this Contract;
- (f) set out the plans for transitioning all security arrangements and responsibilities for the Supplier to meet the full obligations of the security requirements set out in this Contract and, where necessary in accordance with paragraph 2.2 the Security Policy; and
- (g) be written in plain English in language which is readily comprehensible to the staff of the Supplier and the Buyer engaged in the provision of the Deliverables and shall only reference documents which are in the possession of the Parties or whose location is otherwise specified in this Schedule.

4.3 Development of the Security Management Plan

4.3.1 Within twenty (20) Working Days after the Start Date and in accordance with Paragraph 4.4, the Supplier shall prepare and deliver to the Buyer for Approval a fully complete and up to date Security Management Plan which will be based on the draft Security Management Plan.

4.3.2 If the Security Management Plan submitted to the Buyer in accordance with Paragraph 4.3.1, or any subsequent revision to it in accordance with Paragraph 4.4,

is Approved it will be adopted immediately and will replace the previous version of the Security Management Plan and thereafter operated and maintained in accordance with this Schedule. If the Security Management Plan is not Approved, the Supplier shall amend it within ten (10) Working Days of a notice of non-approval from the Buyer and re-submit to the Buyer for Approval. The Parties will use all reasonable endeavours to ensure that the approval process takes as little time as possible and in any event no longer than fifteen (15) Working Days from the date of its first submission to the Buyer. If the Buyer does not approve the Security Management Plan following its resubmission, the matter will be resolved in accordance with the Dispute Resolution Procedure.

4.3.3 The Buyer shall not unreasonably withhold or delay its decision to Approve or not the Security Management Plan pursuant to Paragraph 4.3.2. However a refusal by the Buyer to Approve the Security Management Plan on the grounds that it does not comply with the requirements set out in Paragraph 4.2 shall be deemed to be reasonable.

4.3.4 Approval by the Buyer of the Security Management Plan pursuant to Paragraph 4.3.2 or of any change to the Security Management Plan in accordance with Paragraph 4.4 shall not relieve the Supplier of its obligations under this Schedule.

4.4 Amendment of the Security Management Plan

4.4.1 The Security Management Plan shall be fully reviewed and updated by the Supplier at least annually to reflect:

- (a) emerging changes in Good Industry Practice;
- (b) any change or proposed change to the Deliverables and/or associated processes;
- (c) where necessary in accordance with paragraph 2.2, any change to the Security Policy;
- (d) any new perceived or changed security threats; and
- (e) any reasonable change in requirements requested by the Buyer.

4.4.2 The Supplier shall provide the Buyer with the results of such reviews as soon as reasonably practicable after their completion and amendment of the Security Management Plan at no additional cost to the Buyer. The results of the review shall include, without limitation:

- (a) suggested improvements to the effectiveness of the Security Management Plan;
- (b) updates to the risk assessments; and

(c) suggested improvements in measuring the effectiveness of controls.

4.4.3 Subject to Paragraph 4.4.4, any change or amendment which the Supplier proposes to make to the Security Management Plan (as a result of a review carried out in accordance with Paragraph 4.4.1, a request by the Buyer or otherwise) shall be subject to the Variation Procedure.

4.4.4 The Buyer may, acting reasonably, Approve and require changes or amendments to the Security Management Plan to be implemented on timescales faster than set out in the Variation Procedure but, without prejudice to their effectiveness, all such changes and amendments shall thereafter be subject to the Variation Procedure for the purposes of formalising and documenting the relevant change or amendment.

5. Security breach

5.1 Either Party shall notify the other in accordance with the agreed security incident management process (as detailed in the Security Management Plan) upon becoming aware of any Breach of Security or any potential or attempted Breach of Security.

5.2 Without prejudice to the security incident management process, upon becoming aware of any of the circumstances referred to in Paragraph 5.1, the Supplier shall:

5.2.1 immediately take all reasonable steps (which shall include any action or changes reasonably required by the Buyer) necessary to:

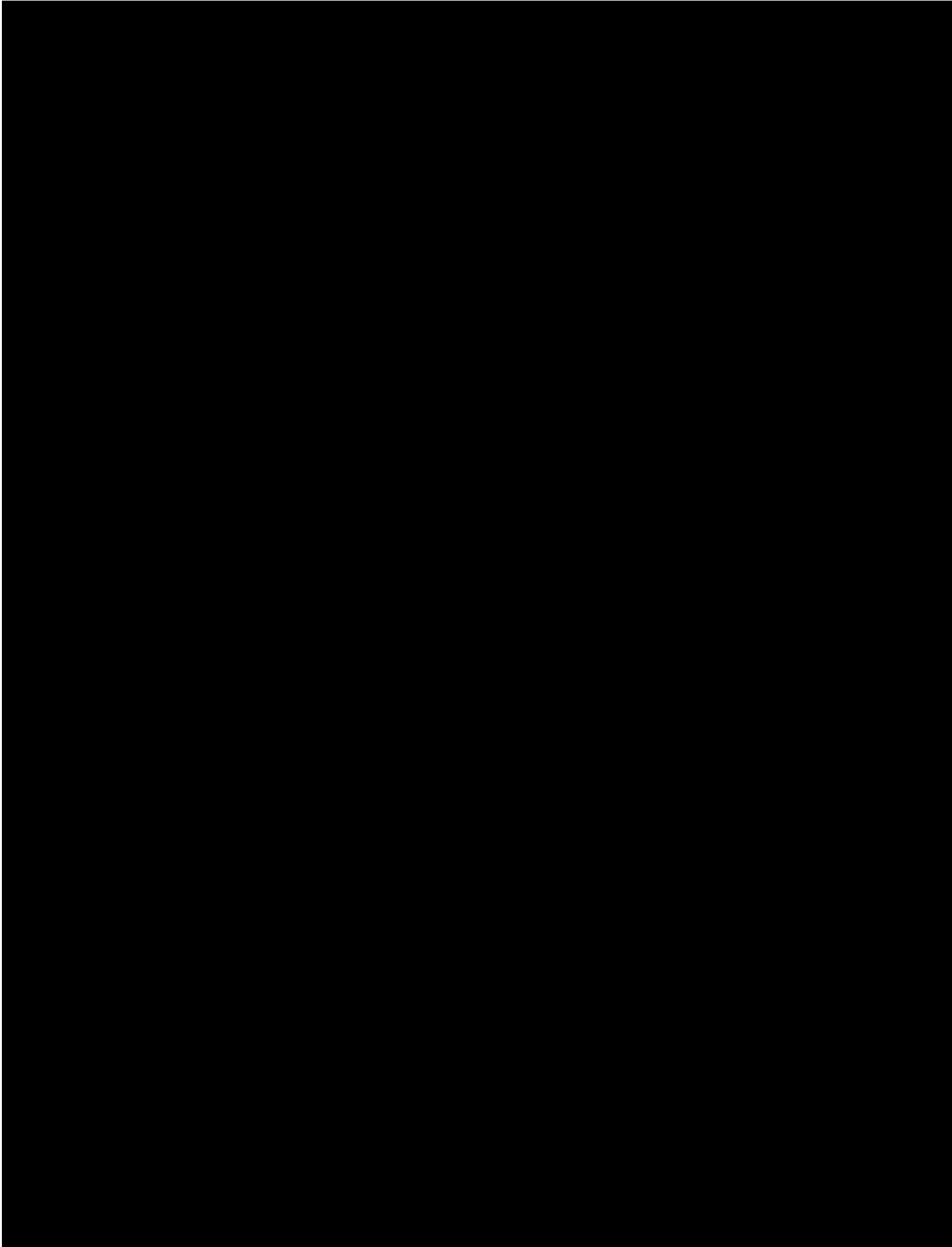
- (a) minimise the extent of actual or potential harm caused by any Breach of Security;
- (b) remedy such Breach of Security to the extent possible and protect the integrity of the Buyer and the provision of the Goods and/or Services to the extent within its control against any such Breach of Security or attempted Breach of Security;
- (c) prevent an equivalent breach in the future exploiting the same cause failure; and
- (d) as soon as reasonably practicable provide to the Buyer, where the Buyer so requests, full details (using the reporting mechanism defined by the Security Management Plan) of the Breach of Security or attempted Breach of Security, including a cause analysis where required by the Buyer.

5.3 In the event that any action is taken in response to a Breach of Security or potential or attempted Breach of Security that demonstrates non-compliance of the Security Management Plan with the Security Policy (where relevant in accordance

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with paragraph 2.2) or the requirements of this Schedule, then any required change to the Security Management Plan shall be at no cost to the Buyer.



Order Schedule 10 (Exit Management)

Definitions

In this Schedule, the following words shall have the following meanings and they shall supplement Joint Schedule 1 (Definitions):

"Exclusive Assets"	Supplier Assets used exclusively by the Supplier [or a Key Subcontractor] in the provision of the Deliverables;
"Exit Information"	has the meaning given to it in Paragraph 3.1 of this Schedule;
"Exit Manager"	the person appointed by each Party to manage their respective obligations under this Schedule;
"Net Book Value"	the current net book value of the relevant Supplier Asset(s) calculated in accordance with the DPS Application or Order Tender (if stated) or (if not stated) the depreciation policy of the Supplier (which the Supplier shall ensure is in accordance with Good Industry Practice);
"Non-Exclusive Assets"	those Supplier Assets used by the Supplier [or a Key Subcontractor] in connection with the Deliverables but which are also used by the Supplier [or Key Subcontractor] for other purposes;
"Registers"	the register and configuration database referred to in Paragraph 2.2 of this Schedule;
"Replacement Goods"	any goods which are substantially similar to any of the Goods and which the Buyer receives in substitution for any of the Goods following the End Date, whether those goods are provided by the Buyer internally and/or by any third party;
"Replacement Services"	any services which are substantially similar to any of the Services and which the Buyer receives in substitution for any of the Services following the End Date,

	whether those goods are provided by the Buyer internally and/or by any third party;
"Termination Assistance"	the activities to be performed by the Supplier pursuant to the Exit Plan, and other assistance required by the Buyer pursuant to the Termination Assistance Notice;
"Termination Assistance Notice"	has the meaning given to it in Paragraph 5.1 of this Schedule;
"Termination Assistance Period"	the period specified in a Termination Assistance Notice for which the Supplier is required to provide the Termination Assistance as such period may be extended pursuant to Paragraph 5.2 of this Schedule;
"Transferable Assets"	Exclusive Assets which are capable of legal transfer to the Buyer;
"Transferable Contracts"	Sub-Contracts, licences for Supplier's Software, licences for Third Party Software or other agreements which are necessary to enable the Buyer or any Replacement Supplier to provide the Deliverables or the Replacement Goods and/or Replacement Services, including in relation to licences all relevant Documentation;
"Transferring Assets"	has the meaning given to it in Paragraph 8.2.1 of this Schedule;
"Transferring Contracts"	has the meaning given to it in Paragraph 8.2.3 of this Schedule.

2. Supplier must always be prepared for contract exit

- 2.1 During the Contract Period, the Supplier shall promptly:
 - 2.1.1 create and maintain a configuration database detailing the technical infrastructure and operating procedures through which the Supplier provides the Deliverables Provided in Schedule 4 (Tender) (**"Registers"**).
- 2.2 The Supplier shall:
 - 2.2.1 ensure that all Exclusive Assets listed in the Registers are clearly physically identified as such; and

- 2.3 Each Party shall appoint an Exit Manager within three (3) Months of the Start Date. The Parties' Exit Managers will liaise with one another in relation to all issues relevant to the expiry or termination of this Contract.

3. Assisting re-competition for Deliverables

- 3.1 The Supplier shall, on reasonable notice, provide to the Buyer and/or its potential Replacement Suppliers (subject to the potential Replacement Suppliers entering into reasonable written confidentiality undertakings), such information as the Buyer shall reasonably require in order to facilitate the preparation by the Buyer of any invitation to tender and/or to facilitate any potential Replacement Suppliers undertaking due diligence (the "**Exit Information**").
- 3.2 The Supplier shall provide complete updates of the Exit Information on an as-requested basis as soon as reasonably practicable and notify the Buyer within five (5) Working Days of any material change to the Exit Information which may adversely impact upon the provision of any Deliverables (and shall consult the Buyer in relation to any such changes).
- 3.3 The Exit Information shall be accurate and complete in all material respects and shall be sufficient to enable a third party to prepare an informed offer for those Deliverables; and not be disadvantaged in any procurement process compared to the Supplier.

4. Exit Plan

- 4.1 The Supplier shall, within three (3) Months after the Start Date, deliver to the Buyer an Exit Plan which complies with the requirements set out in Paragraph 4.3 of this Schedule and is otherwise reasonably satisfactory to the Buyer.
- 4.2 The Parties shall use reasonable endeavours to agree the contents of the Exit Plan. If the Parties are unable to agree the contents of the Exit Plan within twenty (20) Working Days of the latest date for its submission pursuant to Paragraph 4.1, then such Dispute shall be resolved in accordance with the Dispute Resolution Procedure.
- 4.3 The Exit Plan shall set out, as a minimum:
- 4.3.1 The suppliers proposed methodology for achieving an orderly transition of the services including a timetable. This needs to cover a range of planned exit scenarios including early or partial termination of services,

transition to one or more suppliers, insourcing all or some of the services in house.

4.3.2 How exit management information will be obtained from the supplier by the buyer.

4.3.3 The management structure to be employed during both transfer and cessation of the services including contact details.

4.3.4 How the services will transfer to the replacement supplier including details of the processes, documentation, data transfer, systems migration, security and segregation of the FSA data from other buyer data.

4.3.5 Details of the identification and return of buyer property in the possession of the supplier.

4.3.6 Details of how buyer data and documents will be securely disposed of and the assurance to be provided to the buyer on completion.

4.3.7 Where required, details of contracts (if any), which will be available for transfer to FSA and any associated costs involved in the transfer.

4.3.8 Where required, details for the novation of the provision of services, leases, maintenance and support agreements in place with the supplier that are required for the delivery of the required services.

4.3.9 Where disaggregation of services is required, details of disaggregation provisions will need to be produced in conjunction with FSA. This will include provision of data that the supplier is using to deliver services day to day

4.4 The Supplier shall:

4.4.1 maintain and update the Exit Plan (and risk management plan) no less frequently than:

- (a) every 1 year throughout the Contract Period; and
- (b) no later than [twenty (20) Working Days] after a request from the Buyer for an up-to-date copy of the Exit Plan;
- (c) as soon as reasonably possible following a Termination Assistance Notice, and in any event no later than [ten (10) Working Days] after the date of the Termination Assistance Notice;
- (d) as soon as reasonably possible following, and in any event no later than [twenty (20) Working Days] following, any material change to the Deliverables (including all changes under the Variation Procedure); and

4.4.2 jointly review and verify the Exit Plan if required by the Buyer and promptly correct any identified failures.

4.5 Only if (by notification to the Supplier in writing) the Buyer agrees with a draft Exit Plan provided by the Supplier under Paragraph 4.2 or 4.4 (as the context requires), shall that draft become the Exit Plan for this Contract.

- 4.6 A version of an Exit Plan agreed between the parties shall not be superseded by any draft submitted by the Supplier.

5. Termination Assistance

- 5.1 The Buyer shall be entitled to require the provision of Termination Assistance at any time during the Contract Period by giving written notice to the Supplier (a "**Termination Assistance Notice**") at least four (4) Months prior to the Expiry Date or as soon as reasonably practicable (but in any event, not later than one (1) Month) following the service by either Party of a Termination Notice. The Termination Assistance Notice shall specify:
- 5.1.1 the nature of the Termination Assistance required; and
 - 5.1.2 the start date and period during which it is anticipated that Termination Assistance will be required, which shall continue no longer than three (3) Months after the date that the Supplier ceases to provide the Deliverables.
- 5.2 The Buyer shall have an option to extend the Termination Assistance Period beyond the Termination Assistance Notice period provided that such extension shall not extend for more than six (6) Months beyond the end of the Termination Assistance Period and provided that it shall notify the Supplier of such this extension no later than twenty (20) Working Days prior to the date on which the provision of Termination Assistance is otherwise due to expire. The Buyer shall have the right to terminate its requirement for Termination Assistance by serving not less than (20) Working Days' written notice upon the Supplier.
- 5.3 In the event that Termination Assistance is required by the Buyer but at the relevant time the parties are still agreeing an update to the Exit Plan pursuant to Paragraph 4, the Supplier will provide the Termination Assistance in good faith and in accordance with the principles in this Schedule and the last Buyer approved version of the Exit Plan (insofar as it still applies).

6. Termination Assistance Period

- 6.1 Throughout the Termination Assistance Period the Supplier shall:
- 6.1.1 continue to provide the Deliverables (as applicable) and otherwise perform its obligations under this Contract and, if required by the Buyer, provide the Termination Assistance;
 - 6.1.2 provide to the Buyer and/or its Replacement Supplier any reasonable assistance and/or access to relevant study information requested by the Buyer and/or its Replacement Supplier including assistance and/or access to relevant study information to facilitate the orderly transfer of responsibility for and conduct of the Deliverables to the Buyer and/or its Replacement Supplier;
 - 6.1.3 use all reasonable endeavours to reallocate resources to provide such assistance without additional costs to the Buyer;

- 6.1.4 subject to Paragraph 6.3, provide the Deliverables and the Termination Assistance at no detriment to the Performance Indicators (PI's) or Service Levels, the provision of the Management Information or any other reports nor to any other of the Supplier's obligations under this Contract;
- 6.1.5 at the Buyer's request and on reasonable notice, deliver up-to-date Registers to the Buyer;
- 6.1.6 seek the Buyer's prior written consent to access any Buyer Premises from which the de-installation or removal of Supplier Assets is required.
- 6.2 If it is not possible for the Supplier to reallocate resources to provide such assistance as is referred to in Paragraph 6.1.2 without additional costs to the Buyer, any additional costs incurred by the Supplier in providing such reasonable assistance shall be subject to the Variation Procedure.
- 6.3 If the Supplier demonstrates to the Buyer's reasonable satisfaction that the provision of the Termination Assistance will have a material, unavoidable adverse effect on the Supplier's ability to meet one or more particular Service Levels, the Parties shall vary the relevant Service Levels and/or the applicable Service Credits accordingly.

7. Obligations when the contract is terminated

- 7.1 The Supplier shall comply with all of its obligations contained in the Exit Plan.
- 7.2 Upon termination or expiry or at the end of the Termination Assistance Period (or earlier if this does not adversely affect the Supplier's performance of the Deliverables and the Termination Assistance), the Supplier shall:
 - 7.2.1 provide access to relevant study information during normal working hours to the Buyer and/or the Replacement Supplier for up to six (6) Months after expiry or termination to:
 - (a) such information relating to the Deliverables as remains in the possession or control of the Supplier; and
 - (b) such members of the Supplier Staff as have been involved in the design, development and provision of the Deliverables and who are still employed by the Supplier, provided that the Buyer and/or the Replacement Supplier shall pay the reasonable costs of the Supplier actually incurred in responding to such requests for access.
- 7.3 Except where this Contract provides otherwise, all licences, leases and authorisations granted by the Buyer to the Supplier in relation to the Deliverables shall be terminated with effect from the end of the Termination Assistance Period.

8. Assets, Sub-contracts and Software

- 8.1 Following notice of termination of this Contract and during the Termination Assistance Period, the Supplier shall not, without the Buyer's prior written consent:
- 8.1.1 (subject to normal maintenance requirements) make material modifications to, or dispose of, any existing Supplier Assets or acquire any new Supplier Assets.
- 8.2 Within twenty (20) Working Days of receipt of the up-to-date Registers provided by the Supplier, the Buyer shall notify the Supplier setting out:
- 8.2.1 which, if any, of the Transferable Assets the Buyer requires to be transferred to the Buyer and/or the Replacement Supplier ("**Transferring Assets**");
- 8.2.2 which, if any, of:
- (a) the Exclusive Assets that are not Transferable Assets; and
 - (b) the Non-Exclusive Assets,
- the Buyer and/or the Replacement Supplier requires the continued use of; and
- 8.2.3 which, if any, of Transferable Contracts the Buyer requires to be assigned or novated to the Buyer and/or the Replacement Supplier (the "**Transferring Contracts**"),
- in order for the Buyer and/or its Replacement Supplier to provide the Deliverables from the expiry of the Termination Assistance Period. The Supplier shall provide all reasonable assistance required by the Buyer and/or its Replacement Supplier to enable it to determine which Transferable Assets and Transferable Contracts are required to provide the Deliverables or the Replacement Goods and/or Replacement Services.
- 8.3 With effect from the expiry of the Termination Assistance Period, the Supplier shall sell the Transferring Assets to the Buyer and/or the Replacement Supplier for their Net Book Value less any amount already paid for them through the Charges.
- 8.4 Risk in the Transferring Assets shall pass to the Buyer or the Replacement Supplier (as appropriate) at the end of the Termination Assistance Period and title shall pass on payment for them.
- 8.5 The Supplier shall as soon as reasonably practicable assign or procure the novation of the Transferring Contracts to the Buyer and/or the Replacement Supplier. The Supplier shall execute such documents and provide such other assistance as the Buyer reasonably requires to effect this novation or assignment.
- 8.6 The Buyer shall:
- 8.6.1 accept assignments from the Supplier or join with the Supplier in procuring a novation of each Transferring Contract; and
- 8.6.2 once a Transferring Contract is novated or assigned to the Buyer and/or the Replacement Supplier, discharge all the obligations and

liabilities created by or arising under that Transferring Contract and exercise its rights arising under that Transferring Contract, or as applicable, procure that the Replacement Supplier does the same.

- 8.7 The Supplier shall hold any Transferring Contracts on trust for the Buyer until the transfer of the relevant Transferring Contract to the Buyer and/or the Replacement Supplier has taken place.
- 8.8 The Supplier shall indemnify the Buyer (and/or the Replacement Supplier, as applicable) against each loss, liability and cost arising out of any claims made by a counterparty to a Transferring Contract which is assigned or novated to the Buyer (and/or Replacement Supplier) pursuant to Paragraph 8.6 in relation to any matters arising prior to the date of assignment or novation of such Transferring Contract. Clause 19 (Other people's rights in this contract) shall not apply to this Paragraph 8.9 which is intended to be enforceable by Third Parties Beneficiaries by virtue of the CRTPA.

9. No charges

- 9.1 Unless otherwise stated, the Buyer shall not be obliged to pay for costs incurred by the Supplier in relation to its compliance with this Schedule.

Order Schedule 20 (Order Specification)

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyers under this Order Contract

The specification, including project timetable and evaluation of tenders

General Introduction

The Food Standards Agency (FSA) is an independent Government department working across England, Wales and Northern Ireland to protect public health and consumers wider interest in food. We make sure food is safe and what it says it is.

The Agency is committed to openness, transparency and equality of treatment to all suppliers. As well as these principles, for science projects the final project report will be published on the Food Standards Agency website (www.food.gov.uk). For science projects we will encourage suppliers to publish their work in peer reviewed scientific publications wherever possible.

Also, in line with the Government's Transparency Agenda which aims to encourage more open access to data held by government, the Agency is developing a policy on the release of data from all its science and evidence gathering projects. Data should be made freely available in an accessible format, as fully and as promptly as possible. Consideration should be given to data management as new contracts are being negotiated. Resource implications for this should be taken into account. The mechanism for publishing data should allow the widest opportunity for secondary analysis. Where possible, data should be included in the final project report. Where data are included in the final report, they should also be published separately in a format that can be used for further analysis. Large data sets can be provided separately in an annex to the report, and published, where possible, alongside the final report online. Where it is more appropriate to publish data in an existing database, archive, repository or other community resource, or for data to be saved in a specialist proprietary format, information should be provided on how the data can be accessed. There will be some circumstances where release of data may need to be restricted or anonymised for reasons of commercial and/or personal sensitivities.

The FSA's Food You Can Trust [Strategy 2022-2027](#) sets out the Agency's strategic outcomes:

- Food is safe.
- Food is what it says it is.
- Food is healthier and more sustainable.

The FSA is committed to being open, transparent, accessible and evidence-led. The Agency uses science, evidence and information to tackle the challenges of today and to identify and contribute to addressing emerging risks. The [Strategy](#) further reinforces the Agency's role as an evidence generator and collaborator, ensuring that our own decisions, and those of others, are informed by the best evidence. One of the Agency's key sources of evidence regarding consumers' attitudes, knowledge and behaviour in relation to food safety and other food-related issues is the Food and You 2 survey. Results from this survey are used to monitor progress towards the FSA's strategic objectives and identify areas where further action may be required.

About the FSA

The FSA is a non-ministerial government department. Our objectives, powers and duties are set out in legislation, primarily the Food Standards Act 1999. Our main statutory objective is to protect public health from risks which may arise in connection with the consumption of food (including risks caused by the way in which it is produced or supplied) and otherwise to protect the interests of consumers in relation to food.

We operate in England, Northern Ireland and Wales. Most of food policy making is devolved, so we maintain strong working relationships with the UK Government, the Welsh Government and the NI Executive. But we act independently of ministers and are governed by an independent board. We work closely with Food Standards Scotland (FSS), an independent public body with responsibility for food policy and implementation in Scotland.

We are science and evidence led. We base our decisions on science and evidence. We produce insights and analysis that inform our own work and the policy and practice of other organisations in the food system. We tell the truth about food.

Food and You 2

In order to protect consumers we need to understand their attitudes, knowledge and behaviour in relation to food. The Agency's main source of methodologically robust and representative evidence regarding consumers' attitudes, knowledge and behaviour in relation to food is our flagship [Food and You 2](#) survey. This survey has an important role in measuring the FSA's progress towards its strategic objectives, providing evidence to support FSA policy decision-making, communication

campaigns and other activities as well as identifying topics for further research or action.

Development of Food and You 2

Since its inception in 2000, the FSA has commissioned surveys to collect quantitative data on the public's reported behaviour, attitudes and knowledge relating to food. Between 2000 and 2007 the FSA conducted an annual Consumer Attitudes Survey (CAS). In 2010, this was replaced by the more rigorous '[Food and You](#)', a biennial survey conducted face-to-face. Food and You became the FSA's flagship social survey and has been published as a government official statistic since 2014. In addition, the FSA conducted regular tracking surveys including the bi-annual [Public Attitudes Tracker](#) and annual Food Hygiene Rating Scheme (FHRS) [Consumer Attitudes Tracker](#).

In 2018, the FSA's [Advisory Committee for Social Science](#) (ACSS) recommended that Food and You and the Public Attitudes Tracker should be replaced with a new 'push-to-web' survey. Food and You 2 was commissioned in 2019 to deliver on this recommendation.

Food and You 2 uses a web-push methodology with households selected to take part in the survey receiving a letter inviting them to complete the survey online. Households are selected from a sample of the Royal Mail's Postcode Address File (PAF) using random probability sampling methodology with up to two adults in each household invited to take part. The fieldwork involves four mailings including an initial invitation, first reminder, second reminder accompanied by a postal questionnaire, and a final reminder letter. The Food and You 2 survey is modular by design, with some core questions asked every wave, and other questions rotated on an annual or biennial basis.

Food and You 2 data collection commenced in July 2020 with [Wave 1](#) being published in March 2021, [Wave 2](#) in July 2021 and [Wave 3](#) in January 2022.

By moving to a web-push methodology, it was possible to increase the overall sample size to 4,000 households (including 1,000 households in both Northern Ireland and Wales) and increase the frequency of data collection to every 6 months.

The Specification

The FSA is seeking an experienced research agency to continue delivering the FSA's flagship and official statistic Food and You 2 survey for Waves 7 to 14. The appointed supplier will be responsible for:

1. Working with the FSA to develop the questionnaire and survey materials for Waves 7-14 in both English and Welsh, ensuring that these meet government [Web Content Accessibility Guidelines 2.1 at Level AA](#). Read more at [Understanding accessibility requirements for public sector bodies - GOV.UK \(www.gov.uk\)](#)
2. Conducting fieldwork for Waves 7-14 in line with [government ethical guidelines](#).
3. Processing the survey data and producing data tables, data files and all supporting documentation.

More detail on each of these requirements is provided in the following sections.

1. Questionnaire development

The successful supplier will work with the FSA to review, refine and where appropriate to develop new questions for Waves 7-14.

Questionnaire design

Food and You 2 uses a sequential mixed-mode approach involving an initial online stage, with non-respondents then followed up using a postal questionnaire.

Therefore, the questionnaire has been developed in such a way that it can be presented online and on paper. Due to the length and complexity of the online questionnaire, it is not possible to include all questions in the postal version of the questionnaire. Therefore, in the interest of keeping the postal questionnaire a manageable length whilst also ensuring greater coverage of questions, up to two versions of the postal questionnaire are developed in each wave of fieldwork.

The questionnaire takes a modular approach to ensure the length of the survey is manageable and maximises coverage of topics. This approach also allows for new modules or questions to be introduced on emerging topic areas.

The content of questions / modules is informed by the priorities of various teams across the FSA (for example, Risk Assessment, Strategic Insights, Food Hygiene Policy Team, Food Hypersensitivity team etc) as well as external bodies, for example Defra co-fund the 'Emerging Issues' module. Therefore, ample time needs to be allotted to consulting with a variety of stakeholders in the lead up to each Wave.

‘Core’ modules run each wave (every 6 months), ‘rotated’ modules run on an annual basis, ‘deep dive’ modules run every two years and there is also flexibility for ad hoc questions on a one-off basis to explore new areas of interest.

The current modules are as follows:

- About you (core)
- Food you can trust (core)
- Food concerns (core)
- Food security (core)
- Food shopping (rotated)
- Eating out (rotated)
- Eating at home – shortened version (rotated)
- Food hypersensitivities (deep dive)
- Eating at home – full version (deep dive)
- Healthy eating⁵ – Northern Ireland only (deep dive)
- Emerging issues (deep dive)

The full questionnaires for each completed wave can be found in the annex of the [Wave 1](#), [Wave 2](#) and [Wave 3](#) technical reports.

Questionnaire length

We aim to keep the questionnaire around 30-35 minutes to manage respondent fatigue, but note that some waves can be shorter whilst some are slightly longer than this. Tenderers are invited to propose a fair, consistent and accurate method of predicting questionnaire length to inform questionnaire development at each wave.

The breakdown of average length of interview for Waves 1-4 is provided below and tenderers should keep these fluctuations in mind when costing the online survey.

- Wave 1 – 29 minutes 58 seconds
- Wave 2 – 36 minutes 27 seconds
- Wave 3 – 30 minutes 13 seconds
- Wave 4 – 37 minutes and 14 seconds

⁵ Our new strategy has expanded our mission to include a role in helping the food system become healthier and more sustainable. In order to deliver on this, we may wish to expand the healthy eating module, which currently runs in Northern Ireland, to all countries.

Tenderers should provide a breakdown of **cost per interview for a 30 minute, 35 minute and 40 minute online survey.**

Cognitive testing

To inform the development of any new questions, cognitive testing interviews should be conducted at each wave with a broad cross section of the public in English and in the Welsh language. During recruitment, participants should be screened on age, gender, ethnicity, income, whether or not they receive any benefits as well as other characteristics that will change depending on the questions / modules we are testing – for example, diet type, whether or not they suffer from food allergies or intolerances, if they purchase food or drink online etc.

Depending on the nature of each wave and the number of new questions and/or modules, cognitive testing may or may not be necessary and the number of interviews may vary. An outline of the number of interviews conducted for previous waves – in English and Welsh – is provided below and tenderers should keep these fluctuations in mind when costing.

- Wave 1 – 26 interviews in English, 4 in Welsh
- Wave 2 – 14 interviews in English, 4 in Welsh
- Wave 3 – 20 interviews in English, 5 in Welsh
- Wave 4 – 20 interviews in English, 5 in Welsh

Usability testing

Following cognitive testing, usability testing should also take place prior to Wave 7 to identify areas where improvements can be made to the form and format of the questions across a variety of devices commonly used to access the internet (i.e. smartphones, computers / laptops and tablets).

We recommend 15 interviews with members of the public, with five participants invited to take part on a smartphone, five on a computer / laptop and five on a tablet. Usability testing was conducted in Wave 1 of Food and You 2 with eleven members of the public. Each interview lasted one and a half hours and was conducted over the internet by a moderator using online video conferencing software. Prior to taking part in the interview, respondents should be emailed the invitation letter for the Food and You 2 survey and this will give us an opportunity to understand perceptions of the letter and amend accordingly.

This approach is a suggestion and tenderers are invited to recommend alternative proposals for consideration.

We do not anticipate usability testing to be required for Waves 8 to 14.

Software

Suppliers will need to demonstrate that they have a secure online survey platform on which to host the online version of the survey. The online platform must be designed and developed to meet the latest advice and guidance published by the National Cyber Security Centre and Government service standards in which section 9 covers the security aspects of a service.

NCSC:

[Building and operating a secure online service - NCSC.GOV.UK](https://www.ncsc.gov.uk/building-and-operating-a-secure-online-service)

Government Service Standard:

[Service Standard - Service Manual - GOV.UK \(www.gov.uk\)](https://www.gov.uk/service-manual)

The online survey should be appropriately designed for various platforms including tablet/mobile phone.

Accessibility

The Food and You 2 survey must be accessible for all respondents. All outputs should meet the Agency's [Web Content Accessibility Guidelines](#) at 2.1 Level AA. The contracted supplier must be aware of the legislation and how they can meet the requirements. Accessibility must be considered at every stage of development and deployment, any inaccessible content cannot be used and must be redesigned.

All elements of the Food and You 2 survey must be accessible, there are no exceptions. This includes the questions and responses which should be written in clear, easy to understand language and structured in a logical way that is easy to follow. The online questionnaire must:

- Allow respondents to adjust colour contrasts and increase font size etc – it must be fully responsive to meet the user need
- Be optimised to allow respondents to complete the survey on laptops, desktops, tablets and smartphones.
- Be available in a paper format for those who cannot access the internet or do not wish to complete the survey online.
- Be available to complete via a telephone interview for those who are visually impaired or wish to complete the survey in this way.
- Be available in a large print version or Braille.
- Be available in both English and Welsh language.

The successful supplier will be required to review all existing survey materials (for example, invitation letters, information about the survey, reminder letters, privacy notice, postal questionnaires) to ensure they are accessible. The supplier must be able to provide evidence that the content has been tested against the WCAG legislation and is up to the required standard.

Our intention for Wave 7 onwards is to publish the data tables (which are not accessible in their current format) in an accessible format. The successful supplier will be required to work with the FSA to develop a new format to ensure these meet accessibility requirements. More detail on the data table requirements can be found in section 3 – data analysis and reporting.

Welsh Language

In line with the [Welsh Language Act 1993](#) and the FSA's [Welsh Language Scheme](#), the FSA must treat the English and Welsh languages equally when communicating with the public in Wales. This also applies to any research conducted in Wales on the Agency's behalf. As such, the following provisions must be made when conducting fieldwork in Wales:

- Issuing invitation letters and other survey materials in both English and Welsh to sample units in Wales.
- Translating the online and paper questionnaire into Welsh.
- Providing an English and Welsh version of the paper questionnaire to Welsh participants as default.
- Providing a Welsh-language speaking service to answer telephone queries for Welsh speakers.
- Conducting cognitive testing with a broad cross section of the public in Welsh language.

Please note: The FSA will undertake most of the translation work (survey materials, paper survey, reports) in-house so tenderers should not include these in any cost estimates. However, the successful supplier will need to make provisions for cognitive testing in Welsh, a Welsh-language version of the online survey and a Welsh-language telephone query service (in practice requests for these services are relatively rare, but tenderers should outline any costs involved).

2. Fieldwork

Sampling

The target population for Food and You 2 is adults over 16 living in private households in England, Wales and Northern Ireland. To ensure the sample is

representative, the sample for Food and You 2 is selected from the postcode address file (PAF) in England, Wales and Northern Ireland.

Households are sampled to achieve interviews in 1,000 households in Wales and Northern Ireland and 2,000 households in England (4,000 in total). A greater proportion of households are sampled in Wales and Northern Ireland to allow analysis at a country level. A reserve sample is also drawn to be issued if response rates are lower than expected. The size of the issued sample in each country is calculated by dividing the target achieved sample by estimated address yield (proportion of addresses with at least one productive response). Yield estimates are informed by actual yields obtained in previous waves. For further detail on sampling and household sample design, please refer to the [Wave 1](#), [Wave 2](#) and [Wave 3](#) technical reports. Tenderers should refer to the technical reports to inform their understanding of how many addresses would need to be sampled to reach targets.

We envisage that the sampling approach will remain consistent with previous waves, but exact requirements will be discussed and agreed with the successful supplier.

In the future, the Agency may expand the Food and You 2 survey to include participants in Scotland and **tenderers should provide costs for two options** using the cost breakdown template (annex 2):

- A. **Option one** not including Scotland.
- B. **Option two** including an additional sample of 1,000 households in Scotland within the sample.

Response rates

The overall response rates are outlined below.

- Wave 1: 30.4%
- Wave 2: 28.4%
- Wave 3: 29.6%
- Wave 4: 29.5%

Please note that in Wave 5 we have noticed a decreased response rate and we anticipate the overall response rate will continue to decline as people are able to return to their 'normal' lives due to Covid-19 restrictions being lifted. Tenderers should outline their suggested sampling strategy and how they would monitor fieldwork numbers and respond to shortfalls quickly, ensuring the target sample size is achieved within the fieldwork period. Tenderers should also outline what steps they will take if they underachieve or overachieve on the target number of responses, as well as associated cost implications.

Timescales

Food and You 2 has two fieldwork periods: April to June and October to December. The online survey closes after two months but postal returns continue to be processed for 1-2 weeks after the online survey closes.

We commit to publishing findings from Food and You 2 within 6 months of fieldwork closing. A suggested timeline for Waves 7 and 8 are provided below and subsequent waves should follow similar timings, i.e. Wave 9 should mirror Wave 7, Wave 10 should mirror Wave 8 and so on.

Food and You 2 Waves 7-8 timings

Stage	Wave 7	Wave 8
Inception meeting, timetable agreed	Oct 22	May 23
Survey development and translation Cognitive (and usability) testing Development and translation of survey materials	Nov 22 – March 23	May 23 – Sep 23
Fieldwork	Early Apr 23 – end of June 23	Early Oct 23 – end of Dec 23
Final data, tables and technical report delivered to FSA	End of Sep 23	End of March 24
FSA analysis and reporting	Oct 23 – Dec 23	April 24 – June 24
Publication of results	End of Jan 23	End of July 24

Letters and reminders

Mailings

The mailing approach followed for Food and You 2 includes:

- A. An initial invitation letter issued to all sampled addresses inviting up to two adults to go online and complete the online questionnaire.

- B. The first reminder letter sent to non-responding addresses and addresses where one adult had completed the online questionnaire but not a second adult (the presence of an eligible adult is determined in the first questionnaire).
- C. The second reminder letter sent to non-responding addresses and addresses where one adult has completed the online questionnaire but not a second adult. All of these letters are accompanied by one or two postal questionnaires, to allow those who could not access the internet, and those who are less comfortable completing online questionnaires, to take part. Those in Wales receive one questionnaire in English and one in Welsh.
- D. A final reminder letter to non-responding addresses and addresses where one adult has completed the online questionnaire but not a second adult.

The letters are designed to convey the importance of taking part and contain clear, easy to understand instructions and language as well as reassurances on the safety of personal data.

We would like to keep the number of letters / reminders issued consistent going forward. The successful supplier will be responsible for reviewing existing survey materials (for example, invitation letters, information about the survey, reminder letters), ensuring they are engaging, compliant with the General Data Protection Regulation and as accessible as possible.

Incentives

Participants are offered a £10 gift voucher as a thank you for taking part. Participants who complete the survey online who wish to receive a voucher enter their email address at the end of the survey. They are then emailed a Love2shop e-voucher. Those who completed the postal questionnaire are given the choice of receiving a Love2shop e-voucher or paper Love2shop voucher via post. We would like to keep the incentive amount consistent going forward and the successful supplier will be responsible for managing this process.

3. Data analysis and reporting

The successful supplier should provide the following outputs for each Wave:

- Initial start-up meeting, timetable, and weekly meetings.
- Weekly project updates, including progress reports on fieldwork when in field
- Cognitive testing report with recommendations.
- Usability testing report with recommendations (for wave 7 only).
- Technical report.

- Table specification. This should be agreed with the FSA as early as possible and should detail all tables and cross breaks that will be produced including any nets, rebased variables, derived variables, summary tables and ranking that will be applied.
- SPSS specification. This should be agreed with the FSA as early as possible and should detail all variables that will be provided in the final SPSS dataset, including any net or derived variables.
- Paper edit specification. This should clearly outline any edits (e.g. routing) that will be applied to the postal data to ensure it is as consistent as possible with online data.
- Derived variable specification, detailing all derived variables and accompanying SPSS syntax.
- Main data set with weighting variables for FSA use (SPSS format).
- Trend data set (i.e. combining data from all waves) with weighting variables for FSA use (SPSS format).
- Abridged dataset for [UK data service](#) (SPSS format).
- Abridged dataset for [FSA website](#) and [data.gov](#) repository (CSV format).
- Descriptive data tables for England, Wales, Northern Ireland combined (all country tables) showing statistically significant differences between demographic groups⁶ and countries.
- Individual country tables for England, Wales and Northern Ireland showing statistically significant differences across demographic groups.
SPSS and Table User Guides.
- Trend data tables for England, Wales and Northern Ireland combined showing statistically significant differences between survey waves - ***Two options for this are outlined below.***
- Individual country trend data tables for England, Wales and Northern Ireland showing statistically significant differences between survey waves.
- Questionnaire library showing questions asked across all waves of the survey (including online and postal), response options, question base, routing, any differences between paper and online versions and any changes wave on wave updated with each wave.

The successful supplier will be required to keep these outputs fully consistent with the latest previous wave except where the FSA decides that changes are required. For example, the successful supplier will work with the FSA to develop a new format for the data tables to ensure they meet accessibility requirements. The successful supplier will also work with the FSA to review and optimise outputs like the table, SPSS and edit specification to ensure they are efficient and useful.

⁶ Examples of data tables can be found on the data catalogue: [Wave 1](#), [Wave 2](#), [Wave 3](#)

Please note that if Scotland is included within the sample, the following outputs will be required in addition to the above. Tenderers should take this into consideration when drawing up cost options.

- Descriptive data tables for England, Wales, Northern Ireland and Scotland combined (UK tables) showing statistically significant differences between demographic groups and countries.
- Individual country tables for Scotland showing statistically significant differences across demographic groups.
- Trend data tables for England, Wales, Northern Ireland and Scotland combined showing statistically significant differences between survey waves.
- Individual country trend tables for Scotland showing statistically significant differences between survey waves.

Trend data

In addition to the main SPSS dataset for each wave, the successful supplier should provide a separate trend dataset combining data from all previous waves (e.g. at wave 7 the supplier should provide a separate combined dataset for waves 1-7).

Trend data tables should be provided for England, Wales and Northern Ireland combined, as well as individual country trend data tables, and should present statistically significant differences between survey waves. These should be separate to the main data tables. Trend data tables should present questions that have been repeated in at least three waves of fieldwork.

Tenderers should provide costs for two options using the cost breakdown template (annex 2):

- A. Providing combined and individual country trend tables with **no cross breaks**.
- B. Providing combined and individual country trend tables with **10 cross breaks**.

Please note: The successful supplier may be required to produce a trend dataset and tables for waves 1-5 as well as 1-6. This should be costed separately using the cost breakdown template (annex 2).

Data analysis

The data tables currently present descriptive statistical analysis (weighted, unweighted counts, effective bases and percentages), cross breaks⁷ and

significance testing (at the five percent level) for differences across demographic groups and country.

The FSA will work with the successful supplier to agree a suitable format for the data tables that meets accessibility requirements going forward.

Reporting

A technical report is required for each Wave detailing the web-push methodology, sampling approach, fieldwork and weighting.

Organisational Experience, Expertise and Staff Effort

Tenderers should complete the tender application form, providing evidence of **up to three** relevant projects that the project's lead applicant and/or members of the project team are currently undertaking or have recently completed. Tenders should highlight experience of conducting large scale web-push surveys as well as any prior experience working on official statistic government surveys, if applicable.

Tenderers should provide details of all key personnel who will be working on the project. Should any element of this project be subcontracted, this must also be stated in proposals with details of subcontracted companies, their key personnel, and working arrangements with sub-contractors.

The successful supplier will be required to designate an experienced, senior project lead (at Director or equivalent level) who will be actively involved in all aspects of the project, checking outputs and ensuring there are no inaccuracies and all requirements have been satisfied before sending on to the FSA. Outputs sent to the FSA should be final with no outstanding issues. The project lead will also be fully accountable for the delivery of the project against the contract. They will be required to liaise closely with the Agency's nominated project officer.

Tenderers should also give an indication of staff time to be spent on the project (for all members of the project team).

Project management

Tenderers should describe how the project will be managed to ensure that objectives and deliverables will be achieved on time and on budget, including how continuity will be ensured in terms of sickness, staff leaving the organisation and annual leave. The successful supplier should ensure consistency and continuity at all times – the project team should be sufficiently resourced (taking into account that we work on multiple waves simultaneously), all members of the project team should be fully briefed and a suitable replacement should be in place if the project lead is unavailable. Tenderers should also describe how different organisations/staff will

interact to deliver the desired outcomes and highlight any in-house or external accreditation for any project management systems in use and how this relates to the project.

The successful supplier should be meticulous in developing efficient systems to keep track of any changes made throughout the course of the contract. Key changes should be summarised in the annex of the technical report for each wave.

On appointment, the successful supplier will be required to attend an initial start-up meeting with the Agency (estimated to take place WC 3rd October 2022). A finalised project plan / timetable will be required two weeks after this meeting. The successful supplier must ensure that they keep in regular contact with the FSA representative. The successful supplier will be required to attend weekly online meetings to discuss and develop understanding of the issues and to present feedback to FSA.

Tenderers should note that given the importance and complexity of the survey, the FSA regularly calls upon members of the Agency's independent Advisory Committee for Social Science (ACSS) as well as subjects experts on the FSA's Register of Specialists to advise on key aspects of all stages of the survey.

Throughout the project, the successful supplier is encouraged to consider continuous improvements with regards to day-to-day communication and project management as well as innovative ideas and suggestions for improving outputs and making processes more efficient. A formal review meeting should be held after each survey wave to ensure any lessons learned are identified, documented and addressed in future waves.

The successful supplier should be enthusiastic, positive and flexible with a 'can do' attitude. Due to the nature of the changing landscape with issues emerging that require a speedy response, last minute requests can often be made and the successful supplier should be flexible, willing and happy to accommodate these as much as reasonably possible.

Risk Management

Tenderers should identify any potential risks in delivering this project on time and to budget, outlining what steps will be taken to minimise these risks and how they will be managed by the project team.

Quality Management, Ethics, Data Protection

Quality Management

Tenderers should provide a detailed overview of the processes and procedures (including quality assurance and sign off) in place at all stages of the project (from questionnaire development to data delivery) to ensure the delivery of high quality outputs which are free from errors. Please note the FSA's Statistics Branch will be conducting additional checks on the data and data tables before sign off so time should be allowed in the timetable for this (1-2 weeks for each version that requires checking).

Ethics

Tenderers should identify any ethical issues relevant to this project and give details of how any specific risks will be addressed, for example in relation to questions within the survey covering sensitive topics (e.g. food security, income, hygiene habits etc) and the storing of personal data for incentives and recontact purposes.

Tenderers should refer to the five principles outlined in the [GSR Professional Guidance – Ethical Assurance](#):

1. Sound application and conduct of social research methods and interpretation of the findings
2. Participation based on informed consent
3. Enabling participation
4. Avoidance of personal and social harm
5. Non-disclosure of identify

Tenderers should provide details of any ethical review and research governance arrangements that would apply to the project.

Data Protection

This project will involve the collection of data from adults over 16 living in England, Wales, Northern Ireland (and possibly Scotland if the sample is extended) on their reported knowledge, attitudes and behaviours in relation to food. Some additional socio-demographic information will also be collected as part of the project to enable analysis by socio-demographic group.

Whilst the survey itself will be anonymous, a re-contact question is included so that participants can give their consent be contacted to take part in future studies. This

involves collecting personal information from individuals, including their name and email address-

Food and You 2 is an Official Statistic and therefore the data and reports are restricted to named individuals and cannot be released until the report publication. Tenderers should detail proposals for the secure transfer of data between the FSA, the supplier and any sub-contractors.

Suppliers are responsible for ensuring that all necessary permissions are acquired for the use of data, visuals, or other materials throughout the project that are subject to copyright law, and that the materials are used in accordance with the permissions that have been secured. Suppliers are also responsible for ensuring suitable referencing of materials in all project outputs including project data.

The successful supplier must comply with General Data Protection Regulation (GDPR) and ensure that any information collected, processed and transferred on behalf of the FSA will be managed, held, handled and transferred securely. The successful supplier will be assigned the role of 'Data Processor' for the duration of the contract and the FSA will act as the 'Data Controller'. Please outline in your tender how you will comply with the GDPR, recognising the commissioning authority's role as the 'data controller' and the suppliers role as the 'data processor', and responding to the sections below. The successful supplier will be required to provide a privacy notice, which will be reviewed by the FSA data security team.

The Data Processor must:

- process any personal data only on the documented instructions of the Controller;
- comply with security obligations equivalent to those imposed on the Controller (implementing a level of security for the personal data appropriate to the risk);
- ensure that persons authorised to process the personal data have committed themselves to confidentiality or are under an appropriate statutory obligation of confidentiality;
- only appoint Sub-processors with the Controller's prior specific or general written authorisation, and impose the same minimum terms imposed on it on the Sub-processor; and the original Processor will remain liable to the Controller for the Sub-processor's compliance. The Sub-processor must

provide sufficient guarantees to implement appropriate technical and organisational measures to demonstrate compliance. In the case of general written authorisation, Processors must inform Controllers of intended changes in their Sub-processor arrangements;

- make available to the Controller all information necessary to demonstrate compliance with the obligations laid down in Article 28 GDPR and allow for and contribute to audits, including inspections, conducted by the Controller or another auditor mandated by the Controller - and the Processor shall immediately inform the controller if it is considered that an instruction infringes GDPR or other EU or member state data protection provisions;
- assist the Controller in carrying out its obligations with regard to requests by data subjects to exercise their rights under [chapter III of the GDPR](#), noting different rights may apply depending on the specific legal basis for the processing activity (and should be clarified by the Controller up-front);
- assist the Controller in ensuring compliance with the obligations to implementing a level of security for the personal data appropriate to the risk, taking into account the nature of processing and the information available to the Processor;
- assist the Controller in ensuring compliance with the obligations to carry out Data Protection Impact Assessments, taking into account the nature of processing and the information available to the Processor; and
- notify the Controller without undue delay after becoming aware of a personal data breach.

Tenderers are expected to complete the **Data Protection and Security Requirements Assurances** checklist (provided in **annex 3**). Tenderers should also provide a **data management plan** outlining any specific data security issues related to this project and detailing how these will be managed.

Recontact data

As part of the survey, respondents are asked whether they would be willing to share their name and email address with the FSA to allow the Agency or its selected agent to contact them for follow up research. Recontact questions must be phrased in such a way that participants are giving consent for the Agency or its selected agent to recontact them. Respondents should be made aware that survey responses are only linked to contact details to identify groups of interest for follow-up research purposes only. The contact data will only be used for research purposes (conducted by the Agency or a nominated supplier) and data would only be handled by the Social Science Team, Statistics Team and IT Security staff. Tenderers should propose how this information would be collected and handled in line with data protection regulations.

This personal data is held securely and destroyed after 2 years. The successful supplier will be responsible for managing this database, ensuring it is kept secure and that data is deleted after 2 years. The successful supplier will also be responsible for implementing a system for processing ad hoc recontact requests, ensuring they pass the data securely on to the FSA (or our designated partners) and that the same respondents are not contacted to take part in multiple pieces of additional research.

Prospective suppliers should outline their compliance with regulatory standards for the legal and safe processing of personal and/or sensitive data.

Social value

Social value has a lasting impact on individuals, communities and the environment. The Government has an opportunity and responsibility to maximise benefits effectively and comprehensively through its commercial activity. To be effective, it is essential that the FSA considers social value at all stages of the procurement life cycle. In order to do this, the FSA is applying the Government Commercial Functions social value model [PPN 06/20 Procurement Policy Note](#) from 1st January 2021. The complete set of documents can be found on the [Social Value webpage](#).

Using a maximum of 3000 characters describe the commitment your organisation will make to ensure that opportunities under the contract deliver the **Policy Outcome** and **Award Criteria**.

The **Policy Outcome** selected for this tender is '**Wellbeing – Improve health and wellbeing**'. Tenderers should describe how they will demonstrate action to support health and wellbeing, including physical and mental health, in the contract workforce (**Award Criteria**).

Please include:

- Your 'Method Statement', stating how you will achieve this and how your commitment meets the Award Criteria, and
- a timed project plan and process, including how you will implement your commitment and by when. Also, how you will monitor, measure and report on your commitments/the impact of your proposals. You should include but not be limited to:
 - timed action plan
 - use of metrics
 - tools/processes used to gather data
 - reporting
 - feedback and improvement

- transparency

Examples could include:

- Understanding of issues relating to health and wellbeing, including physical and mental health, in the contract workforce.
- Actions to invest in the physical and mental health and wellbeing of the contract workforce. Illustrative examples:
 - implementing the 6 standards in the Mental Health at Work commitment and, where appropriate, the mental health enhanced standards for companies with more than 500 employees in Thriving at Work with respect to the contract workforce, not just ‘following the recommendations’
 - public reporting by the tenderer and its supply chain on the health and wellbeing of staff comprising the contract workforce, following the recommendations in the Voluntary Reporting Framework
 - engagement plans to engage the contract workforce in deciding the most important issues to address

Costs

The FSA is considering two main options which should be costed for separately, as outlined in the **cost breakdown in annex 2**:

- i. **Option 1** – Including England, Wales and Northern Ireland in the sample, but excluding Scotland.
- ii. **Option 2** – Including England, Wales, Northern Ireland and Scotland in the sample.

All tenderers should complete the **financial template** (excel) outlining a proposed payment schedule and submit this with their proposal. Please note: in this financial template, tenderers should **provide costs for Option 1 – please refer to annex 2** for a full breakdown of all outputs required as part of Option 1.

Tenderers should also complete the **separate cost breakdown** (word document) outlining the costs for the different options FSA is considering (**annex 2**).

The following additional costs should also be provided:

- i. Questionnaire length of 35 minutes and 40 minutes

DPS Schedule 6 (Order Form Template and Order Schedules)

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- ii. Combined (England, Wales & NI) trend data, combined all country trend tables and individual country trend tables for waves 1-5 and waves 1-6⁸, with **no cross breaks**
- iii. Combined (England, Wales & NI) trend data, combined all country trend tables and individual country trend tables for waves 1-5 and 1-6, with **10 cross breaks**
- iv. Combined (England, Wales & NI) trend data, all country trend tables and individual country trend tables for **wave 7 onwards**, with 10 cross breaks
- v. Combined **UK** (England, Wales, NI & **Scotland**) trend data, UK tables and individual country tables **for wave 7 onwards** with 10 cross breaks

Please Note: All costs should be provided exclusive of VAT and should clearly state whether VAT will be charged. Payments will be made against key milestones and a 20% retention will be held against delivery of the final outputs for each survey wave.

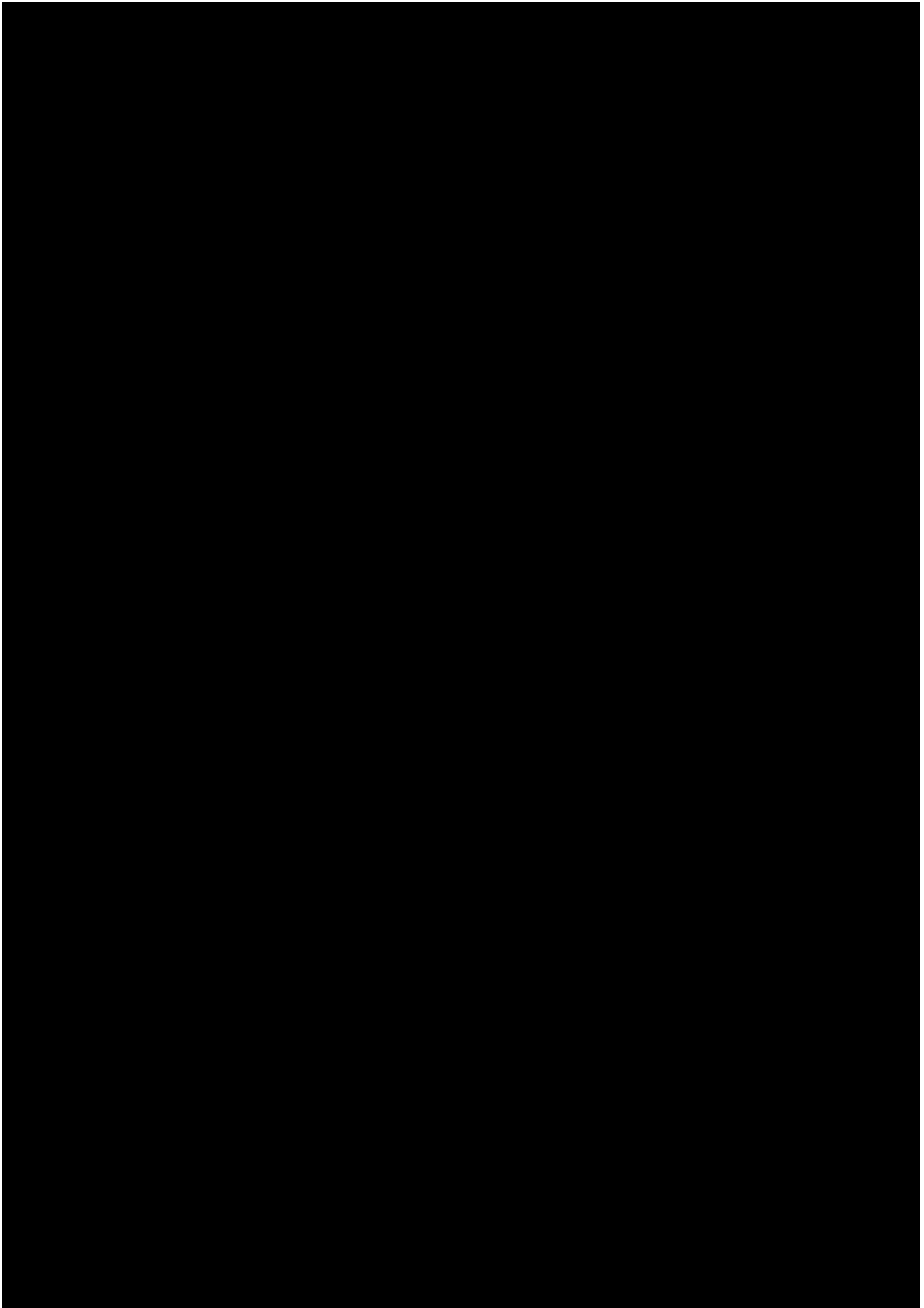
⁸ Please note that if these outputs were required, the successful supplier would be provided with the data for waves 1-6 to enable them to produce the trend data and tables.

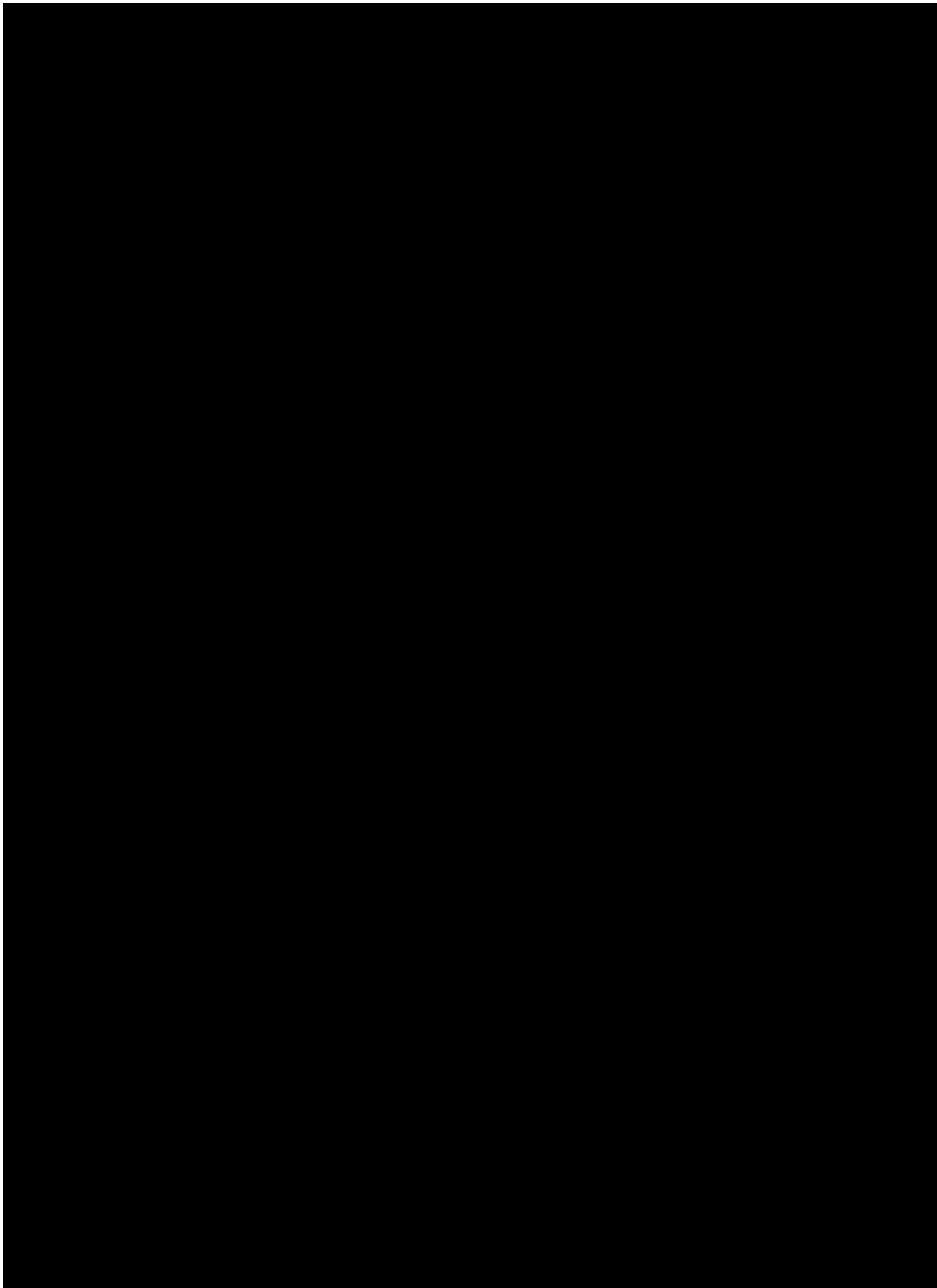
Order Schedule 4 (Order Tender)

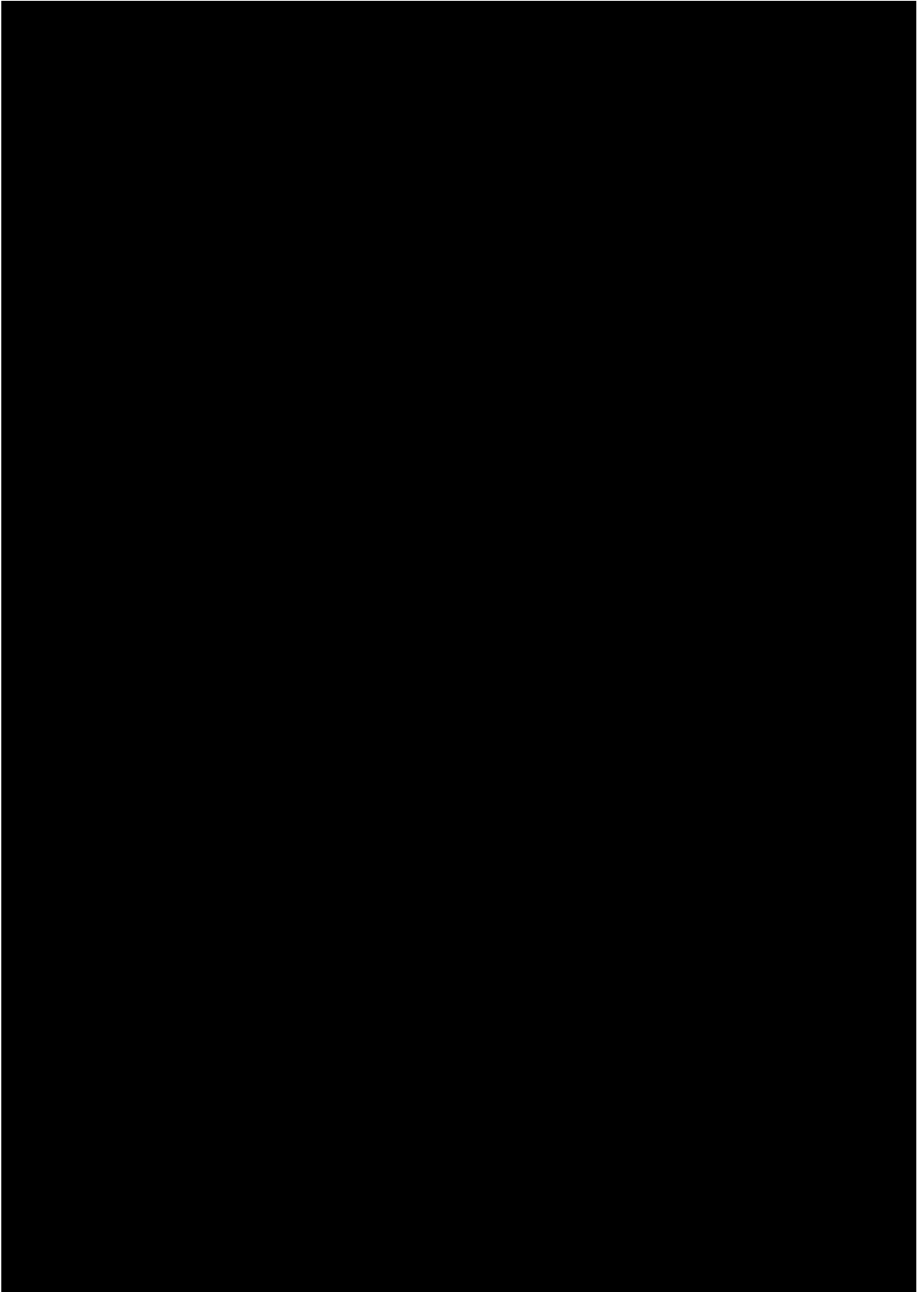
Tender Application form for a project with the Food Standards Agency

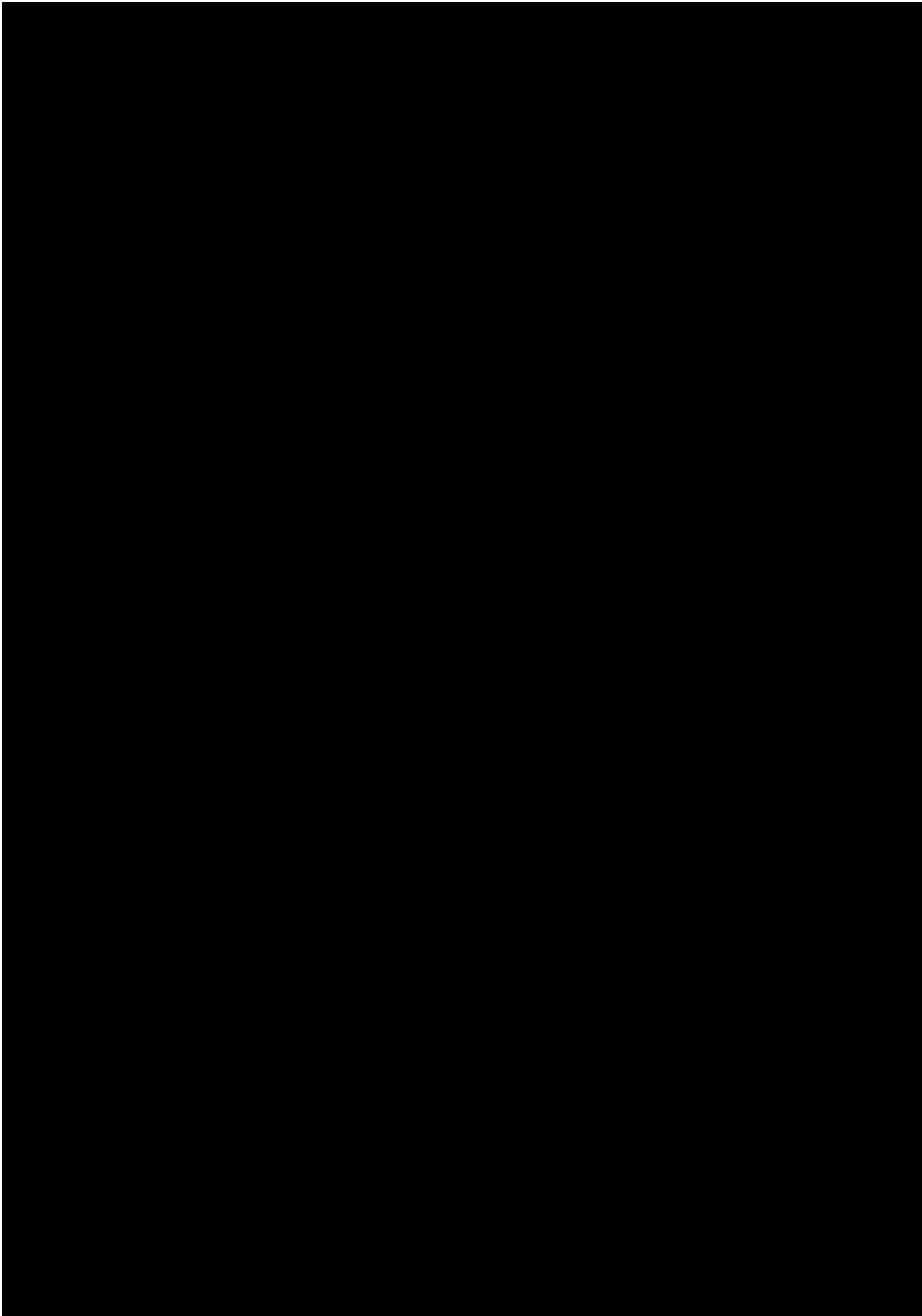


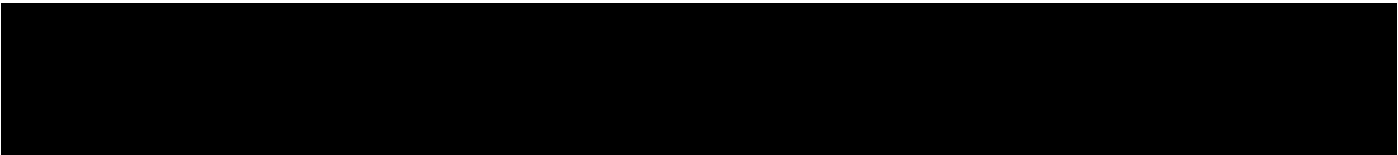
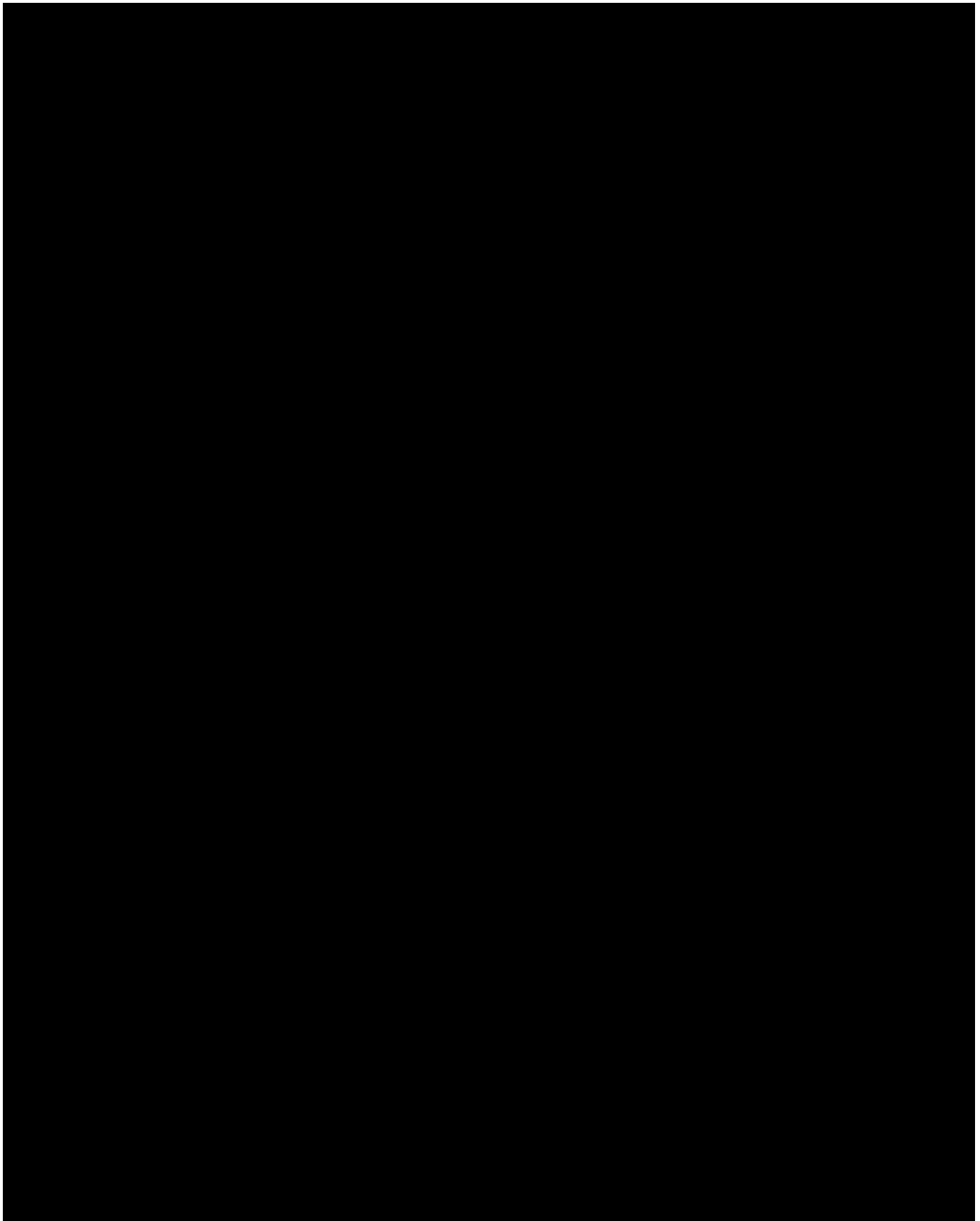
- Applicants should complete each part of this application as fully and as clearly as possible
- Brief instructions are given in the grey boxes at the start of each section.
- Please submit the application through the Agency's sourcing Portal (Bravo) by the deadline set in the invitation to tender document.

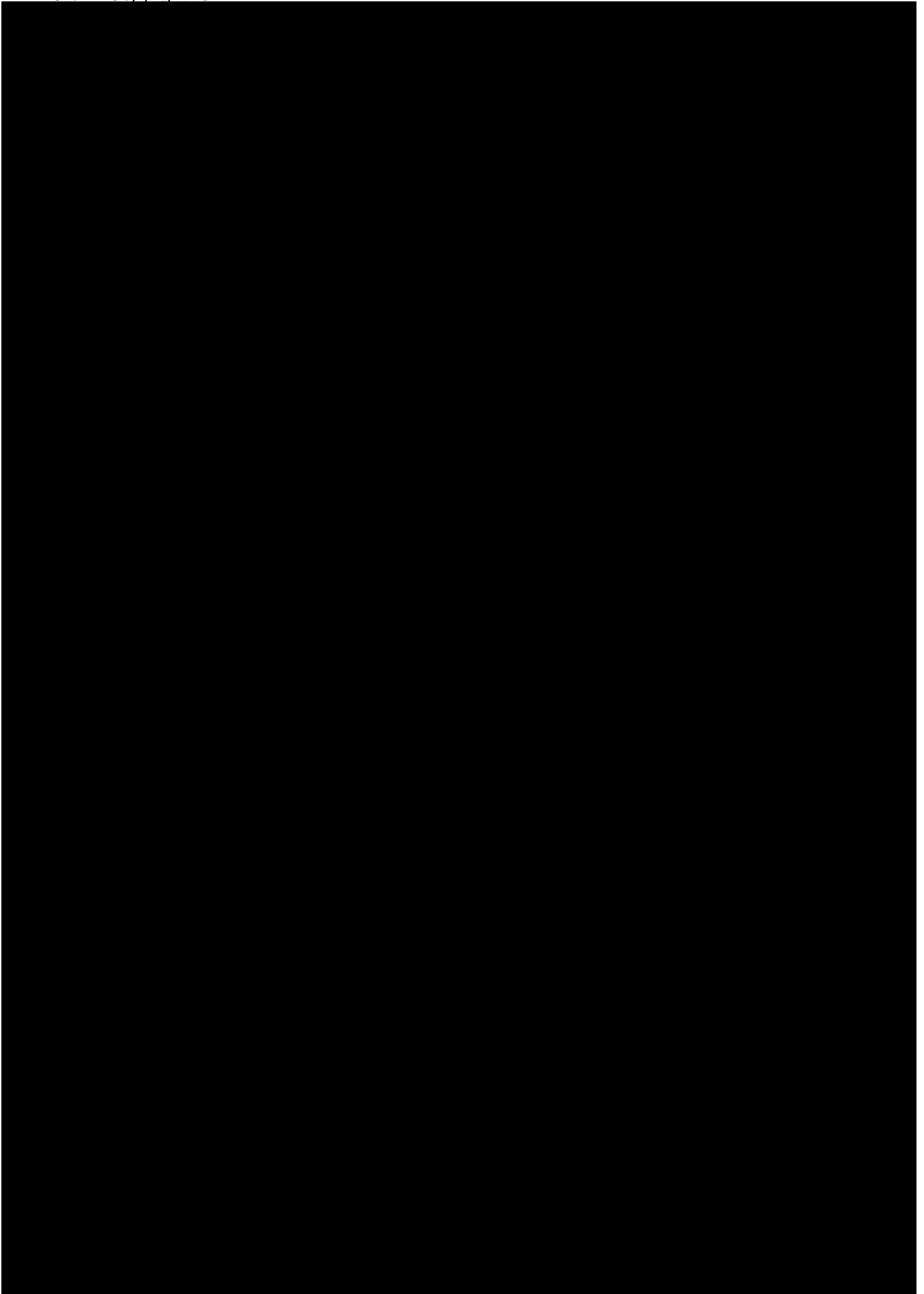


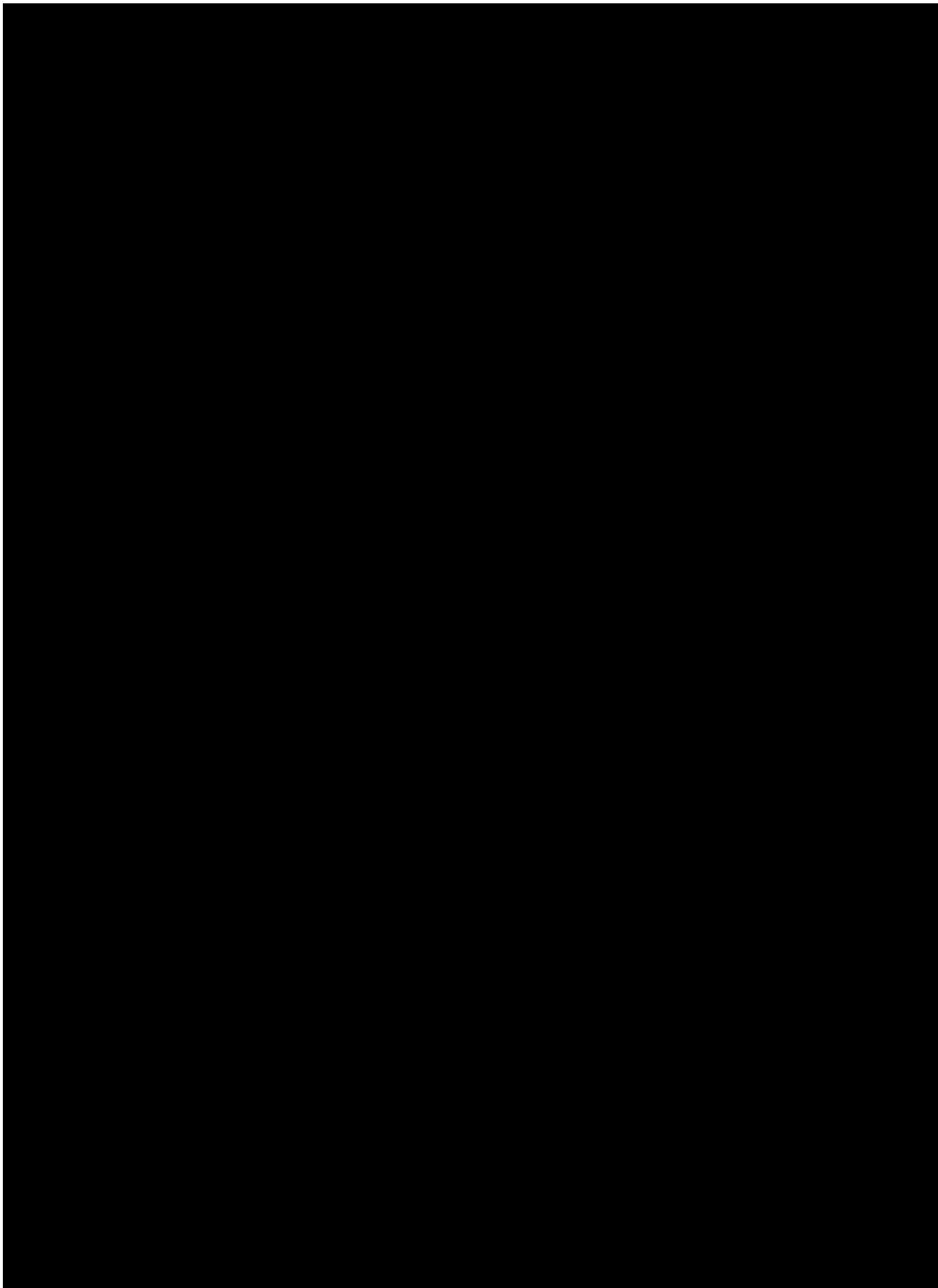


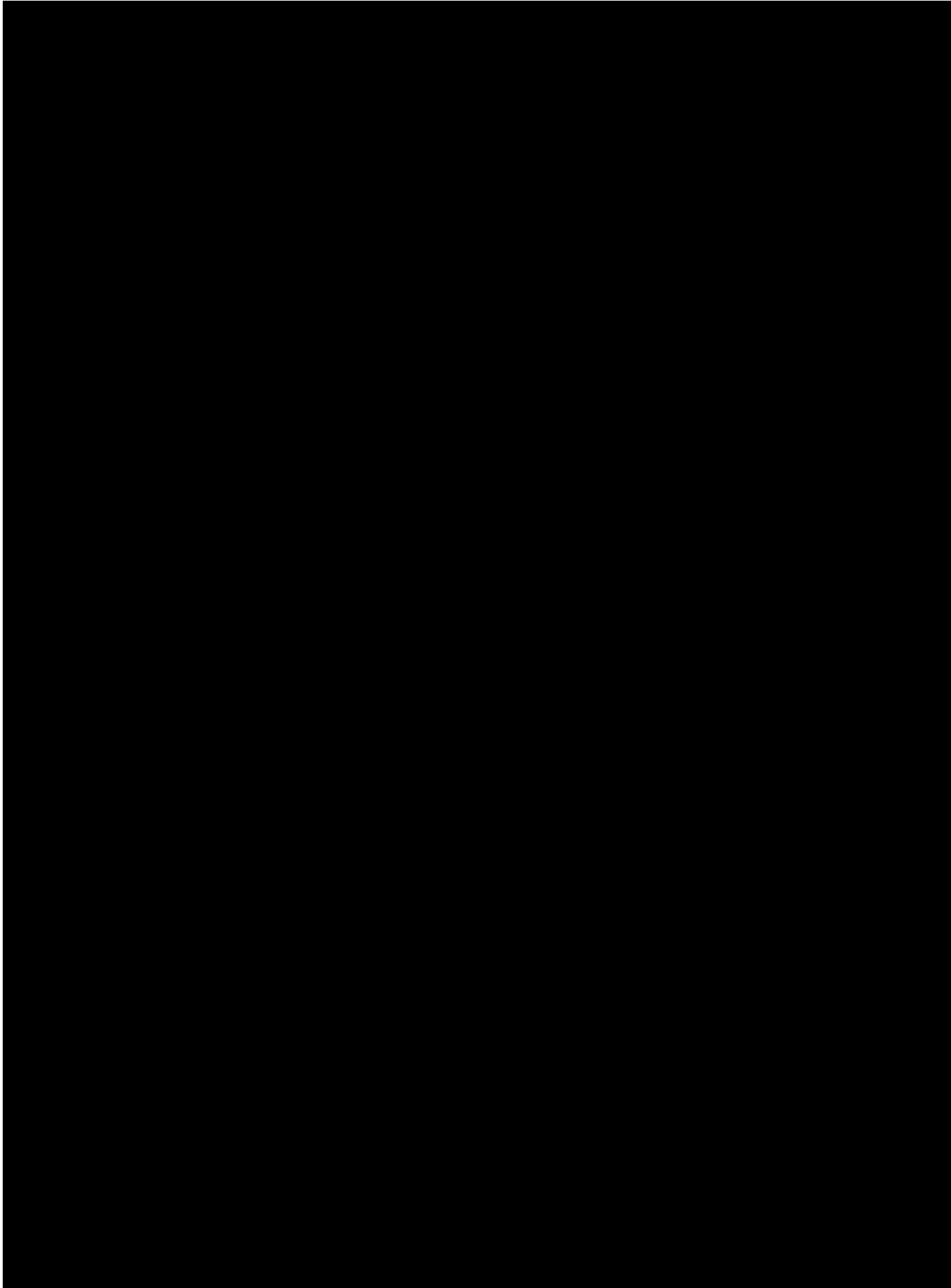


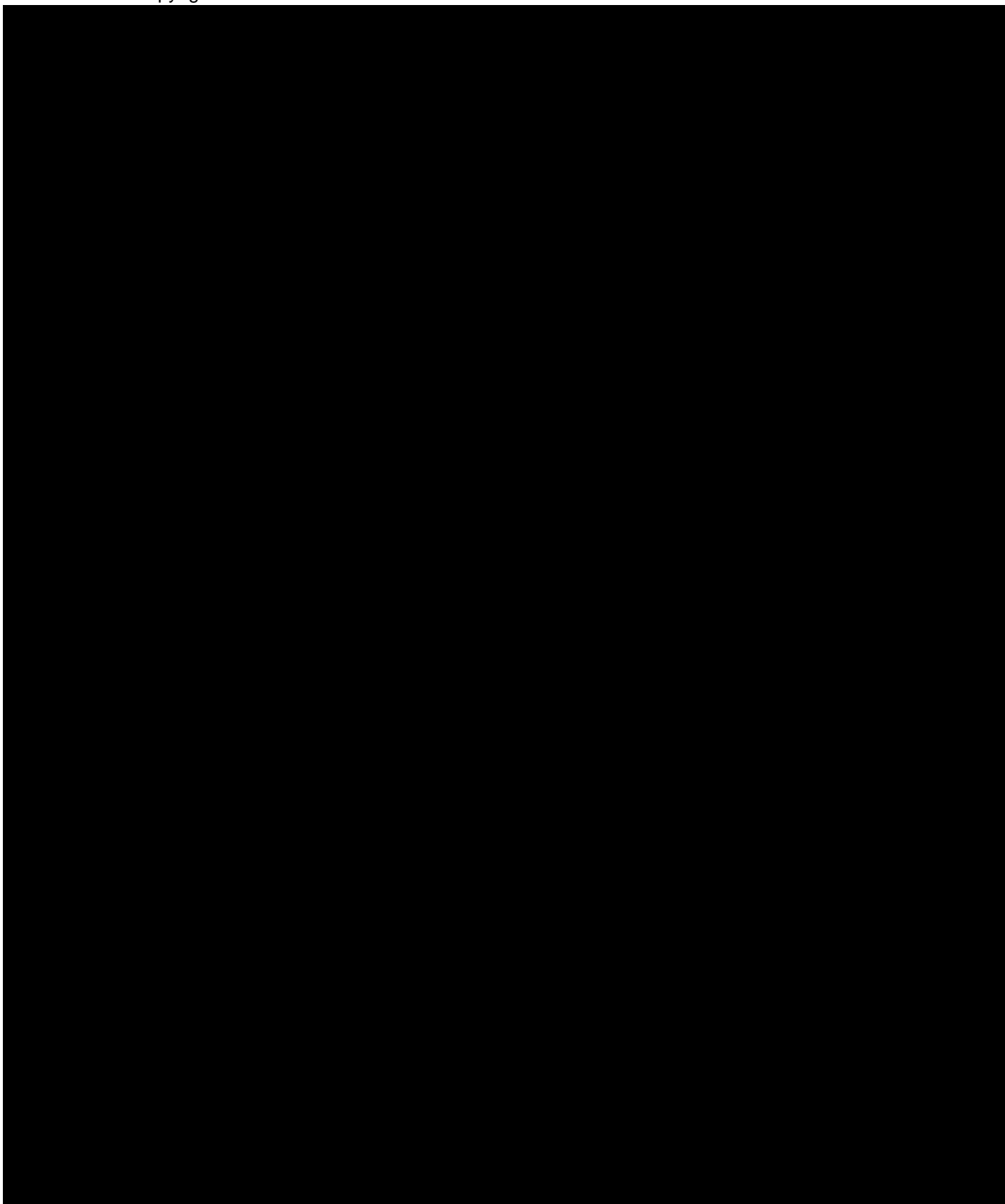




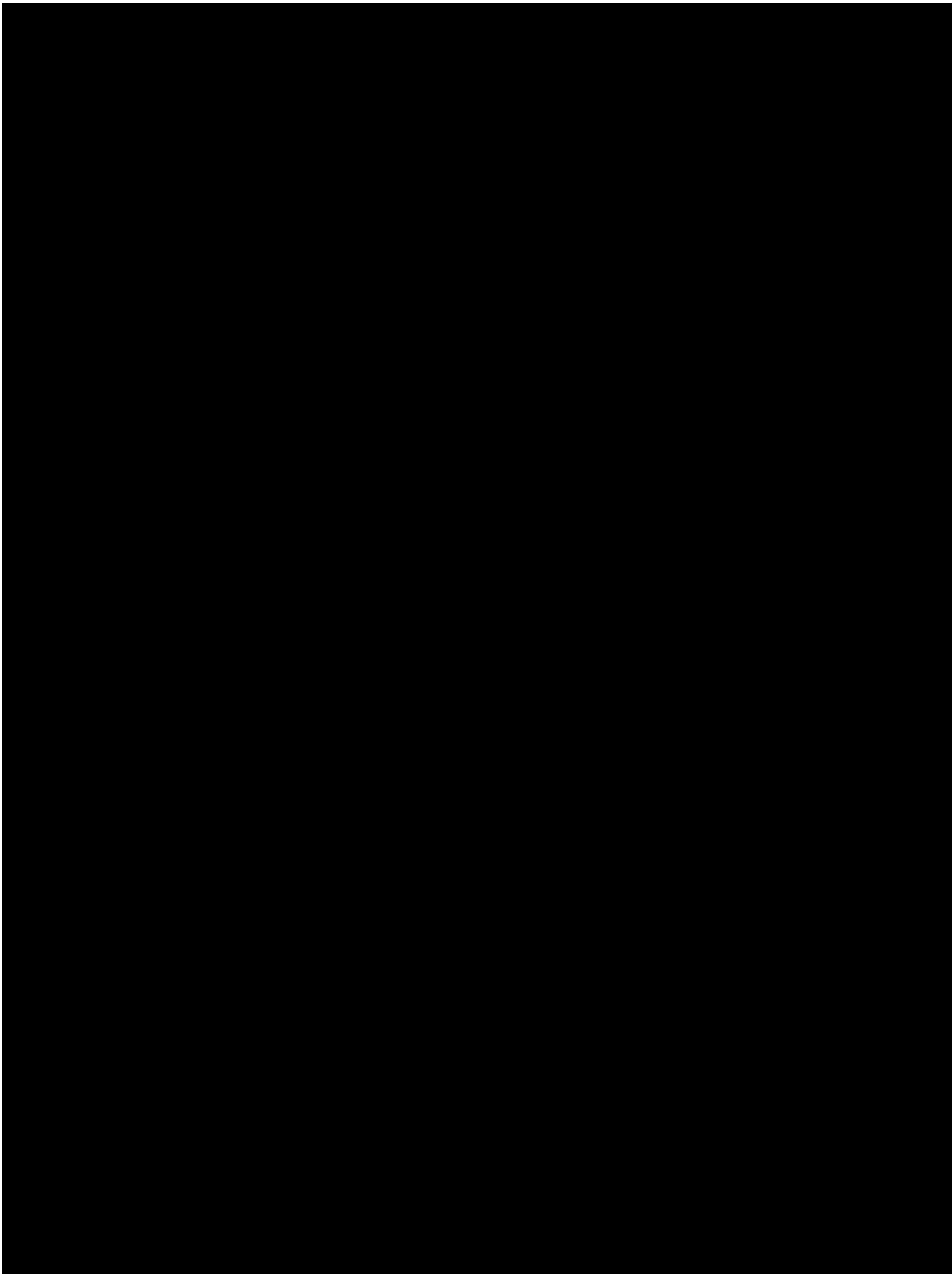


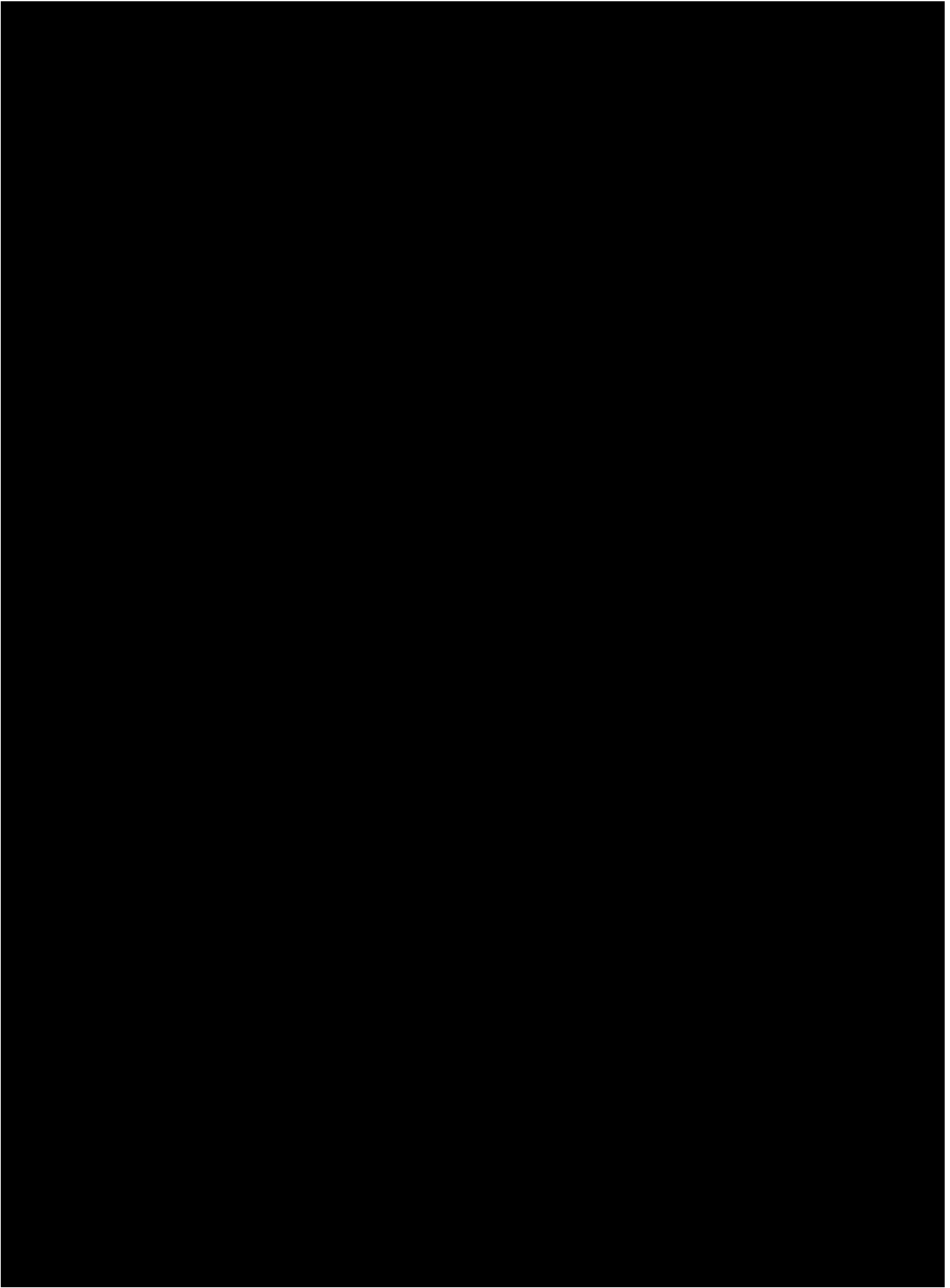


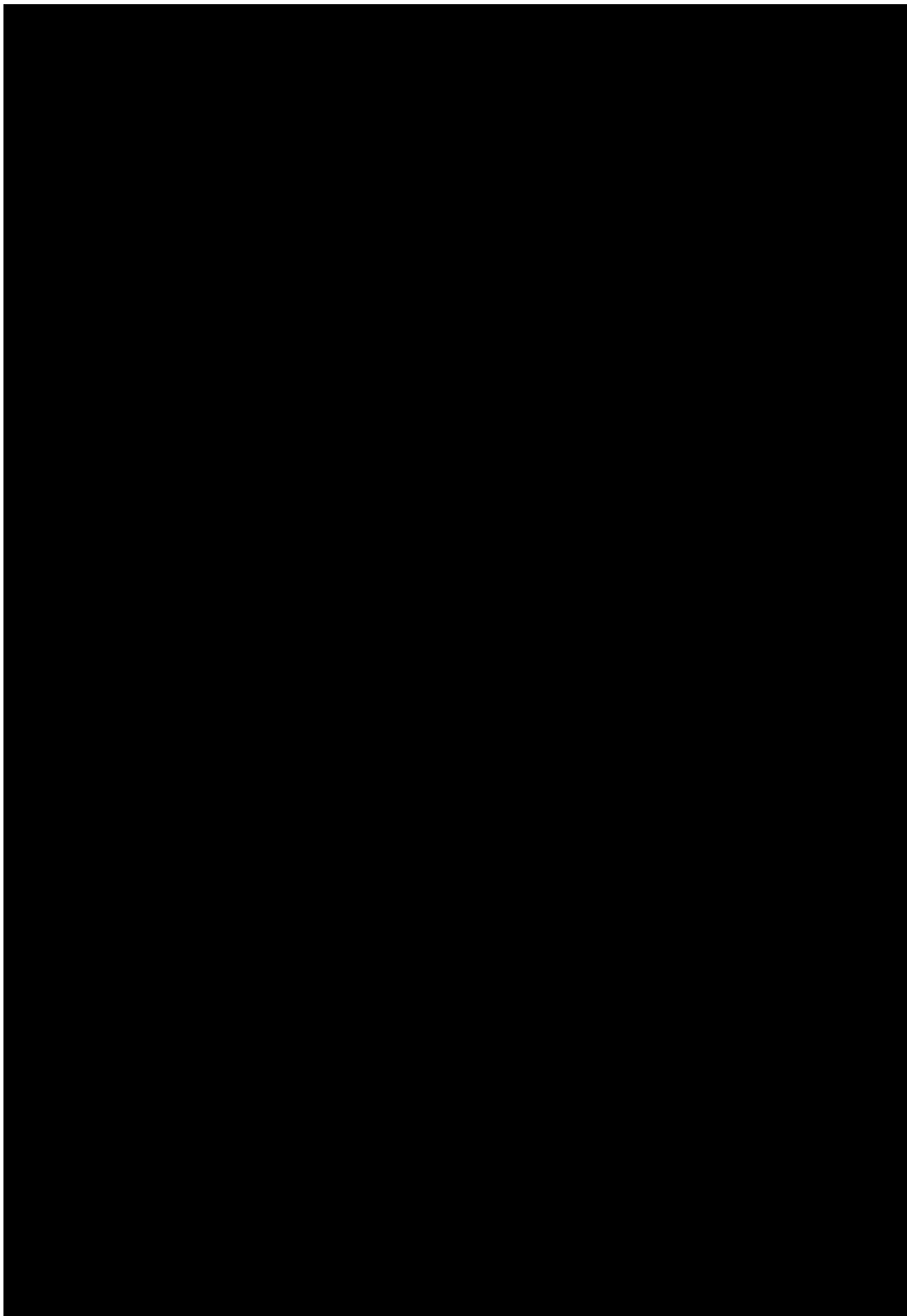


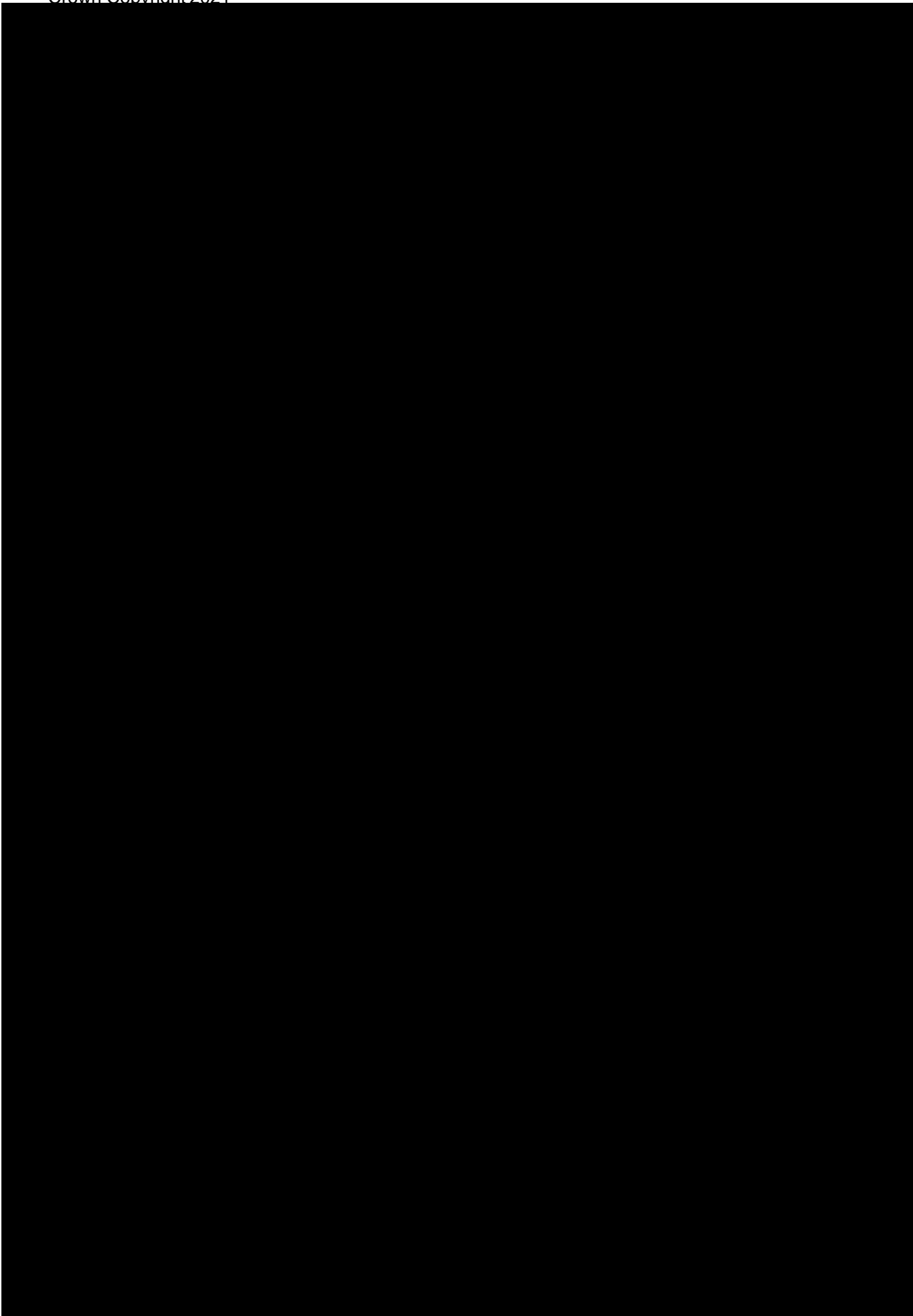


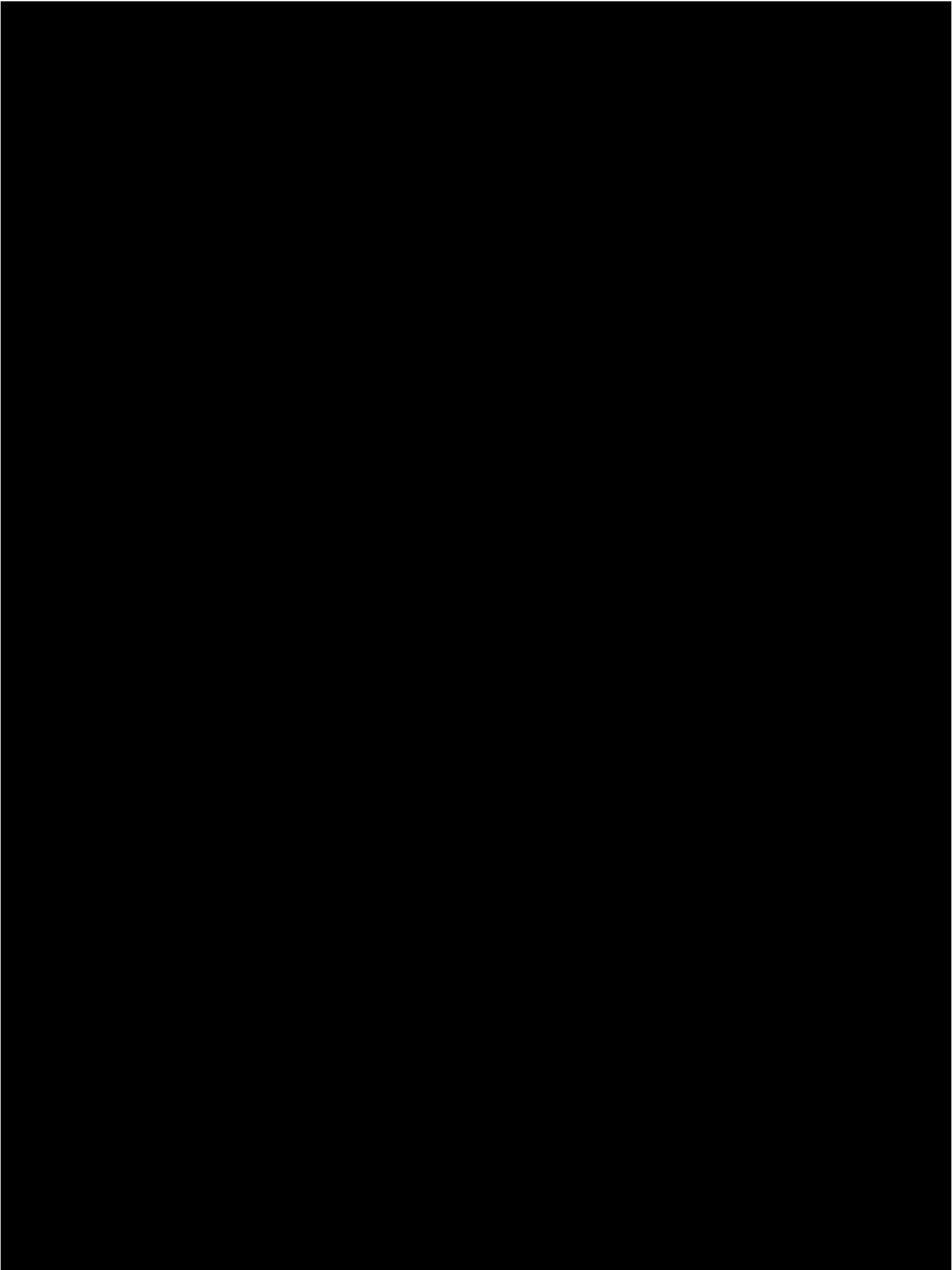
¹⁴ <https://www.moneysavingexpert.com/news/2021/07/royal-mail-delays/>

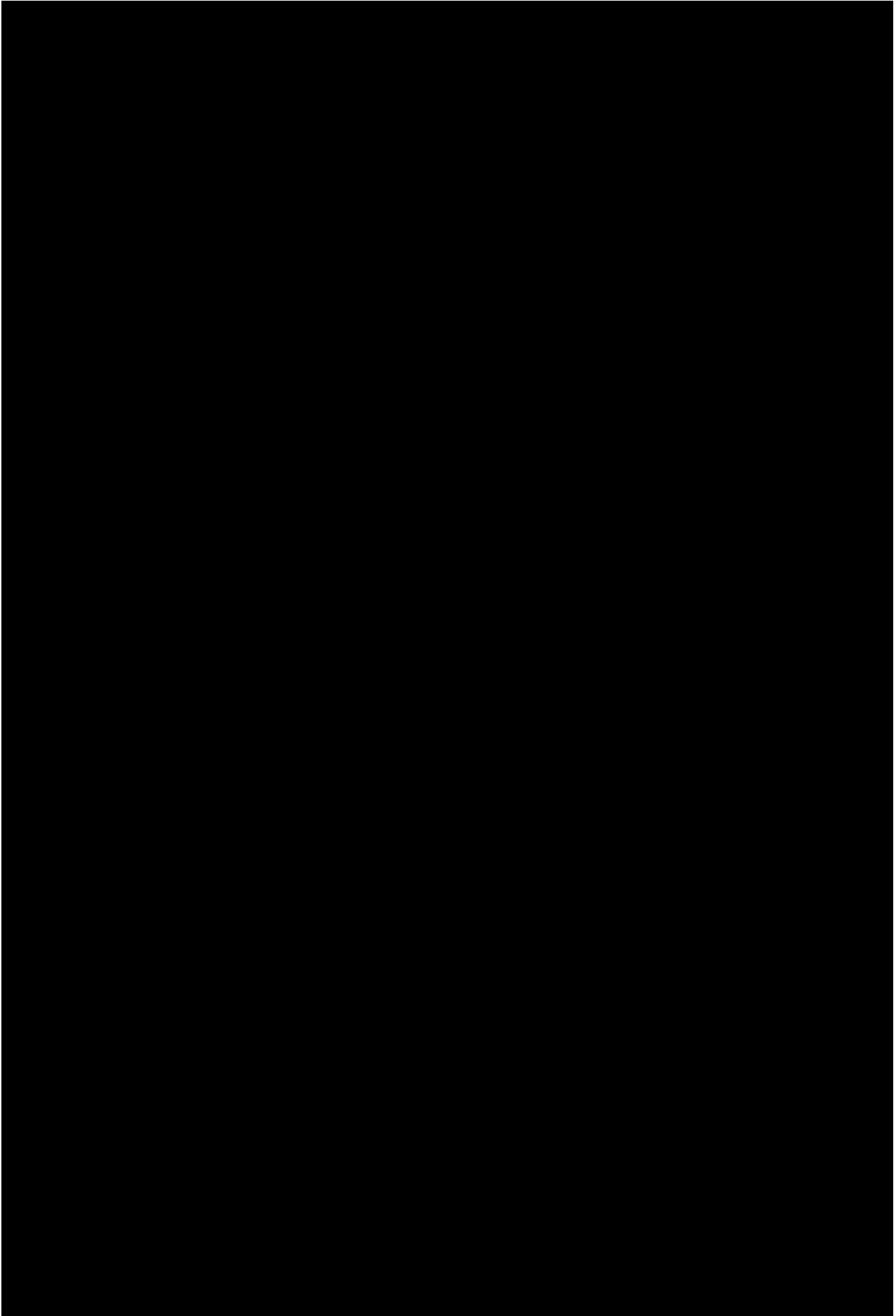


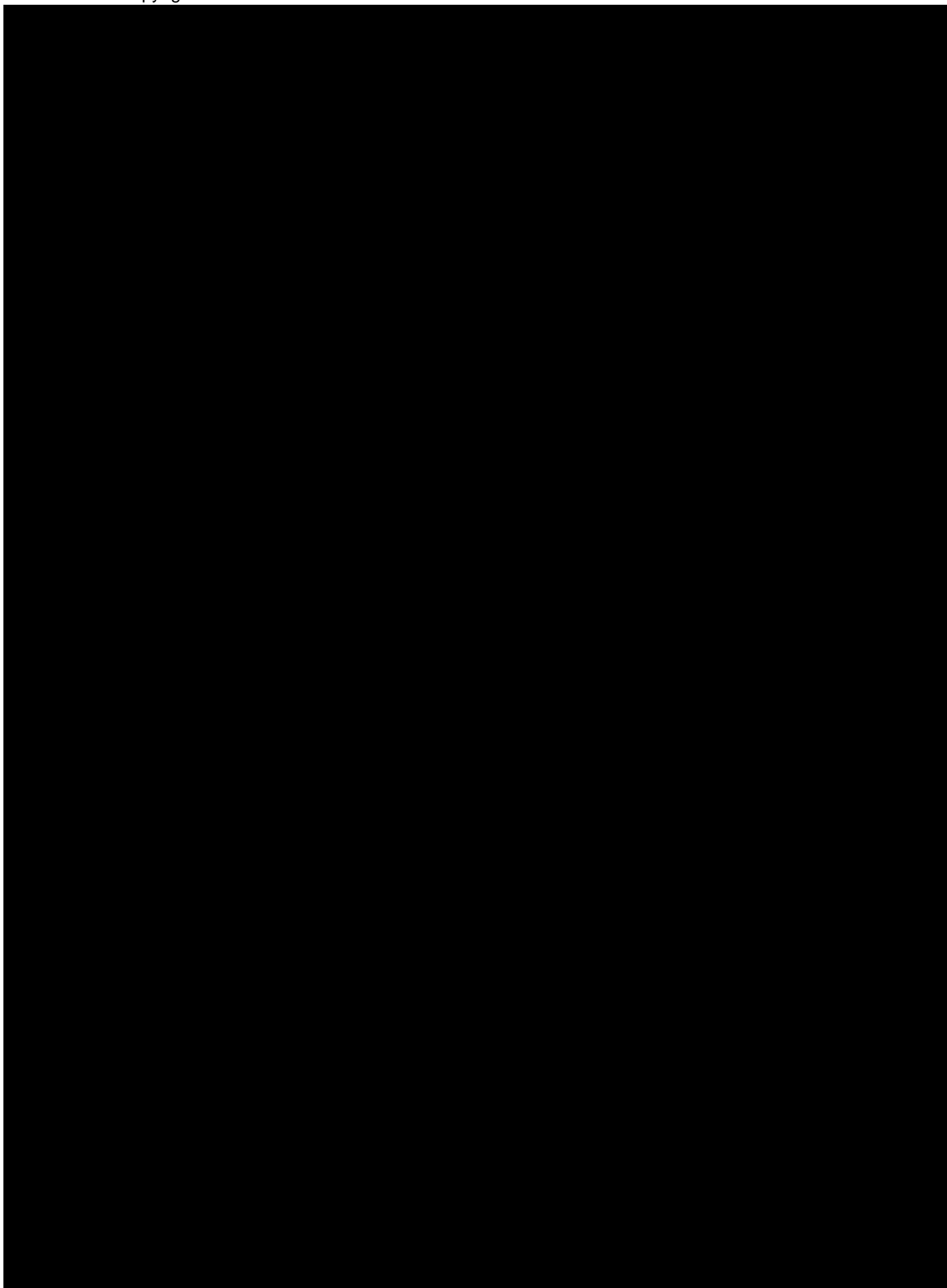


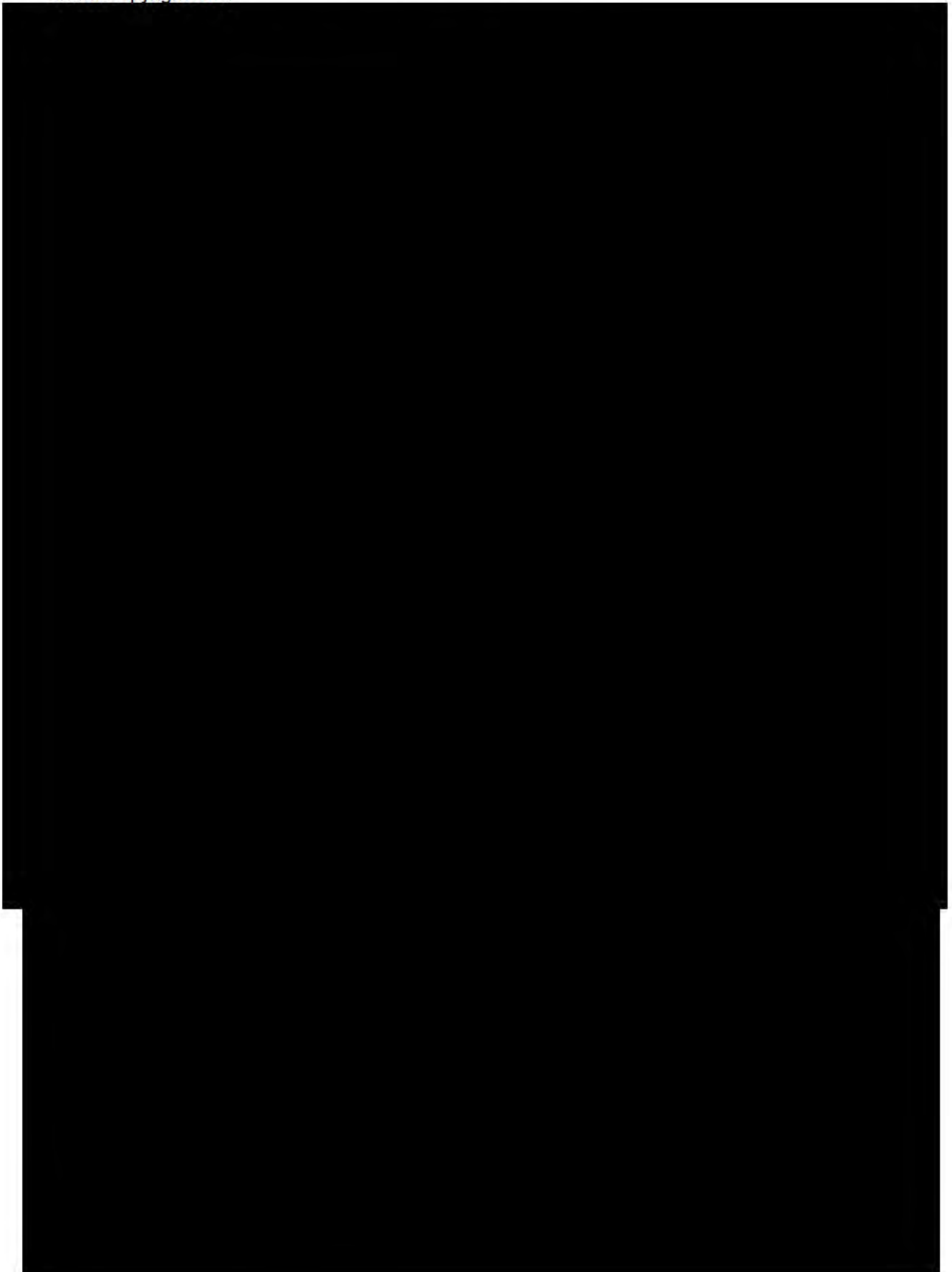












²⁵ This website is live when the survey is in field so is currently not live but will be activated for Wave 6 fieldwork.

3: THE PROJECT PLAN AND DELIVERABLES

○ THE PLAN

Please provide a detailed project plan including, the tasks and sub-tasks required to realise the objectives (detailed in Part 1). The tasks should be numbered in the same way as the objectives and should be clearly linked to each of the objectives. Please also attach a flow chart illustrating the proposed plan.

The waves for Food and You 2 overlap (as mentioned before), but we have shown here the plan for Wave 7. Waves 8 to 14 would follow a similar pattern, apart from the usability testing and reduced review processes (as changes for accessibility and enhancements would have already been implemented).

DPS Schedule 6 (Order Form Template and Order Schedules)

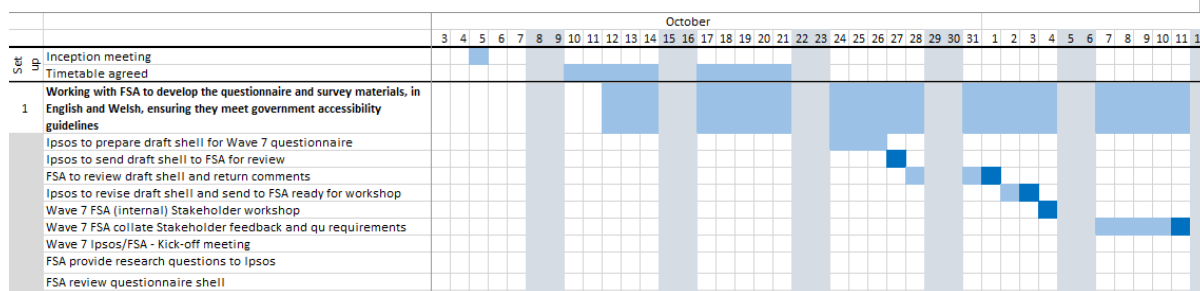
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You have indicated a timetable in the specification, and we have started from that basis, with your suggested date of w/c 3rd October for the inception meeting. There is a huge amount to do for the setup of the Wave 7, with additional tasks being required within an already demanding timescale. We have developed a detailed timetable for all stages for Wave 7, based on our knowledge from running Waves 1-6.

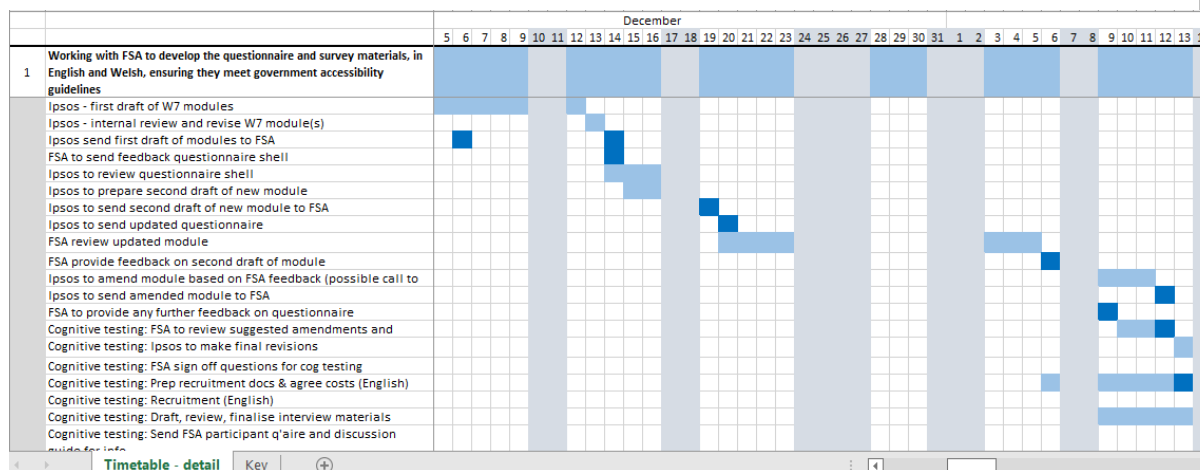
Objective 1

Activities for Objective 1 “Working with the FSA to develop the questionnaire and survey materials for Waves 7-14 in both English and Welsh, ensuring that these meet government accessibility guidelines”, in Wave 7, would run from October through to the end of May 2023.

We begin by drafting the questionnaire structure needed for Wave 7, giving time for the FSA to review the suggestions and request changes. We would provide a draft ready for the FSA’s stakeholder meeting, to make it easier to see what the repeat questions are likely to be, what could be cut, and identify where gaps are for developing new questions.



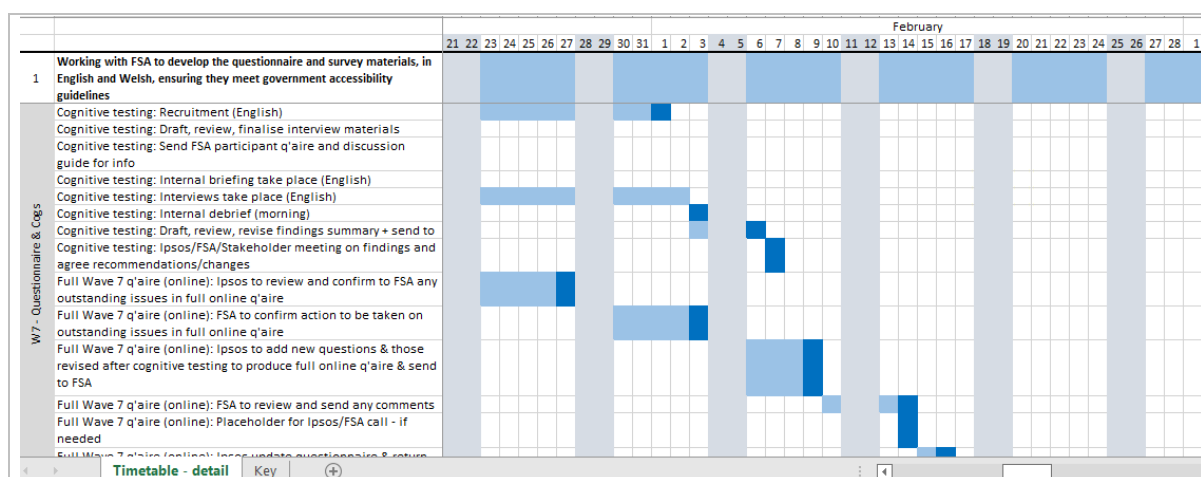
Development of the questions would continue until the Christmas break, where we have allowed for staff annual leave in the FSA and Ipsos teams.



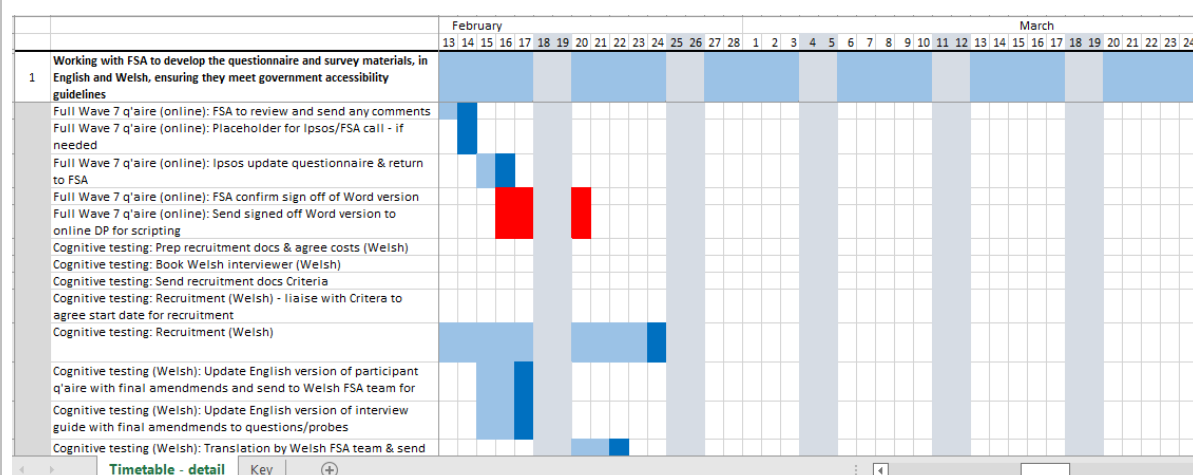
Cognitive testing in English would begin in January and run through to early February, during which time, we would also look at the online questionnaire repeat modules and start developing and checking this.

DPS Schedule 6 (Order Form Template and Order Schedules)

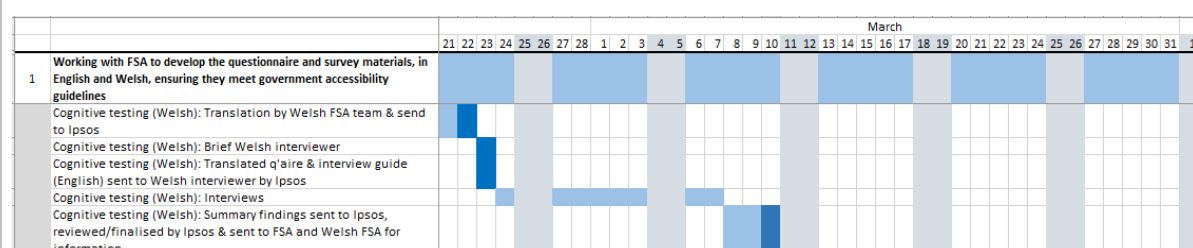
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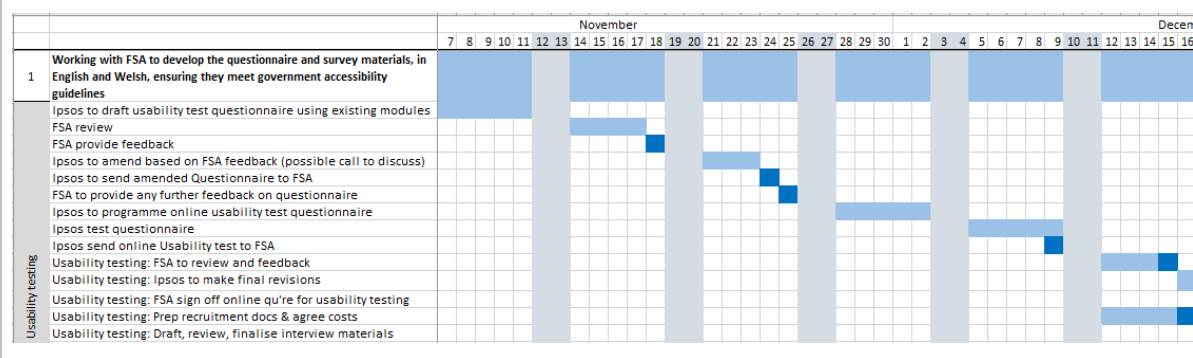
Once the questions from the English cognitive testing have been amended for any required changes, the cognitive tests in Welsh would go ahead.



The cognitive tests in English and Welsh, and reports on these, would all be completed by 10th March.



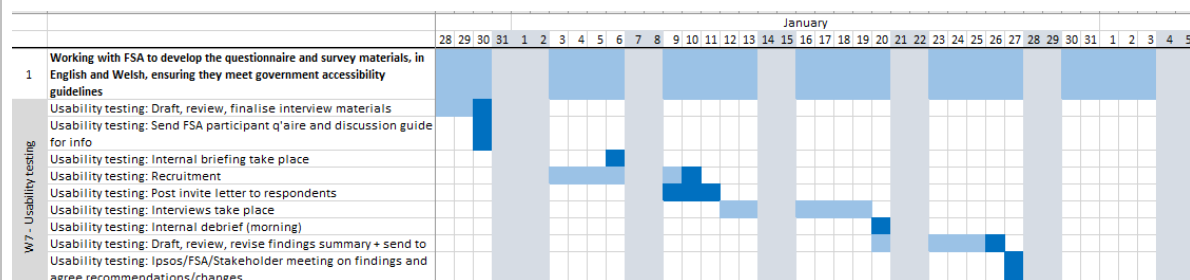
Whilst the cognitive interviews are being conducted, we would also carry out usability testing. This would begin in November, with selection of appropriate question and module types, programming and testing, along with the development of the materials all happening by the Christmas break.



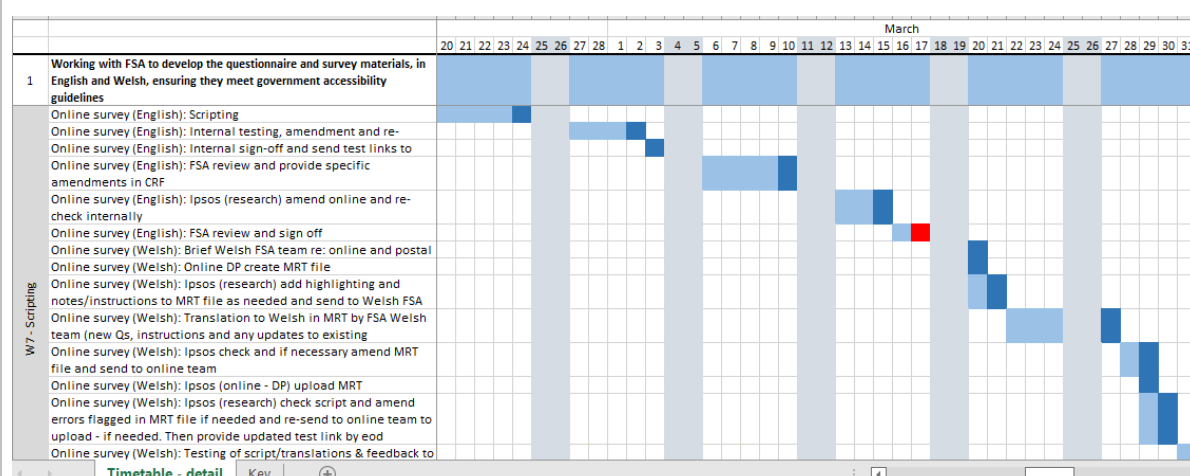
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We are suggesting that the usability testing recruitment starts after Christmas to minimise drop-out rates and impact a holiday break could have if it occurred between recruitment and fieldwork. We are aiming for the usability testing to finish by the end of January, as more discussion may be needed on any changes to existing questions and the impact on trend data, and this allows flexibility to extend the timetable if necessary.

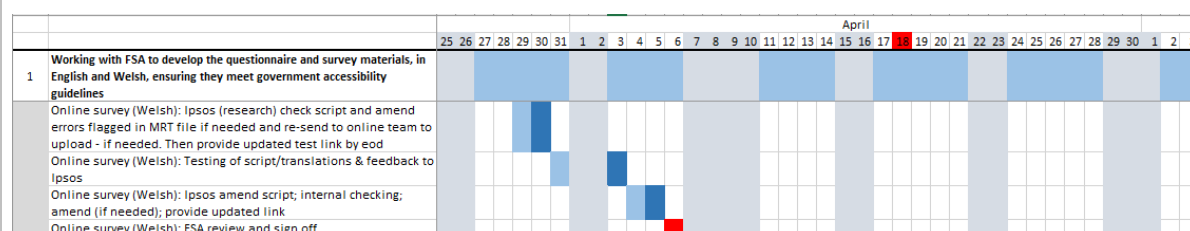


With the above timings, the questionnaire will have been reviewed, cognitively tested in English and usability tested leaving sufficient time for online scripting and testing to start at the end of February.



Once the questionnaire has been programmed, tested and signed off in English, a file (called an MRT file) will be produced and sent to the FSA's Welsh translations team. They will input the Welsh translation for new or changed questions – it will already be in Welsh for existing questions, saving the team a great deal of time.

This would be programmed and completed by 6th April, as shown below. The red date of 18th April is our suggested start date for Fieldwork.

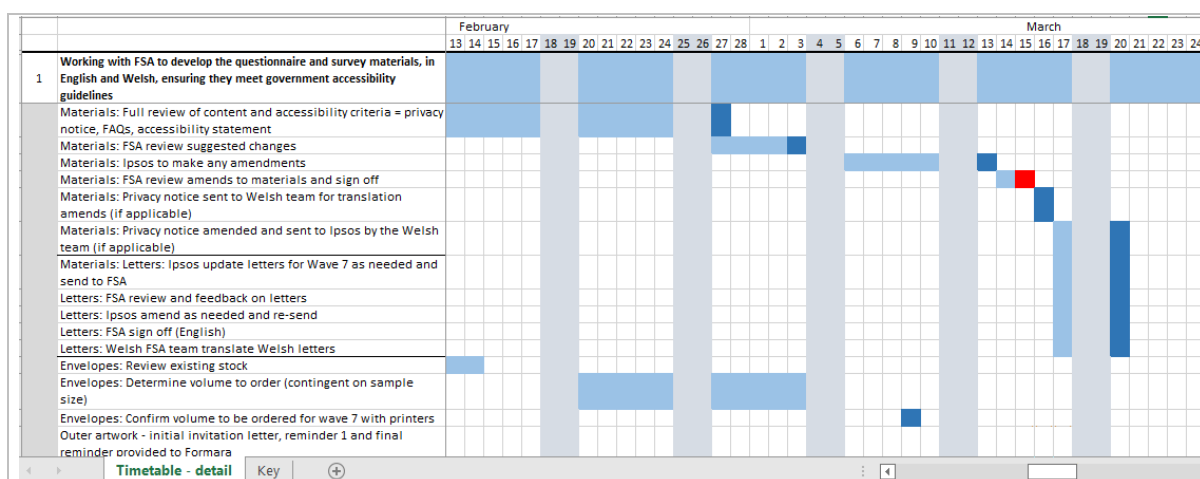


As you can see from the above, we have allowed for contingency time in the usability testing, cognitive testing, online programming and translations. There is considerable overlap, but the team we have put in place allows for the resourcing of this.

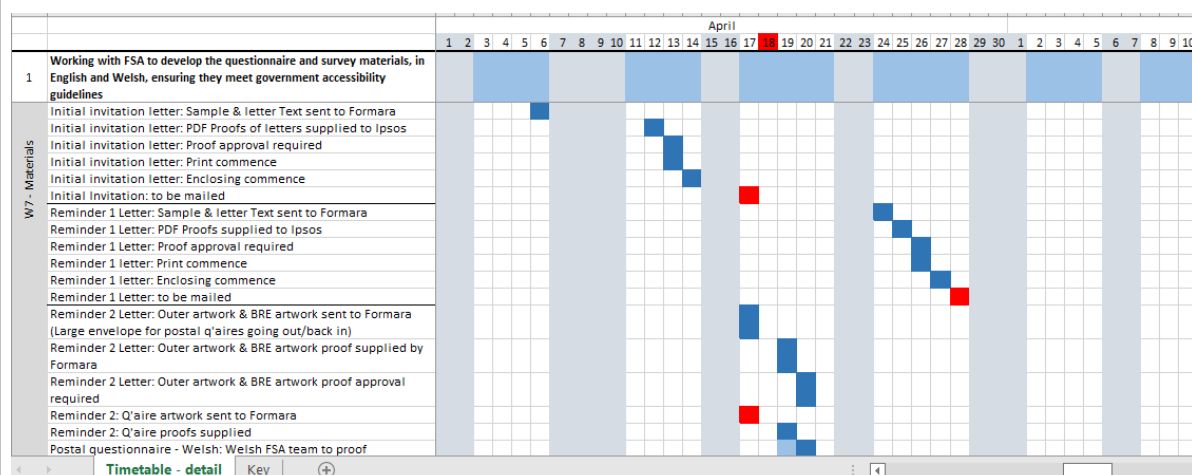
It should not be underestimated how much time is needed to develop the materials, especially given the accessibility review required. We would start work on this in mid-February.

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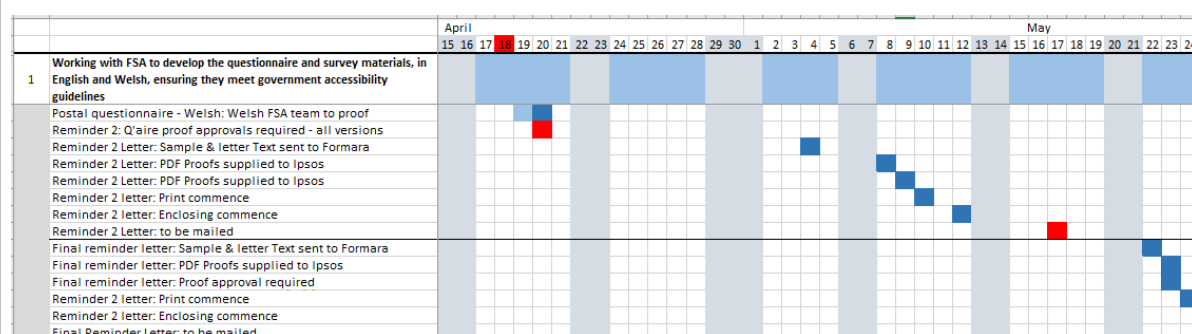
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Starting the review in February allows substantial time to develop the materials in time for printing. With a fieldwork start date of 18th April, we expect to send the letters and sample to the printers before the Easter break.

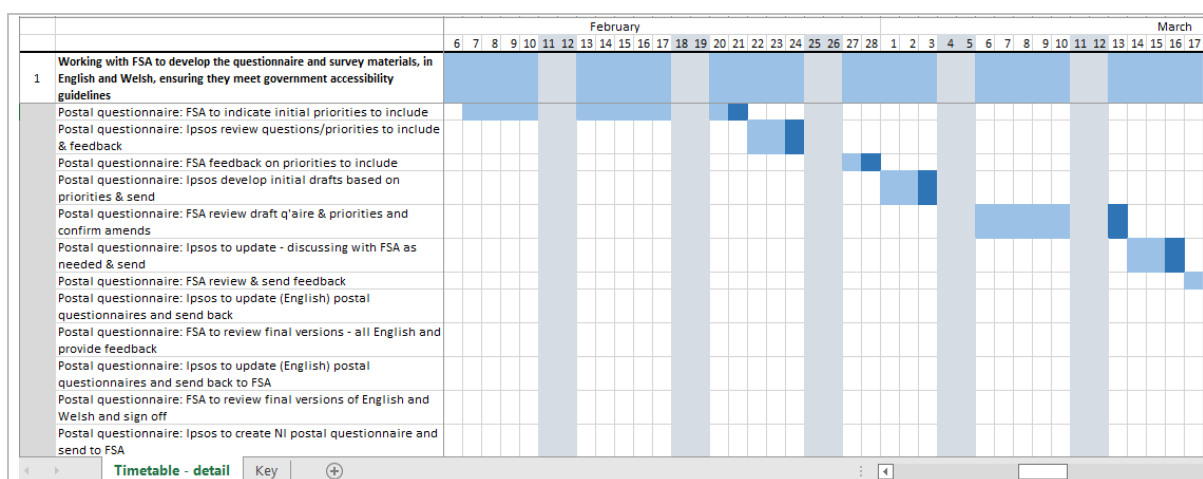


Different versions of the letters will be sent out throughout fieldwork, reminding non-responding households to take part.

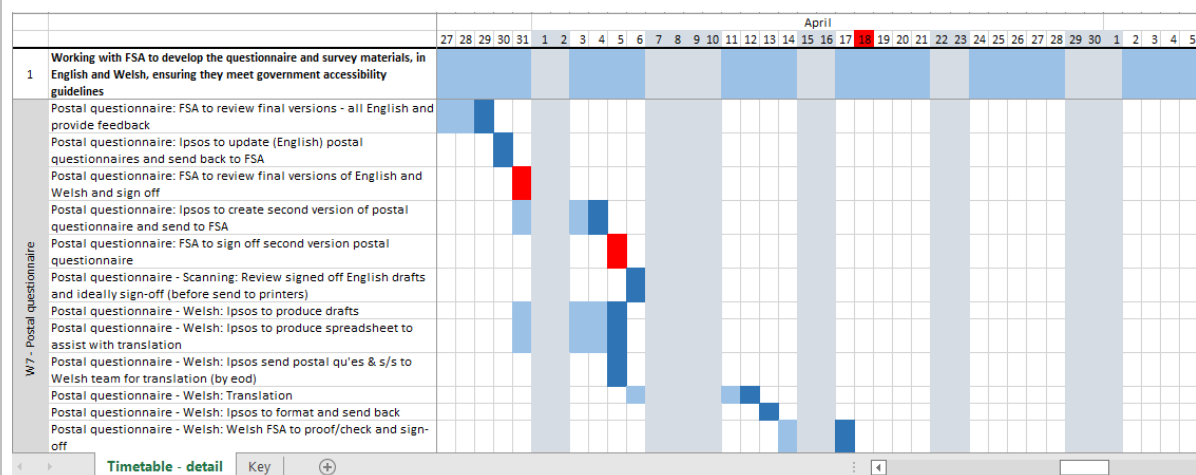


One of the key materials to be developed is the postal questionnaire. We would like to begin this in early February, when the FSA could start considering the priorities of which questions should be included. There needs to be sufficient time for formatting, completing the graphic design and layout, in time for printing and sending out with the second reminder.

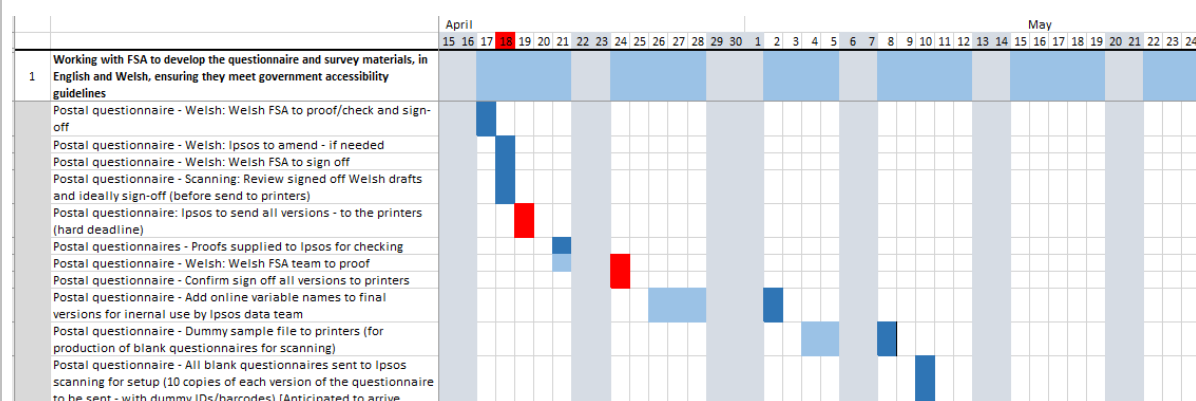
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The timetable allows for the FSA to provide feedback, and for a second or country-specific versions to be created if necessary. These can be finalised later than the online script as the postal version(s) are not needed until later during fieldwork.



We would also start setting up the processes for scanning and data capture at this stage too. For each wave this has to be started again, as even repeat questions are often in different places within the questionnaires.



Sample design and sampling would begin at the end of February and be completed by the end of March, giving ample time for the sample to be selected, serial numbers and online login codes added before it needs to go to the printers in early April for the invitation letters. This would include the selection of the reserve sample.

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[illegible]

Objective 2

Objective 2 “Conducting fieldwork for Waves 7-14 in line with government ethical guidelines” is shown here for Wave 7, with preparation starting on 29th March (such as ordering incentives and setting up progress monitoring systems), and fieldwork starting on 18th April. This would continue through to the end of June.

[illegible]

Reviews on the response rate and fieldwork progress should take place from the end of May onwards, to consider whether or not reserve sample is needed to meet the required targets. This would require an extension of fieldwork if it goes ahead, which is not shown here (it has only been used once, for Wave 5).

Objective 3

Objective 3 “Processing the survey data and producing data tables, data files and all supporting documentation” is always challenging in such a short timeframe (in reality, only 3 to 4 months for the bulk of the work for us as the FSA team needs time to analyse and write up the results for publication within 6 months of finishing fieldwork).

Below, we set out the individual tasks required for production of the datasets and tables. We start by introducing a substantial period of time for reviewing the accessibility requirements of the tables, as this may take some time to work through and collaboratively develop the new format. We suggest starting this at the end of April, once fieldwork has begun.

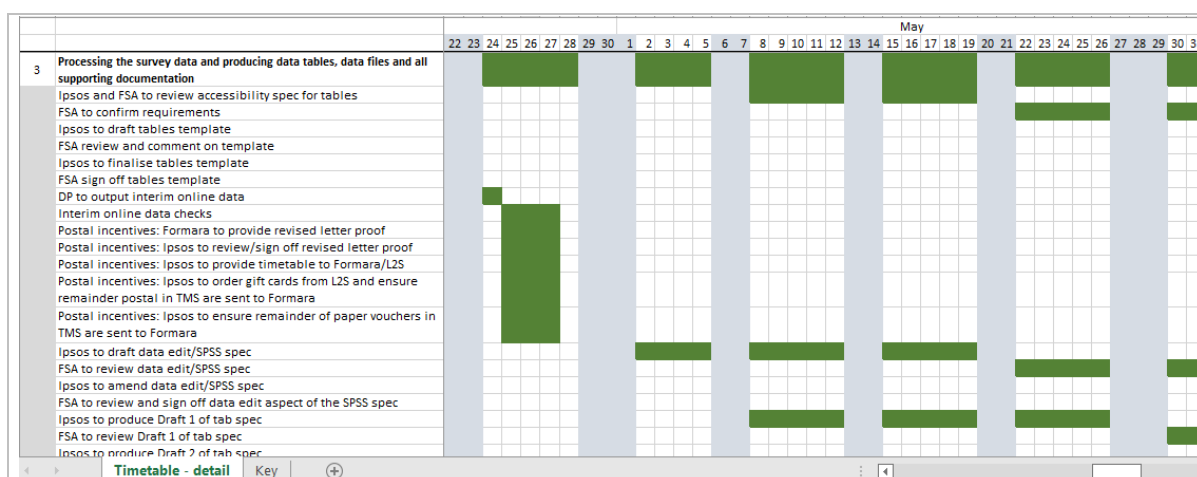
At the same time, we will produce data outputs of the responses received so far and check the routing to ensure there are no errors and it is all working as planned.

At the beginning of May, with the postal questionnaire design finalised (formatting and translation of the questionnaires will be happening at this time), we can begin thinking about what edits will be required to the postal data. We have allowed plenty of time here, to ensure there is flexibility in the timetable if required, with the aim of completing the edit and SPSS specifications a few weeks before the end of fieldwork.

We will start developing the table specification, and what data needs to be shown, throughout May. This could be heavily influenced by the FSA decisions on what should be included for accessibility purposes, but we have the whole fieldwork period in which to move around the timetable for this specification, in order to meet the FSA needs.

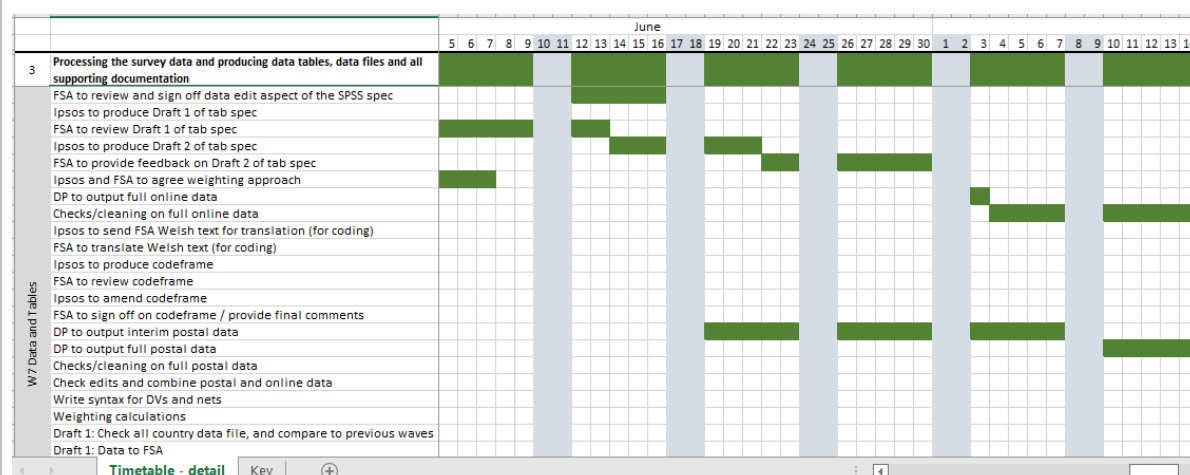
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Whilst the edit and SPSS specifications are being finalised, we will also prepare for the weighting of the data. We can draft the weighting specification during June, ready for use in July. We will also work with interim postal data to set up in advance as much as possible for the completed scanned dataset. This includes mapping it to the online variables, so that the data can all be edited, checked, formatted and derived variables created together, using the same approach across both fieldwork modes.

Any derived variables and nets required can be created in July. We have worked collaboratively with the FSA to create the derived variables you want for analysis.



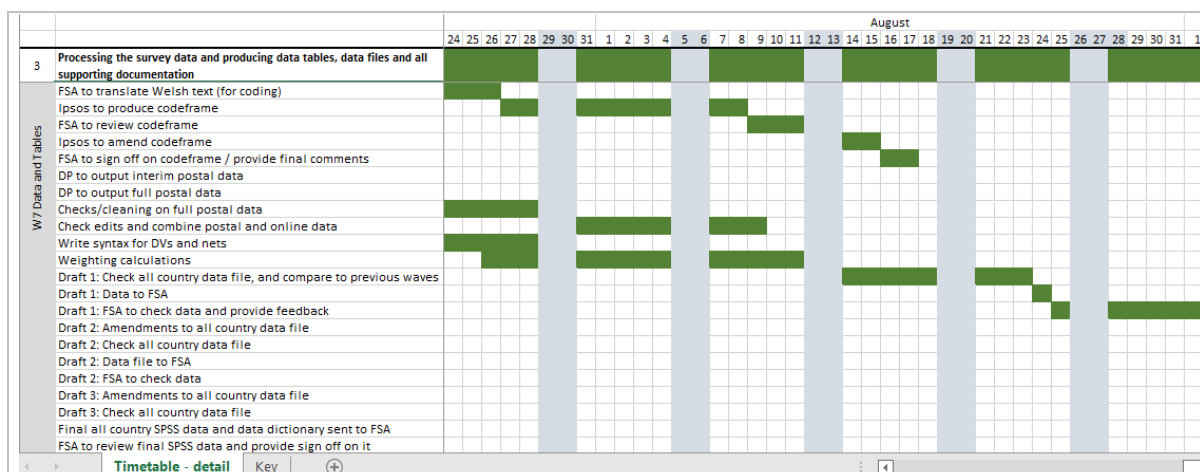
In late July, once we have all scanned data and edits completed, we will carry out checks on the postal data, combining it with the online data at the beginning of August.

Whilst the above is going on, we will code the open question responses and develop the codeframe for the FSA to approve.

Weighting calculations can only be completed once the data has been de-duped (we find many respondents complete both the online and postal versions) and the variables for weighting have been edited (these are done first, before the rest of the data is edited, combined and checked). This allows the weighting process to be done as early as possible, finishing in mid-August.

Full data set production would occur in August, with data sent to the FSA on 24th August.

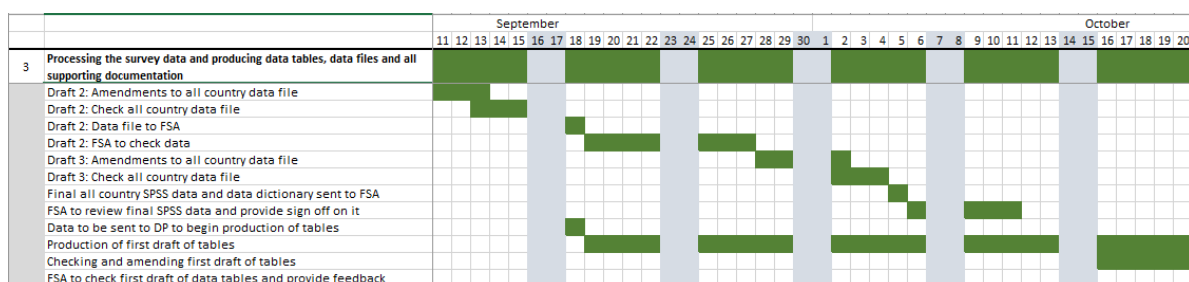
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Data checking would continue throughout September.

We note that you have suggested in the specification document that the data, tables and technical report are all delivered by the end of September. However, as you can see from the timetable above and below, there is a huge amount of work to be done on the data before the dataset (with approximately 1,500 variables) can be sent to you. Therefore, we would expect to deliver the first draft of the data towards the end of August. It then needs to be checked by the FSA and have any amendments made, taking us into mid-to-late September.

Although we would prefer the whole dataset signed off before table production begins, we appreciate this would not give the FSA enough time to analyse and write up the data within the 6-month timeframe, and therefore, we would start table production before the sign-off, but once we have a stable dataset (i.e. nearly finalised with no additional variables to create). We have found that the FSA team prefers to check the whole dataset rather than just the old questions or new questions separately, and therefore, we have proposed keeping the checking in one step as done in previous waves.



Tables would be produced from mid-September onwards, with the first round of checking happening in October.

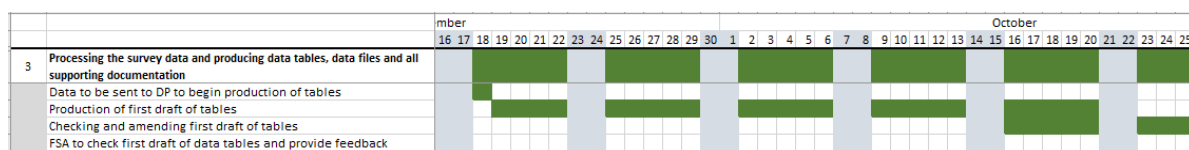
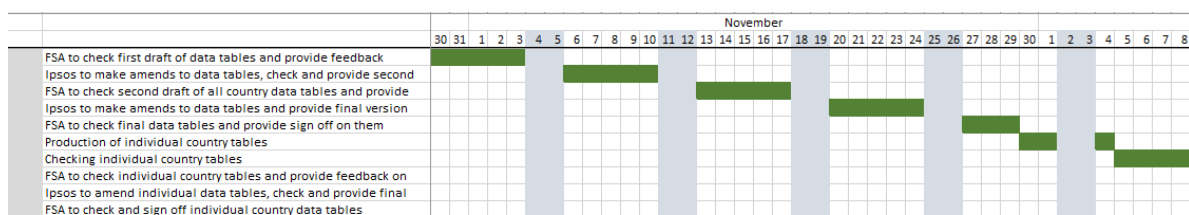


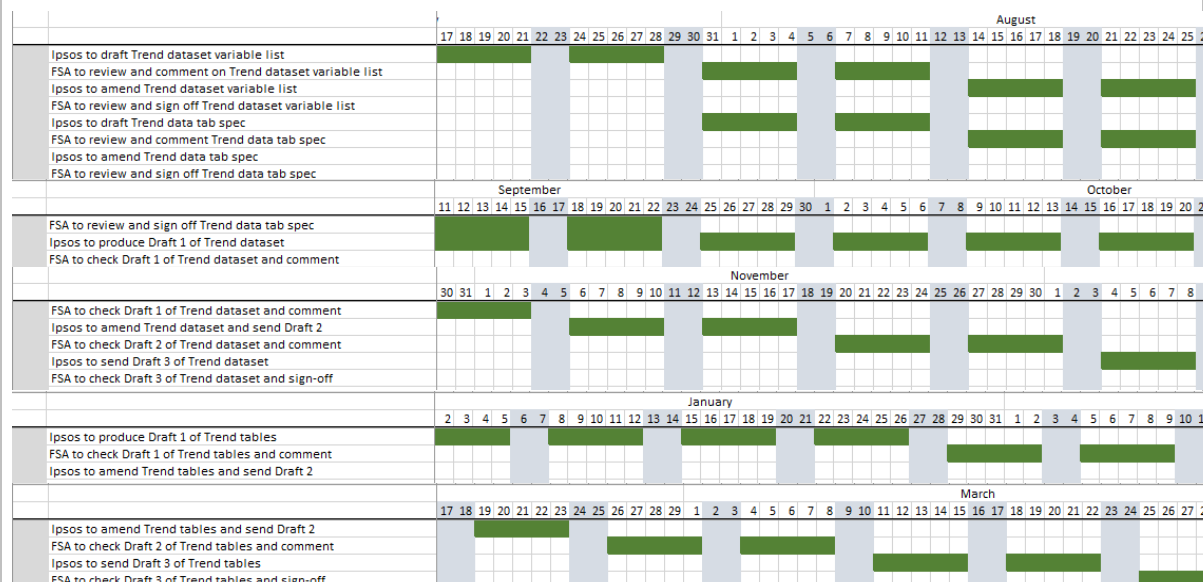
Table checking on the All-Country tables would continue throughout November, alongside data checks and any final amendments required to the data. Individual country tables would be produced in November and December. The aim is to have all data and tables signed off by the end of the year, meeting the 6-month deadline.



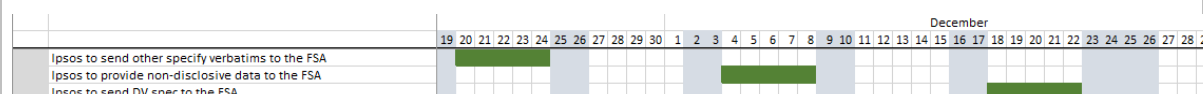
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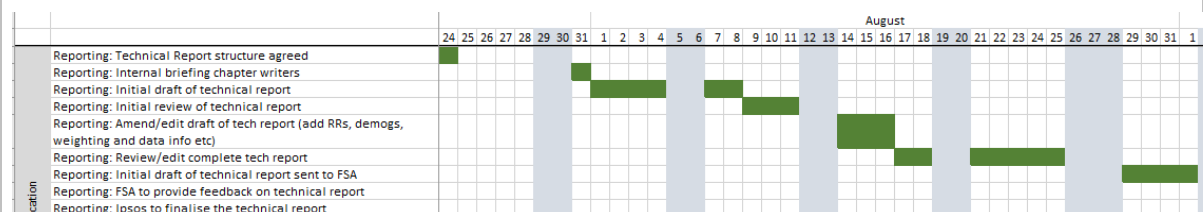
The timetable for the Trend dataset and tables seems to be more flexible, though if this is not the case, we can revisit and rebook it. We have suggested fitting it around the Wave 7 dataset and tables and prioritising Wave 7 over the trends, with final data and tables finished at the end of March. This allows time for checking the data and tables for both teams, as we are mindful that the FSA team will also need to work on the Wave 7 data checking and Wave 8 data setup. We are more than happy to bring the timetable forward if that fits better with reporting requirements.



In addition to the above, we will also deliver the 'other' specify verbatims, non-disclosive datasets and derived variable specification for publication and the UK Data Archive. Again, the timings for this are flexible, with production possible as soon as the Wave 7 dataset is signed off.

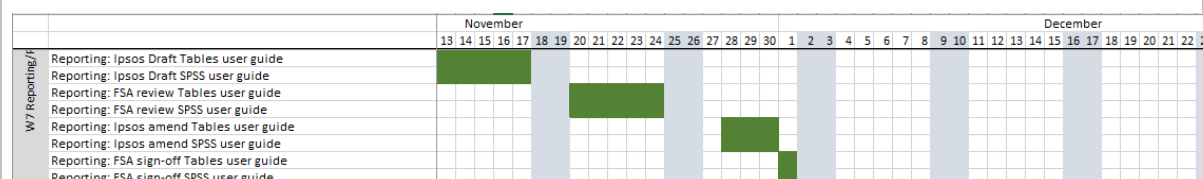


Developing the technical report can begin during data production, and a first draft can be produced once the weighting has been completed. This is well in advance of the publication date, and as such, the timetable is very moveable to fit around the resource needs of the FSA and Ipsos teams.



The Tables User Guide can be drafted before the tables are complete, with only a few final amendments required once tables production has been finalised.

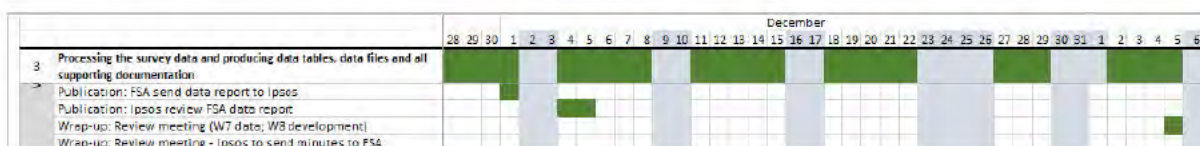
The SPSS User Guide can also be drafted in advance, but finalised once the dataset (with all variables, derived variables and nets) and weights are signed-off.



The FSA will confirm nearer the time what the publication date is (likely January 2024) and have in the past sent the report to Ipsos for review. We would appreciate being able to do this again for future waves.

DPS Schedule 6 (Order Form Template and Order Schedules)

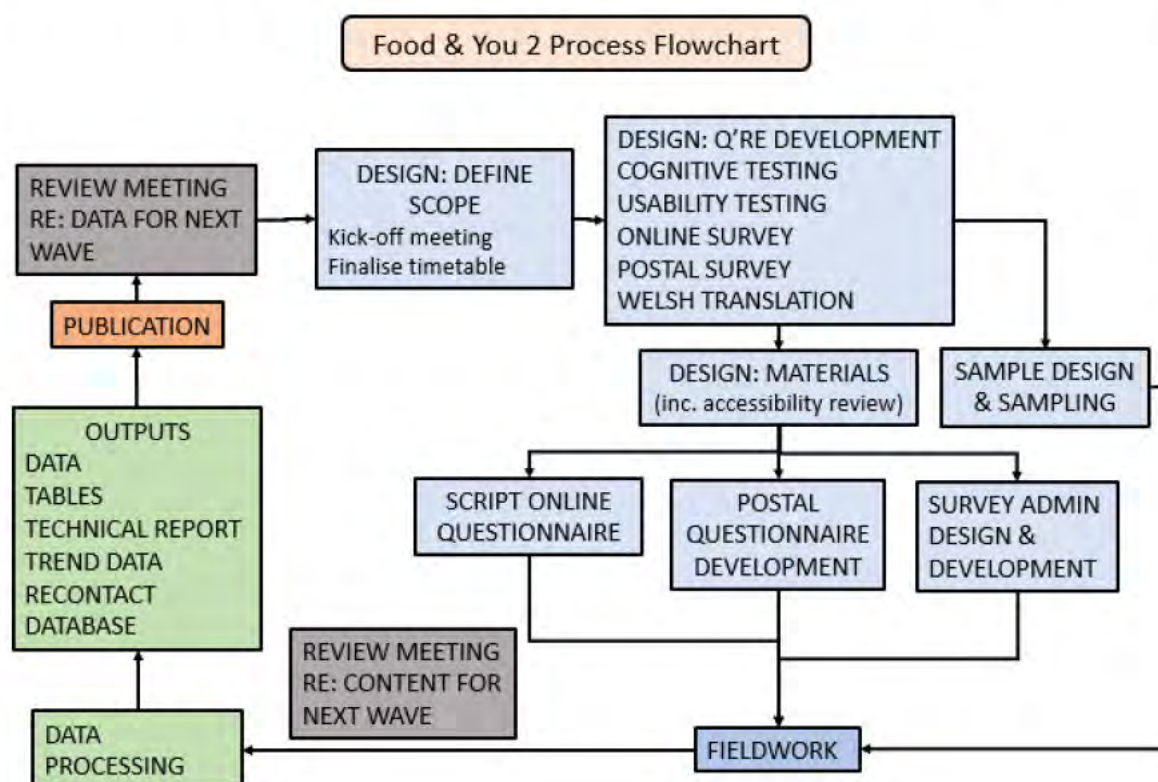
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All of the above is a suggested timescale, and we are aware that the FSA will need to feed into this, in particular regarding their resource for reviewing and signing-off documents.

We are also mindful that the above shows suggested timings only for Wave 7, and that when development of Wave 7 starts, this will overlap with data production for Wave 6. Once fieldwork has completed for Wave 7, there will only be a few weeks before we would start thinking about Wave 8 and the questions to be included for that – so this would occur whilst we work on the data production for Wave 7.

In summary, the following flowchart shows how each group of tasks leads from one stage to the next:



○ DELIVERABLES

Please outline the proposed project milestones and deliverables. Please provide a timetable of key dates or significant events for the project (for example fieldwork dates, dates for provision of research materials, draft and final reporting). Deliverables must be linked to the objectives.

For larger or more complex projects please insert as many deliverables /milestones as required.

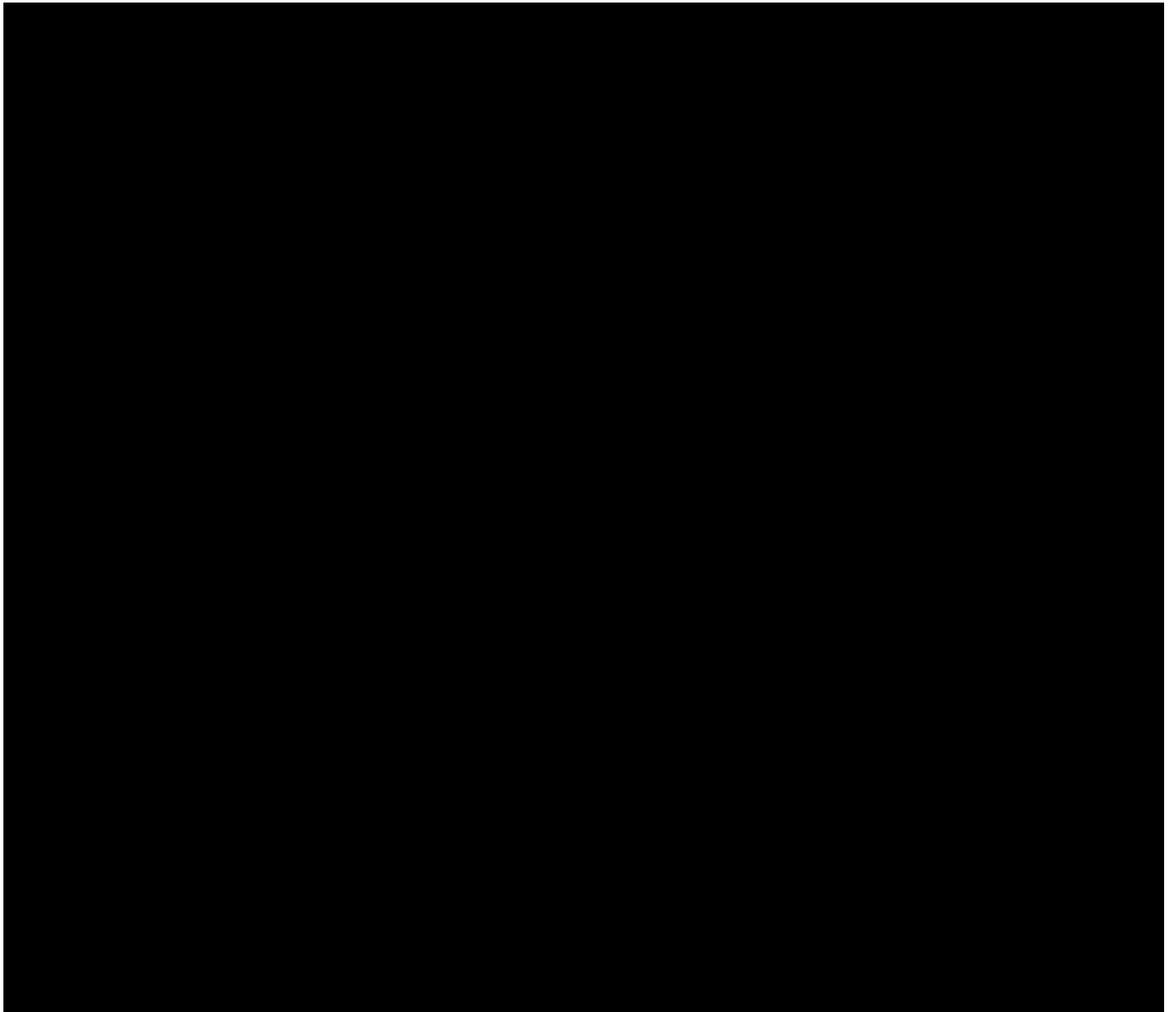
Each deliverable should be:

- no more 100 characters in length
- self-explanatory
- cross referenced with objective numbers i.e. deliverables for Objective 1 01/01, 01/02
Objective 2 02/01, 02/02 etc

Please insert additional rows to the table below as required.

A final deliverable pertaining to a retention fee of 20 % of the total value of the proposed work will automatically be calculated on the financial template.

DELIVERABLE NUMBER OR MILESTONE IN ORDER OF EXPECTED	TARGET DATE	TITLE OF DELIVERABLE OR MILESTONE
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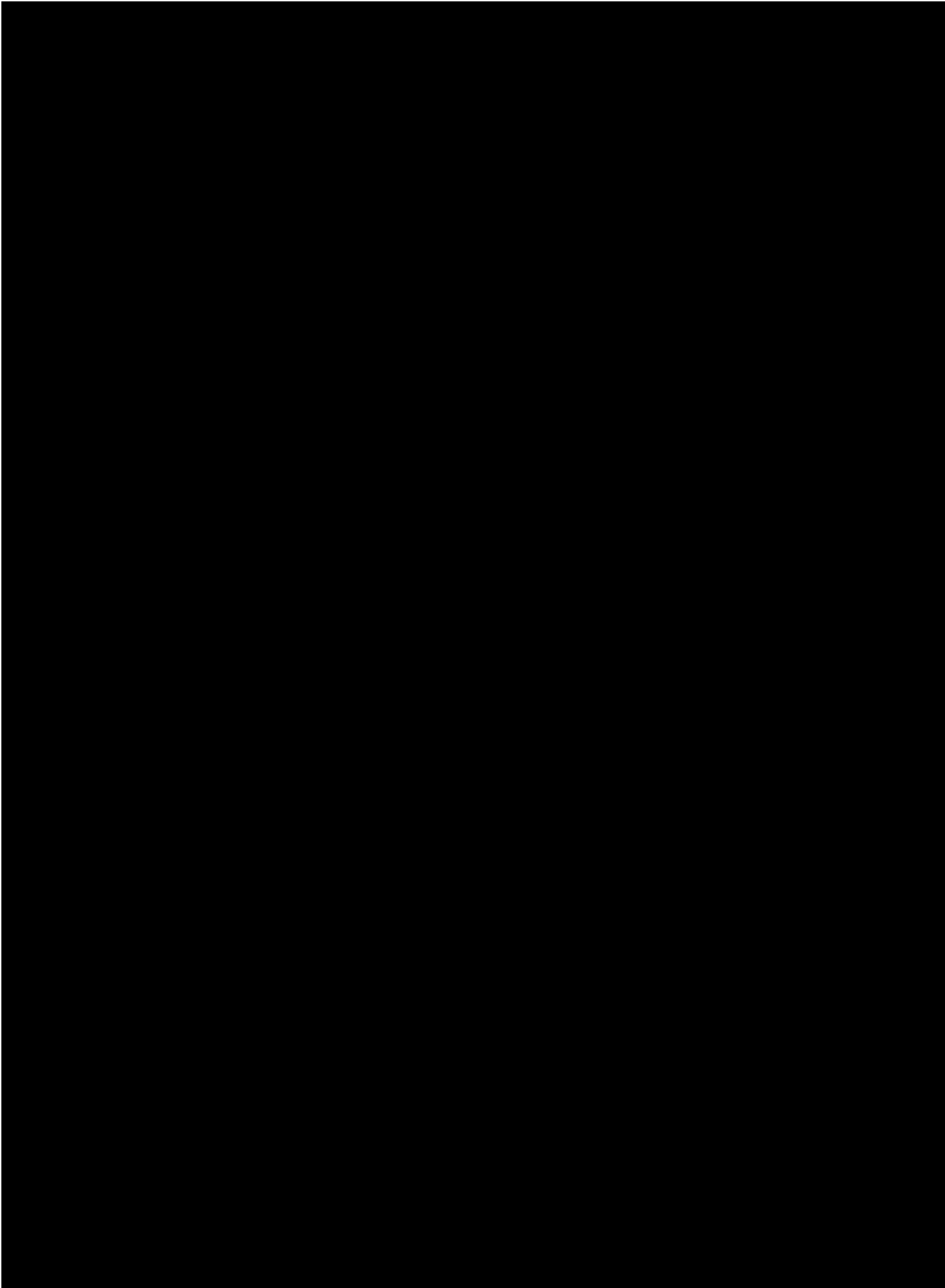


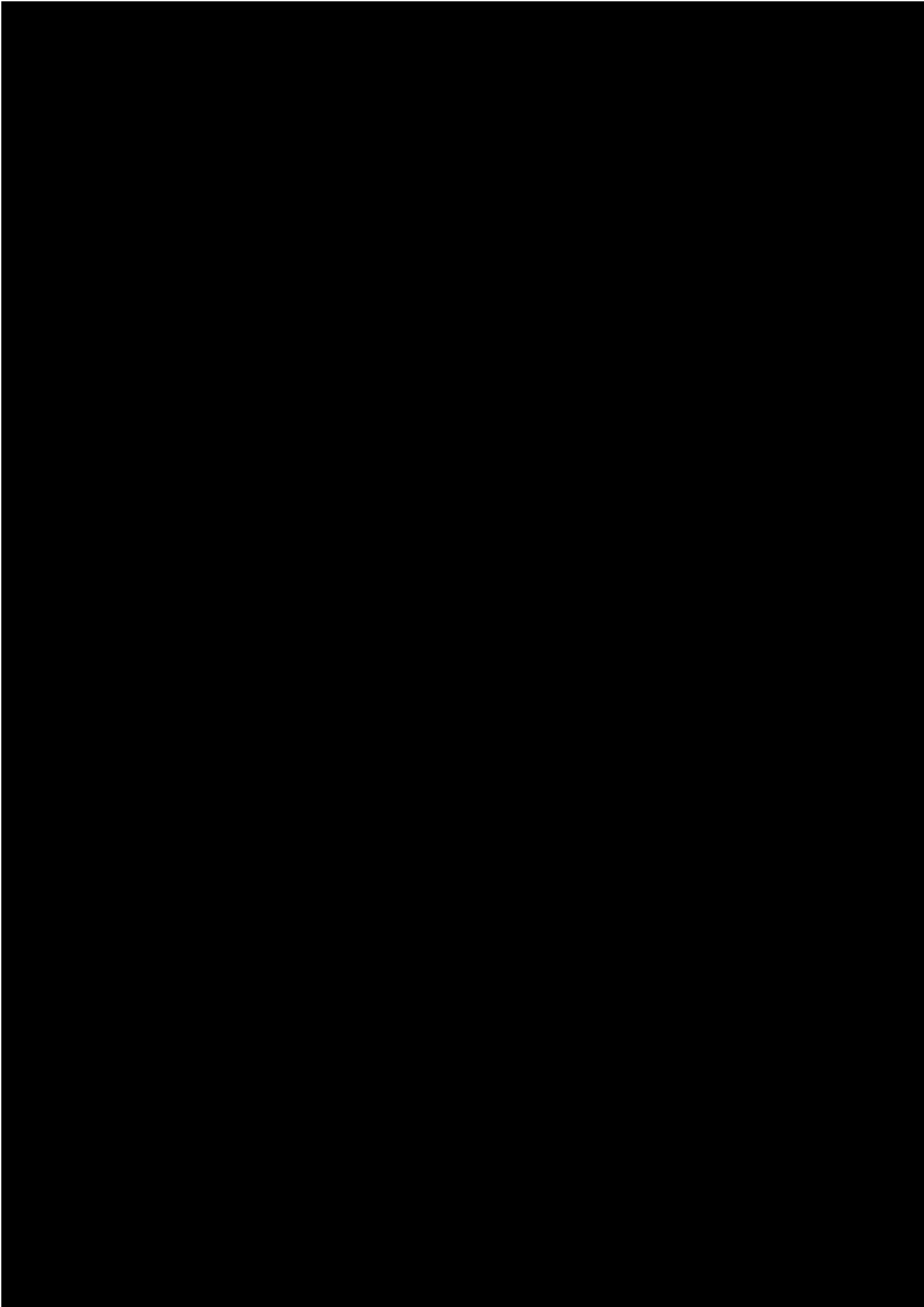
4: ORGANISATIONAL EXPERIENCE, EXPERTISE and STAFF EFFORT

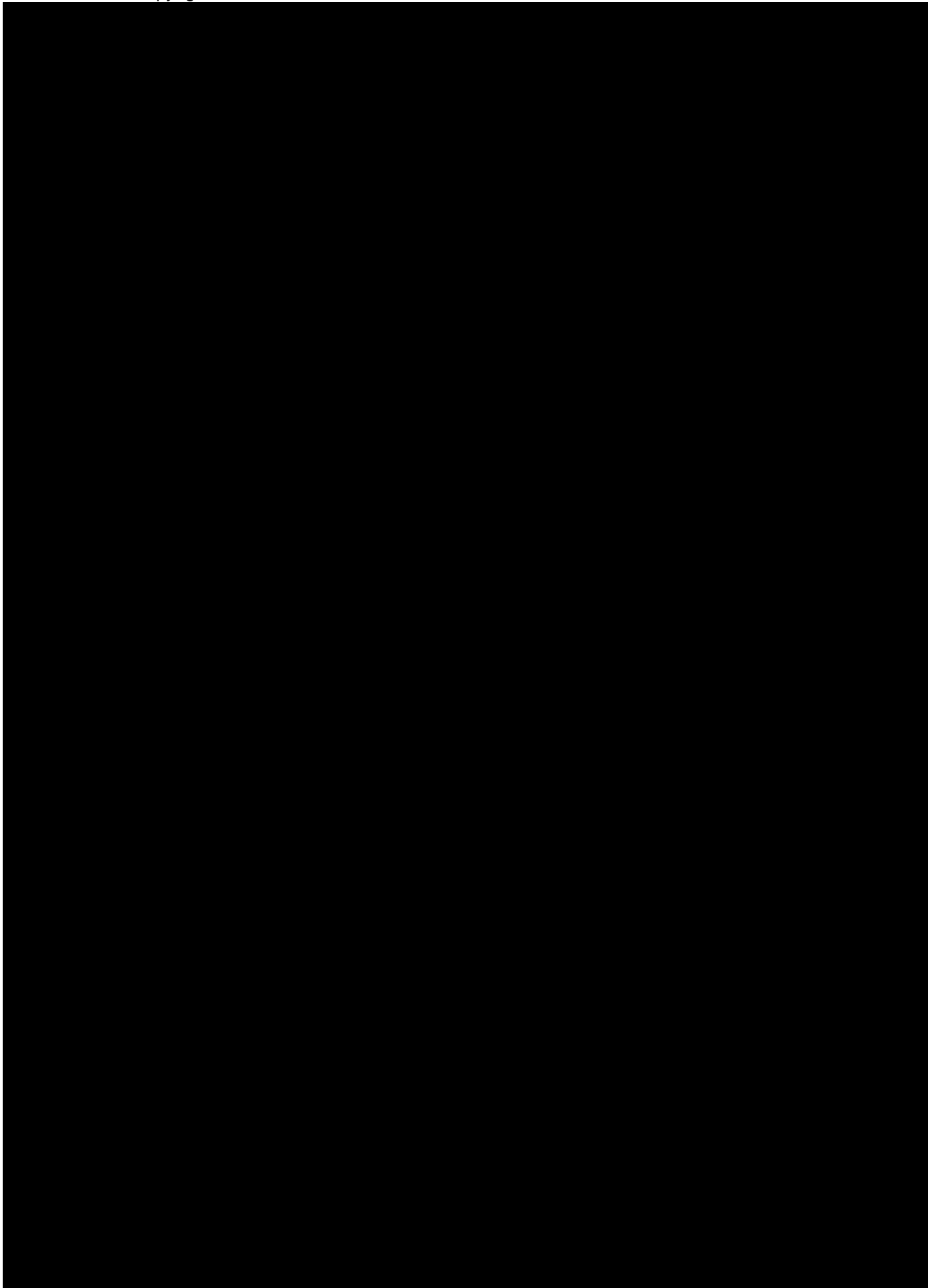
A. PARTICIPATING ORGANISATIONS' PAST PERFORMANCE

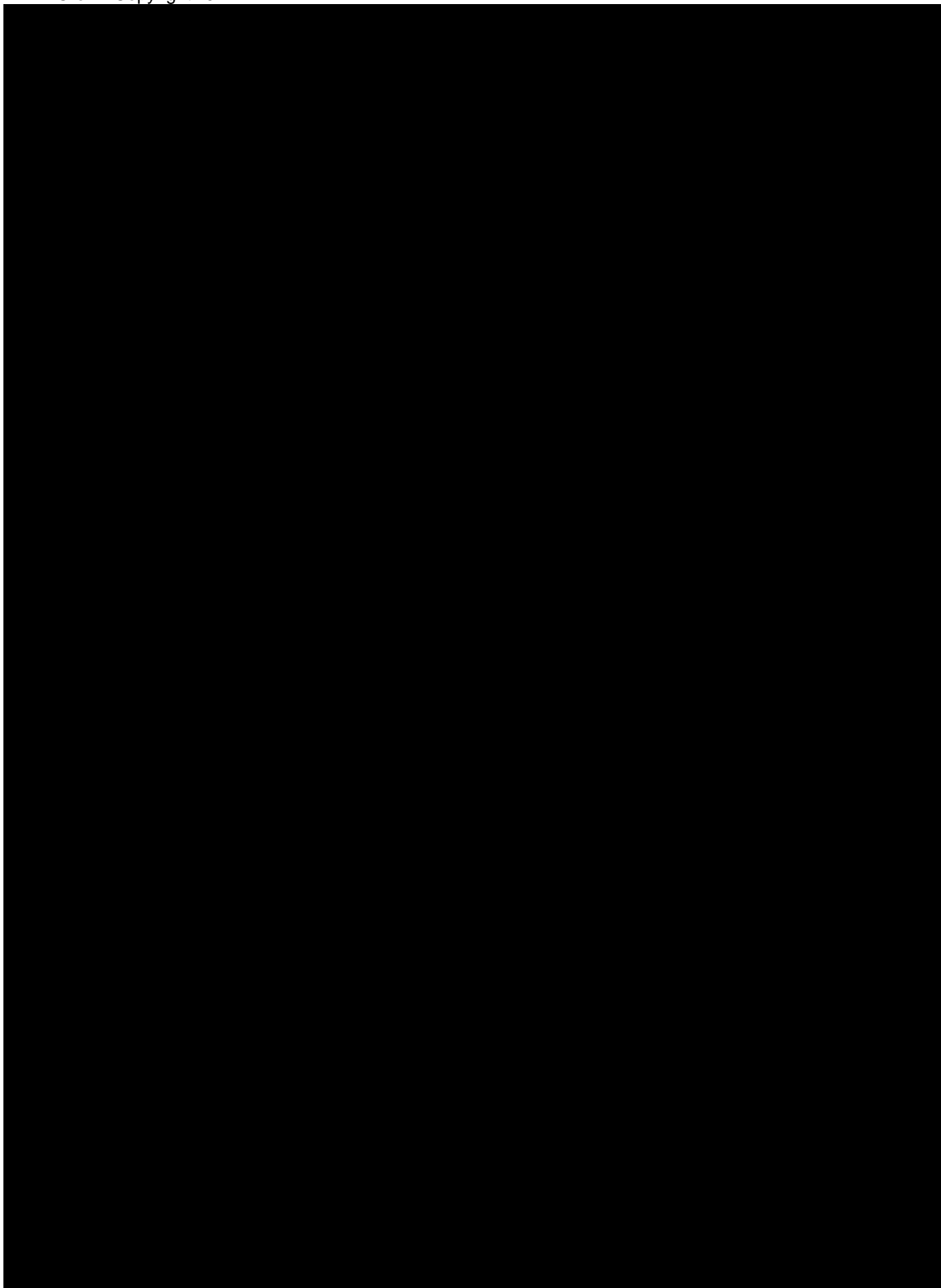
Please provide evidence of up to three similar projects that the project lead applicant and/or members of the project team are currently undertaking or have recently completed. Please include:

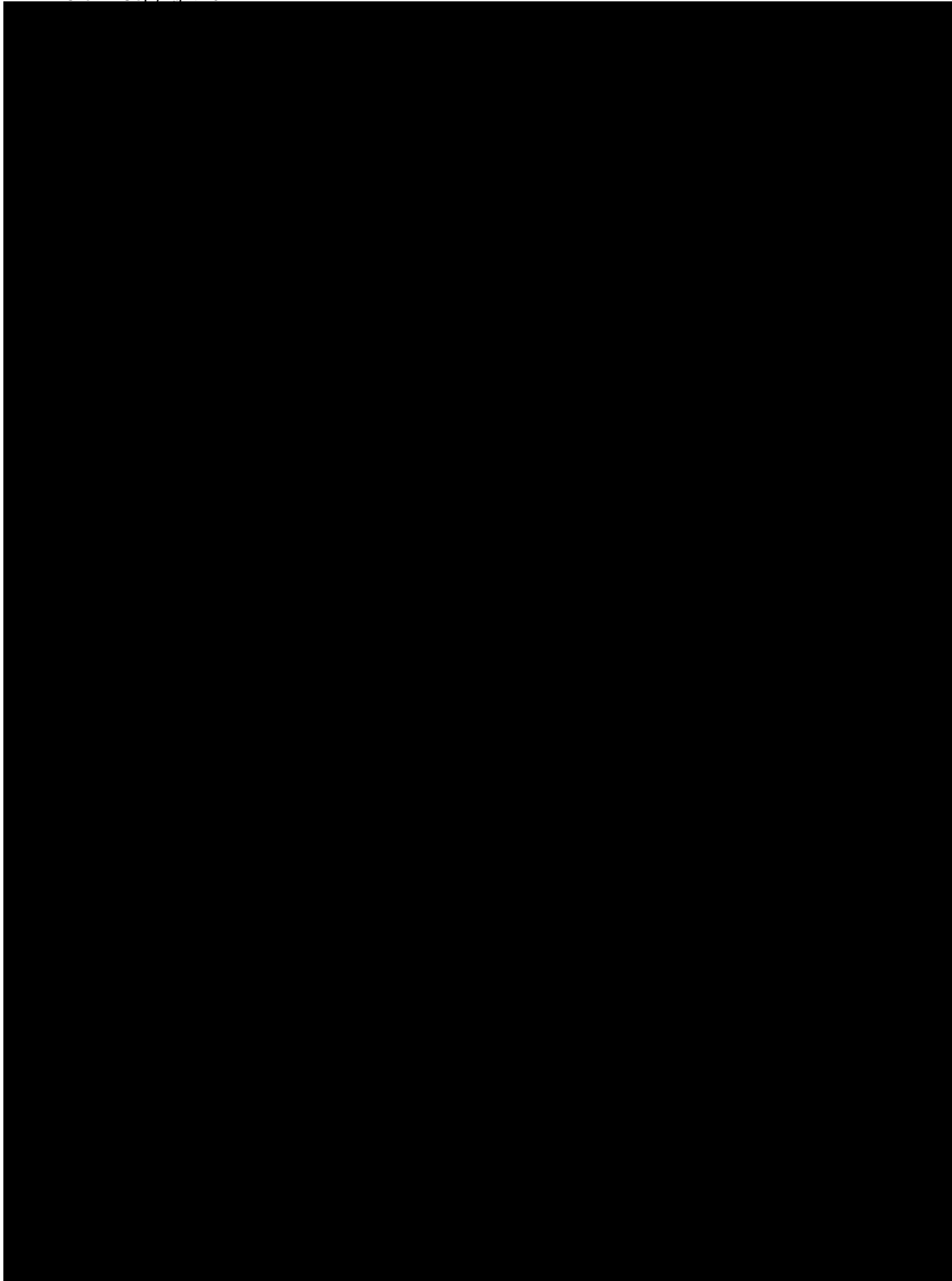
- The start date (and if applicable) the end date of the project(s)
- Name of the client who commissioned the project?
- Details of any collaborative partners and their contribution
- The value
- A brief description of the work carried out.
- How the example(s) demonstrate the relevant skills and/or expertise.
- What skills the team used to ensure the project (s) were successfully delivered.













5: PROJECT MANAGEMENT

Please fully describe how the project will be managed to ensure that objectives and deliverables will be achieved on time and on budget. Please describe how different organisations/staff will interact to deliver the desired outcomes.
Highlight any in-house or external accreditation for the project management system and how this relates to this project.

We have built up unrivalled experience in successfully delivering the Food and You 2 study since it began. We have a unique insight into your precise requirements, both in terms of how you want to see the survey developed each wave alongside having a complete understanding of the volume and complexity of your data requirements for each wave. Our proposal and associated costs accurately reflect our unique understanding of what you require from future waves of the study.

To deliver the study, we will ensure seamless continuity by drawing on well-established project management processes, including the detailed timetabling of each survey stage and the close monitoring of task completion. This would be underpinned by strong communication and teamwork. A key element of our approach to project management will be keeping the FSA involved and informed in relation to all aspects of the project. We have learnt a lot in working with you on previous waves of the study and have now established better communication and working processes to more effectively deliver the study to you each wave.

Our approach to project management will involve:

- An **initial inception meeting** with the FSA to agree the project objectives, milestones, timetable and deliverables – including the scheduling of meetings and/or conference calls at key milestone dates.
- A **post-contract review meeting** to pick up the key 'lessons learnt' from Waves 1-6 of the study and identify key areas where changes can be made to the process to improve efficiencies.
- A **detailed project plan** which will include the agreed methodology, a risk register, and a detailed timetable for the project with key milestones and sign-off responsibility indicated.
- Regular **internal project management meetings** of the Ipsos team to review progress against the agreed timetable and to identify and manage emerging project risks. These will be supplemented by informal, day-to-day meetings.
- **Weekly written updates** to the FSA summarising progress against milestones, flagging up any potential problems and how these can be addressed, as well as forthcoming deadlines and sign-off responsibilities.
- **We will flag up** any likely delays as early as possible to ensure that the FSA can plan ahead if the timetable is likely to change in any way.
- Regular **MS Teams meetings with you** following the completion of each stage of the research to take stock of all findings up to that point and discuss findings and implications for the following stage.
- Regular **telephone and email contact** and a named main contact for the FSA who is responsible for the day-to-day running of the project (the Project Manager).
- Regular **face-to-face/MS Teams catch-up meetings** with you: we have held weekly regular meetings with you in the past (normally via MS Teams) but with restrictions eased, we would be happy to visit your offices to bring you up to speed with initial findings and discuss next steps. We have assumed 1 face-to-face meeting in London per survey wave in our costs.
- A **formal set of quality sign-offs** for the key milestones of the project, including fieldwork materials and project outputs signed off by the Project Director. In addition, we will require all research materials, analysis specifications and reports to receive a formal 'sign off' by the FSA lead.
- An **end of wave review meeting** – where we pick up the key 'lessons learnt' from the prior to wave to inform the development of the next

Our tried-and-tested project management structures will be integral to delivering a high quality and timely project, to specification and to budget. In turn, this requires systematic risk management because we know from experience that management of a survey such as this involves dealing with a large number of potential logistical challenges, complexities and risks. We will also be able to lean heavily on our experiences in Waves 1-6 to inform this risk log.

There have been discussions with the FSA around having a shared drive for documentation (that does not contain any participant identifiable information). We propose to use "Vision Collaborator" which is a content collaboration website platform built on SharePoint and is used by Ipsos globally. It allows for shared document libraries and can also offer access to collaboration tools such as wikis and discussion boards. It is

straightforward to use, with a simple directory and folder structure, as well as a search function to allow documents to be easily found.

The risk management schedule (outlined in section 6 below) would be incorporated into the project plan. Initially, we envisage developing this at inception for discussion with you. It will, however, also be a 'live' document, reviewed regularly throughout the project both internally, at our project meetings, and with you as part of the regular progress reporting. The Project Director will retain overall responsibility for risk management and will work with the team to find solutions if any aspect of the project is deemed at risk. The schedule will indicate who is responsible for owning and managing each risk and any inter-dependencies and risk-sharing, as well as documenting the key countermeasures that have been built into the approach, and further contingency measures that could be adopted if the risk needs to be escalated.

At Ipsos we see client relationships very much as a partnership or two-way approach and feel regular project meetings are paramount for a successful co-operation. Therefore, we consider key project meetings which offer a platform for feedback, discussion and planning to be essential to the success of a project.

Flexibility will be crucial, and we may need to react to the findings and the progress of the project as it unfolds (for example, decisions that need to be made during the questionnaire design phase based on outcomes of piloting and testing, the response to each mailing, the impact of materials on the response rate etc). To facilitate this, our progress updates to you will be built into the management of the project throughout, for example the provision of weekly updates and pre-scheduled meetings with the FSA team.

You would be provided with e-mail and telephone contacts for all members of the Ipsos team, should the dedicated Project Manager unavailable at any point.

All members of this core team [REDACTED] are based in our London office and will work closely via scheduled weekly internal meetings, as well as ad hoc catch ups as required. This will include internal meetings with team members involved in specific operations, such as survey scripting, face-to-face fieldwork management and data processing. In addition, the Ipsos Public Affairs team has over 300 researchers to draw upon to ensure the smooth and timely delivery of the project in the case of unexpected absences among the core team.

How the project team would operate

In setting up the project team as we have outlined, we are bringing new expertise into the team whilst keeping specific Food & You 2 survey knowledge within the project. Our unique experience of Waves 1-6 of the study has taught us key lessons about the importance of how the study team needs to operate. Due to the overlapping nature of the waves, it is crucial that the team operates almost as two separate – but very interlinked – teams.

'Half' of the team has the following roles:

- Organises the sample
- Develops the materials
- Oversees printing and postage
- Develops the questionnaire
- Carries out cognitive testing (and usability testing for Wave 7)
- Tests the script
- Arranges for translations of materials and questionnaire script and checks these
- Develops and finalises the postal questionnaires
- Monitors online and postal fieldwork returns, response rates and any reserve sample requirements

The other 'half' of the team's responsibilities include:

- Draft and agree the edit and SPSS specification
- Organise and check coding
- Write the data map to match postal and online data
- Check and edit the data as agreed with the FSA
- Write, check and finalise the SPSS data
- Write the table specification document
- Check and sign off the tables
- Write the User Guides
- Write the Derived Variable specification
- Write the Technical Report

- Deliver all data outputs

Once the team members responsible for the questionnaire and fieldwork stage of the project have finished on one wave, it is just about time to start on the same tasks for the next wave. Likewise, those responsible for the data tasks need to start on the next wave just as they are finishing the previous wave.

Neither half of the team is fulltime on 'their half', which gives some slack within the resourcing and allows for all team members to switch around tasks at busy phases of the project – for example, if necessary, all can help with cognitive testing, questionnaire script checking, and table checking. All team members attend meetings where every element of the project is discussed, and therefore, this allows the responsibility and concentration of time to be allocated to certain individuals, whilst still ensuring wider project knowledge and a joined up working approach across the whole team.

Managing online responses

Our online scripting team will liaise closely with the core research team to develop the questionnaire for each wave and to monitor fieldwork quality and online responses. The software tool we will use for online data collection would again be IBM Dimensions which is the chosen interviewing platform for Ipsos globally and features in most of the online and mixed-mode surveys described below. This platform also allows us to monitor fieldwork in real time in terms of numbers of completes, as well as the 'type' of participant for fields which we can append to the sample in advance.

We use 'https' connections to ensure secure, fully encrypted online data collection. All access to questionnaires and data via the Dimensions platform is password protected, and only a small number of Ipsos staff have access.

One of the benefits of online fieldwork is that we have real time information to monitor the response rate and so can assess our progress towards our target, and intervene if response is either lower, or higher, than anticipated. We discuss this in more detail in our approach and in our risk section.

Managing postal responses

As one of the largest research agencies in the country, Ipsos has the capability, capacity and expertise to undertake postal surveys at scale to meet our clients' needs. Our Scanning and Data Capture department is a specialist operational team set up to handle large volume postal work. Our in-house scanning team will liaise closely with the core research team to monitor fieldwork quality and postal returns. Data from scanned questionnaires are uploaded to our bespoke **Sample Management System (SMS)**, which provides intelligence on overall (and by country) numbers of responses received giving us an accurate 'live' response rate.

By using the SMS, we can guarantee the effective and up-to-date management of survey samples. All participants in the sample will be given a unique identification number, so that all returned questionnaires can be matched against the correct information in the original sample. Completed postal questionnaires will be scanned using this ID number to ensure that responses are kept up to date, as well as checked and de-duplicated against online responses. This will enable us to generate weekly updates on response rates and general progress throughout the project. The SMS also means that we can remove completed returns from the sample to generate the most up-to-date sample for mailouts following the first mailout, thereby minimising the chance of sending out a reminder to recipients who have already completed the survey, saving unnecessary sending out mailings and minimising the burden on respondents.

Postal questionnaires would be returned directly to our in-house data capture hub in Harrow. Our costs assume the data processing of returned questionnaires through scanning and manual verification. The key advantage of scanning is the speed at which results can be turned around compared with manual data entry, making it less resource-intensive and more cost-effective. However, our scanning software is also programmed to ask for verification as a validation tool and to minimise errors (more information about these validation checks is provided later in this section).

If an individual contacts Ipsos to tell us they do not wish to participate in the survey, this would be logged on the SMS to ensure no further mailouts are issued to the individual. Any returned 'deadwood' mail (e.g. unknown or business addresses) would also be logged, captured and removed from subsequent reminder mailouts.

Collection of data via online and postal modes would be integrated within our Dimensions software systems, helping us to produce data outputs more efficiently and accurately. We will be combining data from both postal and online sources, and will standardise data maps in order to do this. Accuracy, robustness and timeliness are central to our approach to producing data deliverables for quantitative studies of this nature. We recognise the importance of timely delivery of data files to the FSA in order to conduct thorough analysis of results. To achieve this, we will agree the dates of delivery milestones with you in advance, including agreeing the structure and format of files, and approaches to data cleaning and weighting.

Management of sub-contractors

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Project management accreditations

Ipsos standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Specifically we hold the following accreditations:

- **ISO 20252** is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos was the first company in the world to gain this accreditation
- **ISO 9001**- International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard
- **MRS Company Partnership** – By being an MRS Company Partner, Ipsos endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation.

As mentioned in section 7 below, we will follow the ethical guidance from the Government Social Research (GSR) unit for this project and constantly review our working practice against the GSR ethics principles. The

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project would also be subject to scrutiny from our internal Ethics Working Group, who assess all projects for ethical risks and provide advice on ethical issues.

6. RISK MANAGEMENT

In the table provided, please identify all relevant risks in delivering this project on time and to budget. Briefly outline what steps will be taken to minimise these risks and how they will be managed by the project team. Please add more lines as required

Identified risk	Likelihood of risk (high, medium, low)	Impact of Risk (high, medium, low)	Risk management strategy
Recruitment quotas for cognitive or usability testing not fully met	Low	Low	<p>We will use an Ipsos-approved recruitment agency (Criteria) with extensive experience in identifying suitable participants for testing work, who have delivered on previous Waves of this project.</p> <p>We will discuss any flexibility in setting quotas upfront with the FSA to ensure the targets set are achievable from the outset.</p> <p>We will carefully monitor recruitment against quotas to ensure those that have been specified have been met.</p> <p>If needed, we will carry out like for like replacements if any recruited participants are unable to take part.</p>
Questions and/or survey materials do not work as expected during testing phase	Low	Medium	<p>We will be carrying out cognitive and usability testing of questions and survey materials to address this. This will ensure that questions are well-designed and understood as intended before being included in the survey. Similarly, thorough usability testing will ensure the survey materials are fit for purpose.</p>
Online questionnaire takes longer than expected to complete in the main fieldwork	Medium	Medium	<p>We will test the length rigorously using our timing tools and so will have a good idea of the length prior to starting fieldwork. In the event that the questionnaire exceeds the specified, costed length (currently 30 minutes) then questions could be cut to bring the overall interview length down to this threshold.</p>

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Errors found in the questionnaire once fieldwork has begun (online)	Low	High	<p>We have built thorough checking of the questionnaire into our timings – including on different devices and testing different routes through the survey.</p> <p>We will check early interim, topline data from the online survey to check that the questionnaire is working as it should.</p> <p>The questionnaire would be updated as soon as error is identified, and new version tested and uploaded immediately.</p> <p>We would discuss with the FSA how to deal with the data that has the error within the final dataset, or if the error is very major, whether we should increase the sample (using the reserve sample) to ensure correct data is collected for sufficient numbers.</p>
Large proportion of people do not complete the whole questionnaire	Low	High	<p>We will implement ongoing monitoring of break offs and other quality measures to identify problems early</p> <p>We will discuss the impact with the FSA and potentially redesign the questionnaire at the point breakoffs occur for future waves. We might also consider rotating the modules at the end of the survey to minimise the overall impact of this if it does happen.</p>
Response rates for online survey much lower than anticipated	Medium	High	<p>We will closely monitor response to identify problems early.</p> <p>We will draw reserve sample at the same time as the main sample to allow us to issue more sample as part of our responsive set up to ensure we meet target numbers.</p> <p>We can consider conducting work with non-responding households to assess the problems (but this would incur additional costs)</p> <p>We can consider redesigning the letters and a further change to the incentive regime if desired</p>
Response rates for online survey much higher than anticipated	Low	Medium	<p>We will closely monitor response to identify issues early.</p>

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			<p>Our responsive design set up means we can be flexible in relation to the sample size for reminders. For example, depending on response, we might choose to issue a smaller amount of sample for a reminder (as we did in Wave 3) or choose not to issue the final reminder. If we anticipate that we are likely to over-achieve early enough and there is a disproportionate response by country then it would also be possible to implement a more targeted reminder strategy.</p> <p>We will discuss the cost implications for issuing a higher number of incentives with the FSA in the event that response is higher than anticipated.</p>
Poor management of subcontractors means mailouts do not happen to schedule/accurately	Low	High	<p>We work with the selected approved subcontractors on other studies and have excellent working relationships with them particularly on complex jobs</p> <p>The research team are experienced in managing subcontractors on other similar large surveys</p> <p>We have clear contractual arrangements with subcontractors including detailed timetables and specified milestones and performance management</p> <p>All proofs of letters and the postal questionnaires are provided to the research team and extensively checked with senior sign off prior to being dispatched.</p> <p>If mailings are delayed or inaccurate we would respecify the task, and work with the subcontractor to sort out the problems quickly, if necessary undertaking a new mailout.</p>
Royal Mail staff go on strike	Medium	High	<p>Senior leads at Ipsos monitor potential and actual strike dates and ensure that all information is cascaded to all projects that incorporate postal mailings.</p> <p>As far as reasonably possible, we will allow a buffer in the timetable</p>

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			<p>for the mailing schedule to account for strike days and potential delays in the letters reaching sampled addresses.</p> <p>If needed, we can also extend the fieldwork period to maximise response.</p>
Paper questionnaire has errors	Low	High	<p>We will carefully check all proofs, involving 'fresh eyes' at later stages and with senior level sign off (within Ipsos and at the FSA)</p> <p>We work with the printing subcontractor on other similar studies and have a good working relationship and know that they provide accurate work</p> <p>We will assess the impact of the error on the data, how many people were impacted and agree a way forward with the FSA</p>
Errors/inconsistencies in data, data quality issues	Low	Medium	<p>We will carry out thorough initial checking of the online script, paper questionnaires and scanning set-up</p> <p>We check topline data and an interim dataset at an early stage; testing full data procedures for initial batch of interviews</p> <p>We will ensure the postal and online data are merged correctly</p> <p>We will agree and implement a range of consistency checks to ensure accuracy of the data (as we have done in prior waves)</p> <p>We will liaise with the FSA to identify solutions if needed and provide clear documentation of any errors or inconsistencies for data users.</p>
Data security breach or data loss	Low	High	<p>Ipsos has full data back-up systems in place to prevent data loss.</p> <p>There is restricted access to personal data within Ipsos reducing the risk for security breaches.</p> <p>Ipsos' ISO 27001 accreditation ensures procedures and policies are regularly audited and checked</p>

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			If a data breach or data loss were to occur, we would immediately notify the senior project lead at the FSA
Problems in producing outputs to the agreed deadlines	Low	High	<p>We will work with the FSA to develop a realistic timetable based on our extensive experience of carrying out Waves 1-6.</p> <p>We will set clear milestones and communicate those to all operational staff within Ipsos and to our sub-contractors</p> <p>We will regularly communicate progress with the FSA against timetable through updates, teleconferences etc.</p> <p>We will regularly review the timetable with the FSA and identify any flexibility in the timings for specific outputs</p>
Key members of the project team are unavailable, for example the project director, project manager, or other key team members	Medium	High	<p>We will ensure forward planning for research and other staff capacity and absence (with annual leave dates logged in the project timetable)</p> <p>We have ensured we have a sufficient number of individuals (at all levels of seniority) in the project team to cover for absences</p> <p>We have full documentation of the project requirements and processes for every stage in place (based on Waves 1-6) and training decks to induct new staff to the project.</p> <p>We will have shadow staff in place for some of the key roles to ensure continuity across waves.</p> <p>Ipsos has a large number of similarly experienced staff available should additional resource be required</p> <p>We will ensure suitable hand over of work where possible</p>
Business continuity e.g. disaster leading to IT failure or inability to use a building	Low	High	Ipsos carries out regular data back-ups as standard as well as regular testing of comprehensive business continuity plans

			<p>Rackspace have excellent controls to ensure service continuity.</p> <p>Due to the Covid-19 pandemic, all Ipsos staff were able to work effectively from home for extended periods of time so if the Ipsos offices were inaccessible this would not be an issue.</p>
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7. QUALITY MANAGEMENT

A. QUALITY MANAGEMENT

Please provide details of the measures that will be taken to manage and assure the quality of work. You should upload your Quality Assurance policy in the supporting documents section of your application.

This should include information on the quality assurance (QA) systems, which have been implemented or are planned, and should be appropriate to the work concerned. All QA systems and procedures should be clear and auditable, and may include compliance with internationally accepted quality standards specified in the ITT e.g. ISO 9001 and ISO17025.

Specific to science projects and where relevant, applicants must indicate whether they would comply with the [Joint Code of Practice for Research \(JCoPR\)](#). If applicants do not already fully comply with the JCoPR please provide a statement to this effect to provide an explanation of how these requirements will be met. The FSA reserves the right to audit projects against the code and other quality standards

The lead principle investigator is responsible for all work carried out in the project; (including work supplied by sub-contractors) and should therefore ensure that the project is carried out in accordance with the Joint Code of Practice

All the projects that Ipsos conducts for clients across the public sector must be robust and defensible; we take our quality standards and information security very seriously (e.g. we were one of the first members of the Market Research Society company partner scheme). To guarantee that quality is embedded, we have an integrated quality, compliance and information security management system – our 'Business Excellence System' (BES) – which meets the requirements listed below.



ISO 20252 – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.



The UK General Data Protection Regulation (GDPR) – Ipsos UK is required to comply with the General Data Protection Regulation and the UK processing of personal data and the protection of



MRS Company Partnership – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code, more than 350 companies have followed our lead.



Ipsos UK is an active member of EphMRA and E

HMG Cyber Essentials – A government backed National Cyber Security Programme. Ipsos UK was certified in 2016. Cyber Essentials defines a set of standards that, if properly implemented, provide organisations with a baseline level of protection against prevalent forms of threat coming from the internet.



ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



Fair Data – Ipsos UK is signed up as a 'Fair Data' member. We adhere to ten core principles. The principles support standards such as ISOs, and the requirements of



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.

The Ipsos BES comprises internal communications, audits and spot checks, as well as regular meetings of BES representatives to discuss and address quality issues, feed them back to the business areas, and implement corrective and preventative measures. An external auditing company visits annually to ensure that

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we comply with the standards we are accredited to – recent audits in summer 2017 confirmed our accreditations, and the auditors are visiting us again in late September and October.

[REDACTED]

[REDACTED]

Joint Code of Practice for Research

Based on our standard processes, we believe that we comply with the ten specific requirements of the Joint Code of Practice for research:

1. Responsibilities – the Project Director at Ipsos ([REDACTED]) will take overall responsibility for the research project. Other members of the team will be aware of their responsibilities and these will be documented in the project plan.
2. Competence – as outlined in our staffing section, all team members have the skills and relevant experience (covering push-to-web methods, online surveys, questionnaire development and data management) to allow them to undertake this project effectively.
3. Project planning – as outlined in our project management section, we will produce a project plan that includes a live risk register and we will share this with the FSA.
4. Quality Control – as outlined in this section, we have specific quality assurance procedures that are built into all our projects and processes.
5. Health and Safety – we comply with the relevant Health and Safety regulatory requirements.
6. Handling of samples and materials – not applicable

7. Facilities and equipment – we have business continuity plans and have outlined in the data protection section how our facilities ensure that the data we hold is secure.
8. Documentation of procedures and methods – we will provide full and clear documentation of our research methods and procedures in a detailed Technical Report and questionnaire development report.
9. Research / work records – our Quality Assurance procedures ensure that our work is properly documented and filed appropriately, so that it is clear what work has been carried out and how, enabling it to be replicated if necessary.
10. Field-based research – our printers hold environmental accreditations to ensure sustainability is built into the project.

B. ETHICS

Please identify the key ethical issues for this project and how these will be managed. Please respond to any issues raised in the Specification document

Please describe the ethical issues of any involvement of people, human samples, animal research or personal data in this part. In addition, please describe the ethical review and governance arrangements that would apply to the work done.

Applicants are reminded that, where appropriate, the need to obtain clearance for the proposed project from their local ethics committee. This is the responsibility of the project Lead Applicant. However, if a sub-contractor requires such clearance the project Lead Applicant should ensure that all relevant procedures have been followed. If there are no ethical issues please state this

We will follow the ethical guidance from the Government Social Research (GSR) unit and have outlined the five GSR principles and how they relate to this project in the table below. As all of our projects do, the study will also go through our internal ethical review process to ensure that all ethical risks have been identified and appropriately dealt with. Our internal ethics group provides an advisory and review function for all projects within the Social Research Institute at Ipsos, with a specific focus on high-risk projects involving vulnerable individuals or sensitive issues. To fulfil our mandatory ethics requirement, researchers complete an ethics form for all new projects which is then submitted to the Ethics Group for review. The Ethics Group provides advice and guidance on ensuring the project is carried out ethically and how to handle challenging issues. This approach ensures that research ethics are considered from the outset of all projects, minimising risks to clients, the research and our staff. At the heart of our approach are the GSR ethical principles (outlined below); we also draw on other relevant ethical codes such as the ESRC Research Ethics Framework, the SRA ethical guidelines and the MRS code of conduct, with which we are fully compliant

GSR Principles	Actions
Principle 1: Sound application and conduct of social research methods and appropriate dissemination and utilisation of the findings.	<p>Ipsos has been at the forefront of the development of web-push methods. We have developed our approach since starting to deliver the Active Lives Survey (another Official Statistic that uses this methodology), undertaking numerous experiments to ensure that the method is working as effectively as possible. We take a similar approach to Food and You 2, and will continue to ensure that the methods we use are sound, well-tested and deliver a representative sample.</p> <p>We will work closely with the FSA to ensure that the findings are widely used and disseminated. We will provide detailed documentation to accompany the dataset, to allow users to carry out their own analysis.</p>
Principle 2: Participation based on valid informed consent	<p>All of our research is based on the need for valid informed consent from the research participants.</p> <p>The sample for this study will be drawn from the Postcode Address File, and all selected addresses will be sent an invitation letter asking them to take part in the online survey. This will include information about the voluntary nature of the survey, and cover all the information required under GDPR (details of the data controller, legal basis for processing, retention period of</p>

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	<p>data, data subject's rights including right to withdraw and complain). We include a link to the main privacy notice and also provide a freephone number and email address so that participants can contact us if they have more questions or wish to opt-out, or need additional help to take part.</p> <p>At the start of the online questionnaire, we will make it clear that if they break off we may use the data already collected, but that they can contact us to have their data removed.</p> <p>We will offer "prefer not to say" codes at more sensitive questions.</p>
Principle 3: Enabling participation	<p>We are committed to ensuring as wide as possible participation in our surveys. We take steps to make sure that our questionnaires are accessible to everyone who is selected to take part.</p> <p>We outlined how we make our online questionnaires as accessible as possible in the "approach" section (including the ability for participants to alter the font size and background colour, and to use screen readers). We will also provide a freephone number and if required, we can take someone through the questionnaire on the phone (we have done this, most recently on our REACT survey). We can say, in the letter, that if someone needs help completing the questionnaire, they can contact us to discuss what help they need.</p> <p>Using paper versions of the questionnaire also helps accessibility for those people who are not online, or who are less comfortable online. We will ensure that the paper versions continue to use a reasonable size font and are clearly laid out.</p> <p>Language We have allowed for the questionnaire and materials to be translated into Welsh and will continue to send out both language versions of the letters to addresses in Wales.</p> <p>Addresses in Wales will also have the option of completing the online survey in Welsh by selecting that language on the login screen. We will also provide an additional Welsh paper questionnaires to anyone requesting this.</p> <p>A move to an online approach means that different languages are possible to accommodate and the cost implications are relatively low. Once the online questionnaire is scripted it is a process of copying the script and overlaying it with the translation. This ensures consistency of language. However, this is less easy to do for the paper questionnaires.</p>
Principle 4: Avoidance of personal harm	<p>The risk of harm to participants or researchers for this study is low. However, whenever we send out questionnaires it is possible that we will receive answers that raise concerns that the participant is at risk of harm. While this is far less likely for this study than for some of our health-related studies, it is possible that someone will write something within the questionnaire that is concerning.</p> <p>We will make use of the approach we use on our General Practice Patient Survey, where we have a "disclosure board" that assesses any issues of concern that answers provided to a questionnaire raise (these are generally answers to open questions) and decides whether details should be disclosed to either the client or to other services who could provide help.</p> <p>It is rare that the types of questions asked on the survey are likely to cause distress for participants, but where they do we can signpost people to helpful resources. We are aware that the FSA needs to be careful about endorsing</p>

	other organisations, but there may be advice and support on the FSA website that can be used.
Principle 5: Non-disclosure of identify and personal information	<p>Ipsos is required to comply with the Data Protection Act.</p> <p>Ipsos is accredited to ISO 27001 International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos was the first research company in the UK to be awarded this in August 2008.</p> <p>We provide more detail in the section on Data Protection on how we manage our data to minimise the risk of disclosure of personal information.</p> <p>Where we collect personal information to pass onto the FSA (the recontact question), we will be very clear what this involves (that it is their contact details – name and email address - and relevant survey responses) to ensure that we have informed consent to pass this information onto the FSA.</p> <p>All personal data will be transferred using secure FTP servers.</p> <p>We have a Disclosure of Harm policy to cover the extremely rare situations outlined above where we are told something that makes us believe that an individual is at risk of serious harm.</p>

C. DATA PROTECTION

Please identify any specific data protection issues for this project and how these will be managed. Please respond to any specific issues raised in the Specification document.

Please note that the successful Applicant will be expected to comply with the Data Protection Act (DPA) 1998 and ensure that any information collected, processed and transferred on behalf of the FSA, will be held and transferred securely.

In this part please provide details of the practices and systems which are in place for handling data securely including transmission between the field and head office and then to the FSA. Plans for how data will be deposited (i.e. within a community or institutional database/archive) and/or procedures for the destruction of physical and system data should also be included in this part (this is particularly relevant for survey data and personal data collected from clinical research trials). The project Lead Applicant will be responsible for ensuring that they and any sub-contractor who processes or handles information on behalf of the FSA are conducted securely.

As an organisation which bases its business upon the goodwill and trust of participants, we understand that the lawful and correct treatment of personal information is vital. Ipsos is compliant with the highest regulatory standards for the legal and safe processing of personal and/or sensitive data, including the Market Research Society Code of Conduct, ISO 27001 and GDPR.

In this section we cover how we will ensure that we comply with the Data Protection Act 2018 (incorporating GDPR) and also cover how we ensure the security of our data.

Data Protection Act 2018

D. Ipsos has a dedicated programme to meet our obligations under GDPR. This work is led by our Data Protection Officer and Business Excellence team, with representatives across the whole business. It includes monthly spot checks and a rolling programme of internal audits in order to measure compliance. Our external auditors will also be reviewing the company's adherence to the GDPR as part of our annual surveillance and certification.

Our processes and policies have been reviewed and updated to ensure they reflect the strengthened requirements of GDPR, and we have a fully documented supplier approval process to ensure that our suppliers meet all our clients' quality, compliance and information security requirements. We have updated our Information Incident Reporting Procedures to comply with GDPR and would inform the FSA immediately if we

become aware of any data breach. We also have procedures in place to report breaches to the relevant supervisory authority and, in some cases, to the data subjects.

In terms of retention and destruction of personal data, our processes ensure that we meet client contractual requirements as well as GDPR legislation regarding how information should be labelled, handled, stored, transferred and destroyed. Sample files are securely destroyed once there is no further justification to retain them (usually two months after projects are completed). Identifiable data is anonymised when reporting. Any project personal data (e.g. recontact sample) that requires longer than standard retention is actively managed to ensure it is only kept as long as is necessary to deliver agreed services.

E. We note that the FSA will be the Data Controller, and we confirm that we work as Data Processor on a number of other similar projects for our clients. Although the Data Controller has responsibility for things like the production of the Privacy Notice and data flows, we are happy to advise on these and provide all necessary information from our side.

F. The Data Controller needs to agree a legal basis for processing personal data before sending out any invite letters to prospective participants, and we assume that the data for this study will continue to be collected under public task. However, this does not preclude us from ensuring that all data is collected with fully informed consent.

G. We will need to make the recontact question clear about its purpose, for instance when any follow-up contact may take place and by whom.

Data security

To ensure the security of the personal data that we have collected, we will implement the following controls:

- Access to personal data will be restricted to the minimum number of personnel; all of whom have undergone training in data protection law, their duty of confidentiality under contract and in the care and handling of personal data.
- Addresses and respondent ID numbers (and names for the postal gift card mailing) will be sent to the printers, encrypted using AES 256 as minimum, and transferred using our secure FTP (SFTP).
- The online survey will be implemented using an industry standard online survey management system hosted at Rackspace UK in a managed hosting environment dedicated to Ipsos only. Ipsos has gold level maintenance with Rackspace allowing maximum availability and redundancy. Rackspace has various certifications, including SOC2 and ISO 27001 certification and all data is secure, e.g. there is restricted access and no storage of survey participant personal data other than responses to the survey questions together with the respondent ID number. This system collects the IP address of participants, sometimes used in the data editing process. This is stored securely along with raw data.
- Survey data (and any scanned images) will be stored on a secure server, which is isolated from the Ipsos network and has restricted access controls and network protection. Paper questionnaires are stored in locked facilities.
- In line with our retention and destruction policy, all personal data – both hard copy and electronic – will be securely removed and destroyed once the project has finished.
- Any data that is transferred to the FSA will be encrypted using AES 256 as a minimum and transferred via a secure FTP. We can use Ipsos Transfer (our own FTP system), or we are happy to use the FSA FTP system.

We will take great care to ensure that only anonymous datasets are published. In any reporting of the data we will use appropriate suppression rules to ensure that participants cannot be identified.

8. SOCIAL VALUE

Social value has a lasting impact on individuals, communities and the environment. Government has a huge opportunity and responsibility to maximise benefits effectively and comprehensively through its commercial activity. To be effective it is essential that the FSA consider social value at all stages of the procurement life cycle. In order to do this, we are applying the Government Commercial Functions social value model PPN 06/20 Procurement Policy Note - Taking account of social value in the award of government contracts. [The Social Value Quick Reference Table](#) provides a useful summary of the criteria and the reporting metrics for each of the criteria, including examples.

In order to evaluate this, we ask that you answer the following:

A. WELLBEING: IMPROVING HEALTH AND WELLBEING

Using a maximum of 3000 characters describe the commitment your organisation will make to ensure that opportunities under the contract deliver the Policy Outcome and Model Award Criteria 7.1: 'Demonstrate action to support health and wellbeing, including physical and mental health, in the contract workforce'.

Please include:

- your 'Method Statement', stating how you will achieve this and how your commitment meets the Award Criteria, and
- a timed project plan and process, including how you will implement your commitment and by when. Also, how you will monitor, measure and report on your commitments/the impact of your proposals. You should include but not be limited to:
 - timed action plan
 - use of metrics
 - tools/processes used to gather data
 - reporting
 - feedback and improvement
 - transparency

Responses should not exceed 3000 characters.

Ipsos has signed up to the 6 standards set out in The Mental Health at Work Commitment and Thriving at Work enhanced standards.

We have achieved 5 standards of the Mental Health at Work Commitment as outlined below and are working towards Standard 6 on external reporting.

Ipsos has prioritised mental health and we have a wide range of activity:

- Employee Lived Experience panels where staff share experiences and advice.
- Awareness days involving Guest Speakers on various topics, including sleep, connecting with nature, managing stress, menopause.
- Regular newsletters on improving all aspects of well-being (mental, physical, nutritional and financial).
- A financial education programme to help achieve our financial well-being goals.

We promote an open culture around mental health. We follow work practices conducive to a balanced work/home life. All Ipsos staff can take advantage of our flexible working policy, which allows part-time working, working alternative hours, and working from home for up to three days a week. We also encourage staff to finish at 4pm on Fridays regardless of contracted hours.

To identify and improve health and well-being, an open culture is needed, with colleagues able to recognise individuals who may be struggling. At Ipsos, we raise awareness and encourage sharing through:

- A suite of training and support for all staff, with extra training for managers, delivered by Mind
- A company day off specifically to focus on well-being
- A well-being hub with useful materials in one accessible place
- Promoting the use of Wellness Action Plans to normalise conversations around wellbeing
- Step Back café provides a fortnightly opportunity to take a step back and talk to colleagues about mental and physical well-being
- WAVE – an online peer-support platform for people going through loss, grief and bereavement
- Free yoga & meditation classes

Every employee has two volunteering days a year to support charitable work. Where we can, we try to align these with projects we work on, e.g. team members working on our Trussell Trust project have volunteered in local food banks.

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More formal support is provided by our trained Mental Health First Aiders. All employees have access to a free, confidential Employee Assistance Programme offering legal and practical support for physical and mental health issues.

Ipsos also has a diversity and inclusion team to support health and well-being among under-represented groups. We have signed up to the Disability Confident scheme to recruit and retain disabled people. Ipsos has inclusive and accessible practices for recruiting, managing and developing people with a disability or health condition. Hiring managers undertake unconscious bias training and staff are required to complete training on managing diversity in the workplace. We have undertaken significant steps to increase the diversity of job applicants by removing psychometric tests, no longer requiring a minimum degree classification and a blind recruitment process.

We also have several employee-led networks, including a Gender Balance Network, Race, Ethnicity and Cultural Heritage Network, Pride Network, Neurodiversity Network and Parents and Carers Network.

In terms of our voluntary reporting implementation plan, we run a Belong Survey annually to collect data on disability and mental health, covering the questions required for voluntary reporting. We report on this data internally and are looking into reporting externally within the next year.

