

Ms Emily Fu  
BritainThinks  
Somerset House  
The Strand  
WC2R 1LA

Date: 30<sup>th</sup> July 2019

Our ref: FS307029

Dear Emily,

**Award of contract for the supply of FS307029 Future Consumer – Food and Generation Z**

Following your tender/ proposal for the supply of **FS307029 Future Consumer – Food and Generation Z** to Food Standards Agency, we are pleased to award this contract to you.

This letter (Award Letter) and its Annexes set out the terms of the contract between the Food Standards Agency as the Customer and BritainThinks as the Supplier for the provision of the Services. Unless the context otherwise requires, capitalised expressions used in this Award Letter have the same meanings as in the terms and conditions of contract set out in Annex 1 to this Award Letter (the “**Conditions**”). In the event of any conflict between this Award Letter and the Conditions, this Award Letter shall prevail. Please do not attach any Supplier terms and conditions to this Award Letter as they will not be accepted by the Customer and may delay the conclusion of the Agreement.

For the purposes of the Agreement, the Customer and the Supplier agree as follows:

- 1) The Services shall be performed at **the Supplier’s premises**.
- 2) The Specification of the Services required is as set out in Annex 2.
- 3) The Services to be provided by the Supplier are as set out in Annex 3 – Post Tender Clarifications & The Suppliers Technical Proposal.
- 4) The charges for the Services are as set out in Annex 4 – The Suppliers Financial Proposal.
- 5) The Term shall commence on 12<sup>th</sup> July 2019 and the Expiry Date shall be 31<sup>st</sup> January 2020 unless extended or subject to early termination.
- 6) The address for notices of the Parties are:

**Customer**

Food Standards Agency, Foss House,  
Peasholme Green, York, YO1 7PR

**Supplier**

BritainThinks, Somerset House, The Strand,  
WC2R 1LA

- 7) The following persons are Key Personnel for the purposes of the Agreement:

**Name**

████████████████████  
████████████████  
██████████  
██████████████████  
██████████████████  
██████████

- 8) The Customer may require the Supplier to ensure that any person employed in the provision of the Services has undertaken a Disclosure and Barring Service check. The Supplier shall ensure that no person who discloses that he/she has a conviction that is relevant to the nature of the Services, relevant to the work of the Customer, or is of a type otherwise advised by the Customer (each such conviction a “**Relevant Conviction**”), or is found by the Supplier to have a Relevant Conviction (whether as a result of a police check, a Disclosure and Barring Service check or otherwise) is employed or engaged in the provision of any part of the Services.

### **Payment**

All invoices must be sent, quoting a valid purchase order number (PO Number), to: Accounts-Payable.fsa@sscl.gse.gov.uk. Within 10 working days of receipt of your countersigned copy of this letter, we will send you a unique PO Number. You must be in receipt of a valid PO Number before submitting an invoice.

To avoid delay in payment it is important that the invoice is compliant and that it includes a valid PO Number, PO Number item number (if applicable) and the details (name and telephone number) of your Customer contact (i.e. Contract Manager).

### **Liaison**

For general liaison your contact will continue to be Laura Broomfield, [laura.broomfield@food.gov.uk](mailto:laura.broomfield@food.gov.uk) or, in their absence, Michelle Patel, [michelle.patel@food.gov.uk](mailto:michelle.patel@food.gov.uk)

We thank you for your co-operation to date, and look forward to forging a successful working relationship resulting in a smooth and successful delivery of the Services. Please confirm your acceptance of the award of this contract by signing and returning the enclosed copy of this letter to me within 7 days from the date of this letter. No other form of acknowledgement will be accepted. Please remember to quote the reference number above in any future communications relating to this contract.

Yours faithfully,

Mark Croft

Procurement Category Manager

Signed for and on behalf of Food Standards Agency

Name: Mark Croft

Job Title: Procurement Category Manager

Signature:



Date: 1st August 2019

We accept the terms set out in this letter and its Annexes, including the Conditions.

Signed for and on behalf of BritainThinks

Name: EMILY FU

Job Title: RESEARCH DIRECTOR

Signature:



Date: 31/07/19

## Annex 1

### Terms and Conditions of Contract for Services

#### 1 Interpretation

1.1 In these terms and conditions:

- “Agreement” means the contract between (i) the Customer acting as part of the Crown and (ii) the Supplier constituted by the Supplier’s countersignature of the Award Letter and includes the Award Letter and Annexes;
- “Award Letter” means the letter from the Customer to the Supplier printed above these terms and conditions;
- “Central Government Body” means a body listed in one of the following sub-categories of the Central Government classification of the Public Sector Classification Guide, as published and amended from time to time by the Office for National Statistics:
- (a) Government Department;
  - (b) Non-Departmental Public Body or Assembly Sponsored Public Body (advisory, executive, or tribunal);
  - (c) Non-Ministerial Department; or
  - (d) Executive Agency;
- “Charges” means the charges for the Services as specified in the Award Letter;
- “Confidential Information” means all information, whether written or oral (however recorded), provided by the disclosing Party to the receiving Party and which (i) is known by the receiving Party to be confidential; (ii) is marked as or stated to be confidential; or (iii) ought reasonably to be considered by the receiving Party to be confidential;
- “Supplier Personnel” means all directors, officers, employees, agents, consultants and Suppliers of the Supplier and/or of any Sub-Supplier engaged in the performance of its obligations under this Agreement;
- “Controller, Processor, Data Subject, Personal Data, Personal Data Breach, Data Protection Officer” take the meaning given in the GDPR;
- “Customer” means the person named as Customer in the Award Letter;
- “DPA” means the Data Protection Act 1998;
- “DPA 2018” means Data Protection Act 2018
- “Data Loss Event” means any event that results, or may result, in unauthorised access to Personal Data held by the Processor under this Agreement, and/or actual or potential loss and/or destruction of Personal Data in breach of this Agreement, including any Personal Data Breach;

“Data Protection Impact Assessment”	means an assessment by the Controller of the impact of the envisaged processing on the protection of Personal Data;
“Data Protection Legislation”	means (i) the GDPR, the LED and any applicable national implementing Laws as amended from time to time (ii) the DPA 2018 to the extent that it relates to processing of personal data and privacy; (iii) all applicable Law about the processing of personal data and privacy;
“Data Subject Access Request”	means a request made by, or on behalf of, a Data Subject in accordance with rights granted pursuant to the Data Protection Legislation to access their Personal Data;
“Expiry Date”	means the date for expiry of the Agreement as set out in the Award Letter;
“FOIA”	means the Freedom of Information Act 2000;
“GDPR”	means the General Data Protection Regulation (Regulation (EU) 2016/679);
“Information”	has the meaning given under section 84 of the FOIA;
“Joint Controllers”	where two or more Controllers jointly determine the purposes and means of processing
“Key Personnel”	means any persons specified as such in the Award Letter or otherwise notified as such by the Customer to the Supplier in writing;
“Law”	means any law, subordinate legislation within the meaning of Section 21(1) of the Interpretation Act 1978, bye-law, enforceable right within the meaning of Section 2 of the European Communities Act 1972, regulation, order, regulatory policy, mandatory guidance or code of practice, judgment of a relevant court of law, or directives or requirements with which the Supplier is bound to comply;
“LED”	means Law Enforcement Directive (Directive (EU) 2016/680);
“Party”	means a Party to this Agreement;
“Personal Data”	means personal data (as defined in the DPA) which is processed by the Supplier or any Staff on behalf of the Customer pursuant to or in connection with this Agreement;
Processor Personnel:	means all directors, officers, employees, agents, consultants and contractors of the Processor and/or of any Sub-Processor engaged in the performance of its obligations under this Agreement
“Protective Measures”	means appropriate technical and organisational measures which may include: pseudonymising and encrypting Personal Data, ensuring confidentiality, integrity, availability and resilience of systems and services, ensuring that availability of and access to Personal Data can be restored in a timely manner after an incident, and regularly assessing and evaluating the effectiveness of the such measures adopted by it including those outlined in Schedule A;
“Purchase Order Number”	means the Customer’s unique number relating to the supply of the Services;
“Request for Information”	has the meaning set out in the FOIA or the Environmental Information Regulations 2004 as relevant (where the meaning set out for the term “request” shall apply);
“Services”	means the services to be supplied by the Supplier to the Customer under the Agreement;

“Specification”	means the specification for the Services (including as to quantity, description and quality) as specified in the Award Letter;
“Staff”	means all directors, officers, employees, agents, consultants and Suppliers of the Supplier and/or of any sub-Supplier of the Supplier engaged in the performance of the Supplier’s obligations under the Agreement;
“Staff Vetting Procedures”	means vetting procedures that accord with good industry practice or, where requested by the Customer, the Customer’s procedures for the vetting of personnel as provided to the Supplier from time to time;
“Sub-processor”	means any third Party appointed to process Personal Data on behalf of the Processor related to this Agreement;
“Supplier”	means the person named as Supplier in the Award Letter;
“Term”	means the period from the start date of the Agreement set out in the Award Letter to the Expiry Date as such period may be extended in accordance with clause 4.2 or terminated in accordance with the terms and conditions of the Agreement;
“VAT”	means value added tax in accordance with the provisions of the Value Added Tax Act 1994; and
“Working Day”	means a day (other than a Saturday or Sunday) on which banks are open for business in the City of London.

- 1.2 In these terms and conditions, unless the context otherwise requires:
- 1.2.1 references to numbered clauses are references to the relevant clause in these terms and conditions;
  - 1.2.2 any obligation on any Party not to do or omit to do anything shall include an obligation not to allow that thing to be done or omitted to be done;
  - 1.2.3 the headings to the clauses of these terms and conditions are for information only and do not affect the interpretation of the Agreement;
  - 1.2.4 any reference to an enactment includes reference to that enactment as amended or replaced from time to time and to any subordinate legislation or byelaw made under that enactment; and
  - 1.2.5 the word ‘including’ shall be understood as meaning ‘including without limitation’.

## **2 Basis of Agreement**

- 2.1 The Award Letter constitutes an offer by the Customer to purchase the Services subject to and in accordance with the terms and conditions of the Agreement.
- 2.2 The offer comprised in the Award Letter shall be deemed to be accepted by the Supplier on receipt by the Customer of a copy of the Award Letter countersigned by the Supplier within 7 days of the date of the Award Letter.

## **3 Supply of Services**

- 3.1 In consideration of the Customer’s agreement to pay the Charges, the Supplier shall supply the Services to the Customer for the Term subject to and in accordance with the terms and conditions of the Agreement.
- 3.2 In supplying the Services, the Supplier shall:
  - 3.2.1 co-operate with the Customer in all matters relating to the Services and comply with all the Customer’s instructions;

- 3.2.2 perform the Services with all reasonable care, skill and diligence in accordance with good industry practice in the Supplier's industry, profession or trade;
  - 3.2.3 use Staff who are suitably skilled and experienced to perform tasks assigned to them, and in sufficient number to ensure that the Supplier's obligations are fulfilled in accordance with the Agreement;
  - 3.2.4 ensure that the Services shall conform with all descriptions and specifications set out in the Specification;
  - 3.2.5 comply with all applicable laws; and
  - 3.2.6 provide all equipment, tools and vehicles and other items as are required to provide the Services.
- 3.3 The Customer may by written notice to the Supplier at any time request a variation to the scope of the Services. In the event that the Supplier agrees to any variation to the scope of the Services, the Charges shall be subject to fair and reasonable adjustment to be agreed in writing between the Customer and the Supplier.

#### **4 Term**

- 4.1 The Agreement shall take effect on the date specified in Award Letter and shall expire on the Expiry Date, unless it is otherwise extended in accordance with clause 4.2 or terminated in accordance with the terms and conditions of the Agreement.
- 4.2 The Customer may extend the Agreement for a period of up to 6 months by giving not less than 10 Working Days' notice in writing to the Supplier prior to the Expiry Date. The terms and conditions of the Agreement shall apply throughout any such extended period.

#### **5 Charges, Payment and Recovery of Sums Due**

- 5.1 The Charges for the Services shall be as set out in the Award Letter and shall be the full and exclusive remuneration of the Supplier in respect of the supply of the Services. Unless otherwise agreed in writing by the Customer, the Charges shall include every cost and expense of the Supplier directly or indirectly incurred in connection with the performance of the Services.
- 5.2 All amounts stated are exclusive of VAT which shall be charged at the prevailing rate. The Customer shall, following the receipt of a valid VAT invoice, pay to the Supplier a sum equal to the VAT chargeable in respect of the Services.
- 5.3 The Supplier shall invoice the Customer as specified in the Agreement. Each invoice shall include such supporting information required by the Customer to verify the accuracy of the invoice, including the relevant Purchase Order Number and a breakdown of the Services supplied in the invoice period.
- 5.4 In consideration of the supply of the Services by the Supplier, the Customer shall pay the Supplier the invoiced amounts no later than 30 days after verifying that the invoice is valid and undisputed and includes a valid Purchase Order Number. The Customer may, without prejudice to any other rights and remedies under the Agreement, withhold or reduce payments in the event of unsatisfactory performance.
- 5.5 If the Customer fails to consider and verify an invoice in a timely fashion the invoice shall be regarded as valid and undisputed for the purpose of paragraph 5.4 after a reasonable time has passed.
- 5.6 If there is a dispute between the Parties as to the amount invoiced, the Customer shall pay the undisputed amount. The Supplier shall not suspend the supply of the Services unless the Supplier is entitled to terminate the Agreement for a failure to pay undisputed sums in

accordance with clause 16.4. Any disputed amounts shall be resolved through the dispute resolution procedure detailed in clause 19.

- 5.7 If a payment of an undisputed amount is not made by the Customer by the due date, then the Customer shall pay the Supplier interest at the interest rate specified in the Late Payment of Commercial Debts (Interest) Act 1998.
- 5.8 Where the Supplier enters into a sub-contract, the Supplier shall include in that sub-contract:
- 5.8.1 provisions having the same effects as clauses 5.3 to 5.7 of this Agreement; and
  - 5.8.2 a provision requiring the counterparty to that sub-contract to include in any sub-contract which it awards provisions having the same effect as 5.3 to 5.8 of this Agreement.
  - 5.8.3 In this clause 5.8, “sub-contract” means a contract between two or more suppliers, at any stage of remoteness from the Authority in a subcontracting chain, made wholly or substantially for the purpose of performing (or contributing to the performance of) the whole or any part of this Agreement.
- 5.9 If any sum of money is recoverable from or payable by the Supplier under the Agreement (including any sum which the Supplier is liable to pay to the Customer in respect of any breach of the Agreement), that sum may be deducted unilaterally by the Customer from any sum then due, or which may come due, to the Supplier under the Agreement or under any other agreement or contract with the Customer. The Supplier shall not be entitled to assert any credit, set-off or counterclaim against the Customer in order to justify withholding payment of any such amount in whole or in part.

## **6 Premises and equipment**

- 6.1 If necessary, the Customer shall provide the Supplier with reasonable access at reasonable times to its premises for the purpose of supplying the Services. All equipment, tools and vehicles brought onto the Customer’s premises by the Supplier or the Staff shall be at the Supplier’s risk.
- 6.2 If the Supplier supplies all or any of the Services at or from the Customer’s premises, on completion of the Services or termination or expiry of the Agreement (whichever is the earlier) the Supplier shall vacate the Customer’s premises, remove the Supplier’s plant, equipment and unused materials and all rubbish arising out of the provision of the Services and leave the Customer’s premises in a clean, safe and tidy condition. The Supplier shall be solely responsible for making good any damage to the Customer’s premises or any objects contained on the Customer’s premises which is caused by the Supplier or any Staff, other than fair wear and tear.
- 6.3 If the Supplier supplies all or any of the Services at or from its premises or the premises of a third party, the Customer may, during normal business hours and on reasonable notice, inspect and examine the manner in which the relevant Services are supplied at or from the relevant premises.
- 6.4 The Customer shall be responsible for maintaining the security of its premises in accordance with its standard security requirements. While on the Customer’s premises the Supplier shall, and shall procure that all Staff shall, comply with all the Customer’s security requirements.
- 6.5 Where all or any of the Services are supplied from the Supplier’s premises, the Supplier shall, at its own cost, comply with all security requirements specified by the Customer in writing.

6.6 Without prejudice to clause 3.2.6, any equipment provided by the Customer for the purposes of the Agreement shall remain the property of the Customer and shall be used by the Supplier and the Staff only for the purpose of carrying out the Agreement. Such equipment shall be returned promptly to the Customer on expiry or termination of the Agreement.

6.7 The Supplier shall reimburse the Customer for any loss or damage to the equipment (other than deterioration resulting from normal and proper use) caused by the Supplier or any Staff. Equipment supplied by the Customer shall be deemed to be in a good condition when received by the Supplier or relevant Staff unless the Customer is notified otherwise in writing within 5 Working Days.

## **7 Staff and Key Personnel**

7.1 If the Customer reasonably believes that any of the Staff are unsuitable to undertake work in respect of the Agreement, it may, by giving written notice to the Supplier:

- 7.1.1 refuse admission to the relevant person(s) to the Customer's premises;
- 7.1.2 direct the Supplier to end the involvement in the provision of the Services of the relevant person(s); and/or
- 7.1.3 require that the Supplier replace any person removed under this clause with another suitably qualified person and procure that any security pass issued by the Customer to the person removed is surrendered,

and the Supplier shall comply with any such notice.

7.2 The Supplier shall:

- 7.2.1 ensure that all Staff are vetted in accordance with the Staff Vetting Procedures;
- 7.2.2 if requested, provide the Customer with a list of the names and addresses (and any other relevant information) of all persons who may require admission to the Customer's premises in connection with the Agreement; and
- 7.2.3 procure that all Staff comply with any rules, regulations and requirements reasonably specified by the Customer.

7.3 Any Key Personnel shall not be released from supplying the Services without the agreement of the Customer, except by reason of long-term sickness, maternity leave, paternity leave, termination of employment or other extenuating circumstances.

7.4 Any replacements to the Key Personnel shall be subject to the prior written agreement of the Customer (not to be unreasonably withheld). Such replacements shall be of at least equal status or of equivalent experience and skills to the Key Personnel being replaced and be suitable for the responsibilities of that person in relation to the Services.

## **8 Assignment and sub-contracting**

8.1 The Supplier shall not without the written consent of the Customer assign, sub-contract, novate or in any way dispose of the benefit and/ or the burden of the Agreement or any part of the Agreement. The Customer may, in the granting of such consent, provide for additional terms and conditions relating to such assignment, sub-contract, novation or disposal. The Supplier shall be responsible for the acts and omissions of its sub-Suppliers as though those acts and omissions were its own.

8.2 Where the Customer has consented to the placing of sub-contracts, the Supplier shall, at the request of the Customer, send copies of each sub-contract, to the Customer as soon as is reasonably practicable.

8.3 The Customer may assign, novate, or otherwise dispose of its rights and obligations under the Agreement without the consent of the Supplier provided that such assignment, novation or disposal shall not increase the burden of the Supplier's obligations under the

Agreement.

## **9 Intellectual Property Rights**

9.1 All intellectual property rights in any materials provided by the Customer to the Supplier for the purposes of this Agreement shall remain the property of the Customer but the Customer hereby grants the Supplier a royalty-free, non-exclusive and non-transferable licence to use such materials as required until termination or expiry of the Agreement for the sole purpose of enabling the Supplier to perform its obligations under the Agreement.

9.2 All intellectual property rights in any materials created or developed by the Supplier pursuant to the Agreement or arising as a result of the provision of the Services shall vest in the Supplier. If, and to the extent, that any intellectual property rights in such materials vest in the Customer by operation of law, the Customer hereby assigns to the Supplier by way of a present assignment of future rights that shall take place immediately on the coming into existence of any such intellectual property rights all its intellectual property rights in such materials (with full title guarantee and free from all third party rights).

9.3 The Supplier hereby grants the Customer:

9.3.1 a perpetual, royalty-free, irrevocable, non-exclusive licence (with a right to sub-license) to use all intellectual property rights in the materials created or developed pursuant to the Agreement and any intellectual property rights arising as a result of the provision of the Services; and

9.3.2 a perpetual, royalty-free, irrevocable and non-exclusive licence (with a right to sub-license) to use:

(a) any intellectual property rights vested in or licensed to the Supplier on the date of the Agreement; and

(b) any intellectual property rights created during the Term but which are neither created or developed pursuant to the Agreement nor arise as a result of the provision of the Services,

including any modifications to or derivative versions of any such intellectual property rights, which the Customer reasonably requires in order to exercise its rights and take the benefit of the Agreement including the Services provided.

9.4 The Supplier shall indemnify, and keep indemnified, the Customer in full against all costs, expenses, damages and losses (whether direct or indirect), including any interest, penalties, and reasonable legal and other professional fees awarded against or incurred or paid by the Customer as a result of or in connection with any claim made against the Customer for actual or alleged infringement of a third party's intellectual property arising out of, or in connection with, the supply or use of the Services, to the extent that the claim is attributable to the acts or omission of the Supplier or any Staff.

## **10 Governance and Records**

10.1 The Supplier shall:

10.1.1 attend progress meetings with the Customer at the frequency and times specified by the Customer and shall ensure that its representatives are suitably qualified to attend such meetings; and

10.1.2 submit progress reports to the Customer at the times and in the format specified by the Customer.

10.2 The Supplier shall keep and maintain until 6 years after the end of the Agreement, or as long a period as may be agreed between the Parties, full and accurate records of the

Agreement including the Services supplied under it and all payments made by the Customer. The Supplier shall on request afford the Customer or the Customer's representatives such access to those records as may be reasonably requested by the Customer in connection with the Agreement.

## **11 Confidentiality, Transparency and Publicity**

11.1 Subject to clause 11.2, each Party shall:

11.1.1 treat all Confidential Information it receives as confidential, safeguard it accordingly and not disclose it to any other person without the prior written permission of the disclosing Party; and

11.1.2 not use or exploit the disclosing Party's Confidential Information in any way except for the purposes anticipated under the Agreement.

11.2 Notwithstanding clause 11.1, a Party may disclose Confidential Information which it receives from the other Party:

11.2.1 where disclosure is required by applicable law or by a court of competent jurisdiction;

11.2.2 to its auditors or for the purposes of regulatory requirements;

11.2.3 on a confidential basis, to its professional advisers;

11.2.4 to the Serious Fraud Office where the Party has reasonable grounds to believe that the other Party is involved in activity that may constitute a criminal offence under the Bribery Act 2010;

11.2.5 where the receiving Party is the Supplier, to the Staff on a need to know basis to enable performance of the Supplier's obligations under the Agreement provided that the Supplier shall procure that any Staff to whom it discloses Confidential Information pursuant to this clause 11.2.5 shall observe the Supplier's confidentiality obligations under the Agreement; and

11.2.6 where the receiving Party is the Customer:

(a) on a confidential basis to the employees, agents, consultants and Suppliers of the Customer;

(b) on a confidential basis to any other Central Government Body, any successor body to a Central Government Body or any company to which the Customer transfers or proposes to transfer all or any part of its business;

(c) to the extent that the Customer (acting reasonably) deems disclosure necessary or appropriate in the course of carrying out its public functions; or

(d) in accordance with clause 12.

and for the purposes of the foregoing, references to disclosure on a confidential basis shall mean disclosure subject to a confidentiality agreement or arrangement containing terms no less stringent than those placed on the Customer under this clause 11.

11.3 The Parties acknowledge that, except for any information which is exempt from disclosure in accordance with the provisions of the FOIA, the content of the Agreement is not Confidential Information and the Supplier hereby gives its consent for the Customer to publish this Agreement in its entirety to the general public (but with any information that is exempt from disclosure in accordance with the FOIA redacted) including any changes to the Agreement agreed from time to time. The Customer may consult with the Supplier to inform its decision

regarding any redactions but shall have the final decision in its absolute discretion whether any of the content of the Agreement is exempt from disclosure in accordance with the provisions of the FOIA.

- 11.4 The Supplier shall not, and shall take reasonable steps to ensure that the Staff shall not, make any press announcement or publicise the Agreement or any part of the Agreement in any way, except with the prior written consent of the Customer.

## **12 Freedom of Information**

- 12.1 The Supplier acknowledges that the Customer is subject to the requirements of the FOIA and the Environmental Information Regulations 2004 and shall:

12.1.1 provide all necessary assistance and cooperation as reasonably requested by the Customer to enable the Customer to comply with its obligations under the FOIA and the Environmental Information Regulations 2004;

12.1.2 transfer to the Customer all Requests for Information relating to this Agreement that it receives as soon as practicable and in any event within 2 Working Days of receipt;

12.1.3 provide the Customer with a copy of all Information belonging to the Customer requested in the Request for Information which is in its possession or control in the form that the Customer requires within 5 Working Days (or such other period as the Customer may reasonably specify) of the Customer's request for such Information; and

12.1.4 not respond directly to a Request for Information unless authorised in writing to do so by the Customer.

- 12.2 The Supplier acknowledges that the Customer may be required under the FOIA and the Environmental Information Regulations 2004 to disclose Information concerning the Supplier or the Services (including commercially sensitive information) without consulting or obtaining consent from the Supplier. In these circumstances the Customer shall, in accordance with any relevant guidance issued under the FOIA, take reasonable steps, where appropriate, to give the Supplier advance notice, or failing that, to draw the disclosure to the Supplier's attention after any such disclosure.

- 12.3 Notwithstanding any other provision in the Agreement, the Customer shall be responsible for determining in its absolute discretion whether any Information relating to the Supplier or the Services is exempt from disclosure in accordance with the FOIA and/or the Environmental Information Regulations 2004.

## **13 Data Protection**

- 13.1 The Parties acknowledge that for the purposes of the Data Protection Legislation, the Customer is the Controller and the Supplier is the Processor unless otherwise specified in Schedule A. The only processing that the Processor is authorised to do is listed in Schedule A by the Controller and may not be determined by the Processor.

- 13.2 The Processor shall notify the Controller immediately if it considers that any of the Controller's instructions infringe the Data Protection Legislation.

- 13.3 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 operations and the purpose of the processing;

- (b) an assessment of the necessity and proportionality of the processing operations in relation to the Services;
- (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.

13.4 The Processor shall, in relation to any Personal Data processed in connection with its obligations under this Agreement:

- (a) process that Personal Data only in accordance with Schedule A, unless the Processor is required to do otherwise by Law. If it is so required the Processor shall promptly notify the Controller before processing the Personal Data unless prohibited by Law;
- (b) ensure that it has in place Protective Measures, which are appropriate to protect against a Data Loss Event, 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 Data Loss Event;
  - (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 this Agreement (and in particular Schedule A);
  - (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 clause;
    - (B) are subject to appropriate confidentiality undertakings with the Processor or any Sub-processor;
    - (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 this Agreement; and
    - (D) have undergone adequate training in the use, care, protection and handling of Personal Data; and
- (d) not transfer Personal Data outside of the 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 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;
- (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 Agreement unless the Processor is required by Law to retain the Personal Data.

13.5 Subject to clause 1.6, the Processor shall notify the Controller immediately if it:

- (a) receives a Data Subject Request (or purported Data Subject 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 this Agreement;
- (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 Data Loss Event.

13.6 The Processor's obligation to notify under clause 1.5 shall include the provision of further information to the Controller in phases, as details become available.

13.7 Taking into account the nature of the processing, the Processor shall provide the Controller with full assistance in relation to either Party's obligations under Data Protection Legislation and any complaint, communication or request made under clause 1.5 (and insofar as possible within the timescales reasonably required by the Controller) including by promptly providing:

- (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 the Controller to comply with a Data Subject 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 Data Loss Event;
- (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.

- 13.8 The Processor shall maintain complete and accurate records and information to demonstrate its compliance with this clause. 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 GDPR or Personal Data relating to criminal convictions and offences referred to in Article 10 of the GDPR; or
  - (c) the Controller determines that the processing is likely to result in a risk to the rights and freedoms of Data Subjects.
- 13.9 The Processor shall allow for audits of its Data Processing activity by the Controller or the Controller's designated auditor.
- 13.10 Each Party shall designate its own data protection officer if required by the Data Protection Legislation.
- 13.11 Before allowing any Sub-processor to process any Personal Data related to this Agreement, the Processor must:
- (a) notify the Controller in writing of the intended Sub-processor and processing;
  - (b) obtain the written consent of the Controller;
  - (c) enter into a written agreement with the Sub-processor which give effect to the terms set out in this clause [X] such that they apply to the Sub-processor; and
  - (d) provide the Controller with such information regarding the Sub-processor as the Controller may reasonably require.
- 13.12 The Processor shall remain fully liable for all acts or omissions of any of its Sub-processors.
- 13.13 The Controller may, at any time on not less than 30 Working Days' notice, revise this clause 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 this Agreement).
- 13.14 The Parties agree to take account of any guidance issued by the Information Commissioner's Office. The Controller may on not less than 30 Working Days' notice to the Processor amend this agreement to ensure that it complies with any guidance issued by the Information Commissioner's Office.
- 13.15 Where the Parties include two or more Joint Controllers as identified in Schedule A in accordance with GDPR Article 26, those Parties shall enter into a Joint Controller Agreement based on the terms outlined in Schedule [Y] in replacement of Clauses 1.1-1.14 for the Personal Data under Joint Control.

## **14 Liability**

- 14.1 The Supplier shall not be responsible for any injury, loss, damage, cost or expense suffered by the Customer if and to the extent that it is caused by the negligence or wilful misconduct of the Customer or by breach by the Customer of its obligations under the Agreement.
- 14.2 Subject always to clauses 14.3 and 14.4:
- 14.2.1 the aggregate liability of the Supplier in respect of all defaults, claims, losses or damages howsoever caused, whether arising from breach of the Agreement, the supply or failure to supply of the Services, misrepresentation (whether tortious or statutory), tort (including negligence), breach of statutory duty or otherwise shall in no event exceed a sum equal to 125% of the Charges paid or payable to the Supplier; and
- 14.2.2 except in the case of claims arising under clauses 9.4 and 18.3, in no event shall the Supplier be liable to the Customer for any:
- (a) loss of profits;
  - (b) loss of business;
  - (c) loss of revenue;
  - (d) loss of or damage to goodwill;
  - (e) loss of savings (whether anticipated or otherwise); and/or
  - (f) any indirect, special or consequential loss or damage.
- 14.3 Nothing in the Agreement shall be construed to limit or exclude either Party's liability for:
- 14.3.1 death or personal injury caused by its negligence or that of its Staff;
- 14.3.2 fraud or fraudulent misrepresentation by it or that of its Staff; or
- 14.3.3 any other matter which, by law, may not be excluded or limited.
- 14.4 The Supplier's liability under the indemnity in clause 9.4 and 18.3 shall be unlimited.

## **15 Force Majeure**

Neither Party shall have any liability under or be deemed to be in breach of the Agreement for any delays or failures in performance of the Agreement which result from circumstances beyond the reasonable control of the Party affected. Each Party shall promptly notify the other Party in writing when such circumstances cause a delay or failure in performance and when they cease to do so. If such circumstances continue for a continuous period of more than two months, either Party may terminate the Agreement by written notice to the other Party.

## **16 Termination**

- 16.1 The Customer may terminate the Agreement at any time by notice in writing to the Supplier to take effect on any date falling at least 1 month (or, if the Agreement is less than 3 months in duration, at least 10 Working Days) later than the date of service of the relevant notice.
- 16.2 Without prejudice to any other right or remedy it might have, the Customer may terminate the Agreement by written notice to the Supplier with immediate effect if the Supplier:
- 16.2.1 (without prejudice to clause 16.2.5), is in material breach of any obligation under the Agreement which is not capable of remedy;
- 16.2.2 repeatedly breaches any of the terms and conditions of the Agreement in such a manner as to reasonably justify the opinion that its conduct is inconsistent with it



17.3 The Supplier shall:

17.3.1 perform its obligations under the Agreement in accordance with all applicable equality Law and the Customer's equality and diversity policy as provided to the Supplier from time to time; and

17.3.2 take all reasonable steps to secure the observance of clause 17.3.1 by all Staff.

17.4 The Supplier shall supply the Services in accordance with the Customer's environmental policy as provided to the Supplier from time to time.

17.5 The Supplier shall comply with, and shall ensure that its Staff shall comply with, the provisions of:

17.5.1 the Official Secrets Acts 1911 to 1989; and

17.5.2 section 182 of the Finance Act 1989.

## 18 Prevention of Fraud and Corruption

18.1 The Supplier shall not offer, give, or agree to give anything, to any person an inducement or reward for doing, refraining from doing, or for having done or refrained from doing, any act in relation to the obtaining or execution of the Agreement or for showing or refraining from showing favour or disfavour to any person in relation to the Agreement.

18.2 The Supplier shall take all reasonable steps, in accordance with good industry practice, to prevent fraud by the Staff and the Supplier (including its shareholders, members and directors) in connection with the Agreement and shall notify the Customer immediately if it has reason to suspect that any fraud has occurred or is occurring or is likely to occur.

18.3 If the Supplier or the Staff engages in conduct prohibited by clause 18.1 or commits fraud in relation to the Agreement or any other contract with the Crown (including the Customer) the Customer may:

18.3.1 terminate the Agreement and recover from the Supplier the amount of any loss suffered by the Customer resulting from the termination, including the cost reasonably incurred by the Customer of making other arrangements for the supply of the Services and any additional expenditure incurred by the Customer throughout the remainder of the Agreement; or

18.3.2 recover in full from the Supplier any other loss sustained by the Customer in consequence of any breach of this clause.

## 19 Dispute Resolution

19.1 The Parties shall attempt in good faith to negotiate a settlement to any dispute between them arising out of or in connection with the Agreement and such efforts shall involve the escalation of the dispute to an appropriately senior representative of each Party.

19.2 If the dispute cannot be resolved by the Parties within one month of being escalated as referred to in clause 19.1, the dispute may by agreement between the Parties be referred to a neutral adviser or mediator (the "**Mediator**") chosen by agreement between the Parties. All negotiations connected with the dispute shall be conducted in confidence and without prejudice to the rights of the Parties in any further proceedings.

19.3 If the Parties fail to appoint a Mediator within one month, or fail to enter into a written agreement resolving the dispute within one month of the Mediator being appointed, either Party may exercise any remedy it has under applicable law.

## 20 General

20.1 Each of the Parties represents and warrants to the other that it has full capacity and

authority, and all necessary consents, licences and permissions to enter into and perform its obligations under the Agreement, and that the Agreement is executed by its duly authorised representative.

- 20.2 A person who is not a party to the Agreement shall have no right to enforce any of its provisions which, expressly or by implication, confer a benefit on him, without the prior written agreement of the Parties.
- 20.3 The Agreement cannot be varied except in writing signed by a duly authorised representative of both the Parties.
- 20.4 The Agreement contains the whole agreement between the Parties and supersedes and replaces any prior written or oral agreements, representations or understandings between them. The Parties confirm that they have not entered into the Agreement on the basis of any representation that is not expressly incorporated into the Agreement. Nothing in this clause shall exclude liability for fraud or fraudulent misrepresentation.
- 20.5 Any waiver or relaxation either partly, or wholly of any of the terms and conditions of the Agreement shall be valid only if it is communicated to the other Party in writing and expressly stated to be a waiver. A waiver of any right or remedy arising from a breach of contract shall not constitute a waiver of any right or remedy arising from any other breach of the Agreement.
- 20.6 The Agreement shall not constitute or imply any partnership, joint venture, agency, fiduciary relationship or other relationship between the Parties other than the contractual relationship expressly provided for in the Agreement. Neither Party shall have, nor represent that it has, any authority to make any commitments on the other Party's behalf.
- 20.7 Except as otherwise expressly provided by the Agreement, all remedies available to either Party for breach of the Agreement (whether under the Agreement, statute or common law) are cumulative and may be exercised concurrently or separately, and the exercise of one remedy shall not be deemed an election of such remedy to the exclusion of other remedies.
- 20.8 If any provision of the Agreement is prohibited by law or judged by a court to be unlawful, void or unenforceable, the provision shall, to the extent required, be severed from the Agreement and rendered ineffective as far as possible without modifying the remaining provisions of the Agreement, and shall not in any way affect any other circumstances of or the validity or enforcement of the Agreement.

## **21 Notices**

- 21.1 Any notice to be given under the Agreement shall be in writing and may be served by personal delivery, first class recorded or, subject to clause 21.3, e-mail to the address of the relevant Party set out in the Award Letter, or such other address as that Party may from time to time notify to the other Party in accordance with this clause:
- 21.2 Notices served as above shall be deemed served on the Working Day of delivery provided delivery is before 5.00pm on a Working Day. Otherwise delivery shall be deemed to occur on the next Working Day. An email shall be deemed delivered when sent unless an error message is received.
- 21.3 Notices under clauses 15 (Force Majeure) and 16 (Termination) may be served by email only if the original notice is then sent to the recipient by personal delivery or recorded delivery in the manner set out in clause 21.1.

## **22 Governing Law and Jurisdiction**

The validity, construction and performance of the Agreement, and all contractual and non contractual matters arising out of it, shall be governed by English law and shall be subject to the exclusive jurisdiction of the English courts to which the Parties submit.

**Schedule A: Schedule of Processing, Personal Data and Data Subjects**

This Schedule 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 Schedule shall be with the Controller at its absolute discretion.

Description	Details
Identity of the Controller and Processor	<p>The Parties acknowledge that for the purposes of the Data Protection Legislation, the Customer is the Controller and the Contractor is the Processor in accordance with Clause 14.3.</p> <p>Controller: ██████████, Food Standards Agency, Clive House, London, SW1H 9EX</p> <p>Processor: ██████████ Britain Thinks, Somerset House, The Strand, WC2R 1LA</p>
Subject matter of the processing	<p>For the qualitative strand of the work the project will collect data from 16-25 years olds on their views and behaviours in relation to food. This will be done iteratively with a group of 32 x young people, through a combination of online, face-to-face and ethnographic engagement including:</p> <p>Eight deliberative discussion groups on how food fits into the lives of Gen Z</p> <p>One-week online community, which will gain insight into their day-to-day food behaviours. As participants can complete the activities flexibly online or on their smart-phones, they will capture food behaviours and their feelings about different food occasions in-the-moment.</p> <p>Filmed ethnographic interviews will also be conducted with a small number of participants to explore attitudes in greater depth. Interviews will take place in participants' homes, lasting for 3 hours.</p> <p>For the quantitative survey Britain Thinks will work with Populus Data Solutions (PDS). The survey requires the collection of individual level responses on food issues.</p> <p>For the full quantitative survey, participants are to be recruited by PDS, who will pass all data to the processor once the required number of surveys have been collected. The sub-contractor will comply with GDPR by destroying all survey records once they have meet the terms of their service.</p>
Duration of the processing	Processing will take place between August 2019 and January 2020

<p>Nature and purposes of the processing</p>	<p>The nature of the processing means the following operations:</p> <ul style="list-style-type: none"> <li>• Analysis of 8 deliberative discussions</li> <li>• Analysis of online forums</li> <li>• Analysis of 5 ethnographic interviews</li> <li>• Receiving data from the survey firm</li> <li>• Generation of descriptive statistics</li> <li>• The omnibus sample can be analysed by all standard demographics including gender, age, ethnicity, socio-economic group, education, region, marital and family status and responsibility for grocery shopping.</li> <li>• Use of all above data in production of final report</li> </ul> <p>The purpose(s) of the processing is to analyse the views of generation Z in relation to food.</p>
<p>Type of Personal Data being Processed</p>	<p>Both personal data and special category data will be processed.</p> <p>For the qualitative research data on age, gender, and socio- economic status, ethnicity, living situation and dietary preferences, will be collected. Addresses will be required for those doing ethnographic interviews.</p> <p>For the survey, the data processed is age, gender, region, marital status and responsibility for shopping.</p>
<p>Categories of Data Subject</p>	<p>Members of the public</p>

<p>Plan for return and destruction of the data once the processing is complete</p> <p>UNLESS requirement under union or member state law to preserve that type of data</p>	<p>For the survey, once the data is provided the original copy will be destroyed in a timely manner by PDS. This will break the link between respondent and identification as we have no need to re-sample from the full sample population of respondents.</p> <p>Britain Thinks' data retention policy is that participants data will be held for 12 months after the end of the project, after which point it will be deleted securely. This will apply for the qualitative aspect of the project.</p> <p>Disposal of information at the end of retention periods 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>
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## Annex 2 – Specification

### Summary

Develop and deliver a project applying methods of social science enquiry to explore how people between 16-25 interact with the food system.

### Food Standards Agency (FSA)

The Food Standards Agency is a non-ministerial government department governed by a Board appointed to act in the public interest, with the task of protecting consumers in relation to food. It is a UK-wide body with offices in London, Cardiff, Belfast and York.

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](http://www.food.gov.uk)). For science projects we will encourage contractors 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 underpinning data from all of its science- and evidence-gathering projects. Underpinning data should also be published in an open, accessible, and re-usable format, such that the data can be made available to future researchers and the maximum benefit is derived from it. The Agency has established the key principles for release of underpinning data that will be applied to all new science- and evidence-gathering projects which we would expect contractors to comply with. These can be found at <http://www.food.gov.uk/about-us/data-and-policies/underpinning-data>

## A. THE SPECIFICATION

### Background

This project is part of a [Strategic Evidence Programme](#) which addresses FSA cross-cutting and longer-term evidence needs. These needs are outlined in the [FSA Strategic Plan 2015–2020](#) and [FSA Science, Evidence and Information Strategy 2015–2020](#), where all work is conducted to achieve the ultimate FSA aim of “Food we can trust”.

The Food Standards Agency was created to ensure food safety and represent the interests of the consumer when it comes to food. Nearly twenty years since it was established we have seen the food system grow more complex and the ways that people access and share information, the way they group themselves, and their trust and expectations of Government, industry and authority shift.

As global connectivity soars, generational shifts could come to play a more important role in setting behaviour than socioeconomic differences do. Young people have become a potent influence on people of all ages and incomes, as well as on the way those people consume and relate to institutions, industries, systems and brands. Much of the discourse indicates that Generation Z (broadly those currently between 16-25) appear to be connecting to food, to global systems, to information and to institutions in new ways.

According to [a recent report by McKinsey](#) there are four core Gen Z behaviours.

- Gen Zers value individual expression and avoid labels.
- They mobilize themselves for a variety of causes.
- They believe profoundly in the efficacy of dialogue to solve conflicts and improve the world.
- Finally, they make decisions and relate to institutions in a highly analytical and pragmatic way.

The report above highlights three implications: consumption as access rather than possession, consumption as an expression of individual identity, and consumption as a matter of ethical concern.

It concludes that coupled with technological advances, this generational shift is transforming the consumer landscape in a way that cuts across all socioeconomic brackets and extends beyond Gen Z. Institutions must rethink how they deliver value to the consumer, rebalance scale and mass production against personalization, and—more than ever—practice what they preach when they address marketing issues and work ethics.

However, our [own tracking survey](#) indicates that those in the youngest age bracket (16-25) have tended to be less concerned about food issues than the total population.

- Those aged 16-25 mentioned concern for 6.8 issues on average, compared with 8.3 among the total population.
- Those aged 16-25 were least likely to be aware of the FSA (64% v 77% among total population), and of those aware of the FSA, those aged 16-25 were least likely to agree that the FSA is working on their behalf (55% compared to 64% among total population).
- Those aged 16-25 were also less likely to agree that they are “conscious of the wider impact of the food choices I make” (67%) compared to 75% among total population.
- However, concern about food waste among 16-25 year olds has increased from 37% at Wave 11 (November 2015) to 49% at Wave 17 (November 2018).

The Food Standards Agency would like to invite proposals for a project using methods of social science enquiry to understand more about

- how this rising generation views food and the food system,
- their interactions with it,
- their interests and aspirations for it,
- how they learn about it and share information and
- what is important to them.

Given the current and emerging nature of the issue it is unlikely that a review of published academic literature will suffice, though we would like any conclusions to be evaluated in the light of a review current thinking which may come from fields as diverse as philosophy, business or media studies as well as more traditional social science disciplines. Insights might also be drawn from survey data including our own published data.

However, it is likely that hypotheses from reading will be best tested through a combination of primary quantitative and deliberative qualitative research and we are interested in proposals which demonstrate how to apply social science methods to derive deep and broadly applicable evidence-based insights about this group to inform the FSA's strategic planning, policy and communications.

### **Research question**

How do people aged 16-25 interact with the food system, and insights might we glean from this to inform future policy?

### **Research aims**

Develop and deliver a project applying methods of social science enquiry to explore how people between 16-25

- view food and the food system,
- their interactions with it,
- their interests and aspirations for it,
- how they learn about it and share information about food and
- what is important to them.

### **Research method**

- Literature review: Rapid Evidence Assessment (RAE)
- Quantitative survey research
- Deliberative qualitative social research

### **Research deliverables**

- Academic research of publishable standard
- Including a full description of the review methodology (e.g. scope, search terms and databases, inclusion criteria), a summary of the evidence base with consideration of the quality and relevance of the documents reviewed, conclusions specifically addressing the research question and aims as well as detailed recommendations for FSA.
- Outputs: a scoping document, a final report, an abstract and executive summary, a slide deck.

### **Dissemination**

- We will inform and share thinking on this through workshops with partners across Government and the third sector. FSA will establish a light touch steering group including members of the Executive management team and the new FSA Social Science Committee.
- FSA will publish publicly on the FSA website. Insights will be presented to senior leaders in the FSA and across Government and internationally. They may later be used in meetings with NGOs and publicly.

## Annex 3 – Technical Proposal & Post Tender Clarifications

### Updated Technical Proposal dated 10/07/19

Lead Applicant's details							
Surname	Fu	First Name	Emily	Initial	EF	Titl e	M s
Organisation	BritainThinks	Department	BritainThinks				
Street Address	Somerset House						
Town/City	The Strand	Country	UK	Postcode	WC2R 1LA		
Telephone No	██████████	E-mail Address	██████████				
Is your organisation is a <b>small and medium enterprise</b> . (EU recommendation 2003/361/EC refers <a href="http://www.hmrc.gov.uk/manuals/cirdmanual/cird92800.htm">http://www.hmrc.gov.uk/manuals/cirdmanual/cird92800.htm</a> )			Yes				
TENDER SUMMARY							
TENDER Title							
Future Consumer – Food and Generation Z							
TENDER reference	FS307029						
Proposed Start date	24.06.19		Proposed	01.01.20			
1: TENDER SUMMARY AND OBJECTIVES							
A.TENDER SUMMARY							
Please give a brief summary of the proposed work in no more than 400 words.							
<p>We propose a three staged, iterative programme of research, in which we first refine the brief through a rigorous Rapid Evidence Assessment, then move into a two-staged deliberative process aimed at building understanding of this audience and exploring their preferences for policy positions, before moving into the final stage in which hypotheses are quantified and the views of this audience are compared to those of the general population.</p> <p>We have set out an overview of each stage of the research below:</p> <ol style="list-style-type: none"> <li>1) <b>Refining the project scope:</b> In this stage we will conduct the Rapid Evidence Assessment and conduct an internal workshop with your policy teams to refine the brief in light of the findings from the REA. This stage of the project will be particularly useful in helpful us to develop hypotheses around whether 16-25 year olds <i>differ</i> from other consumers, and how they differ from young people of past generations. This stage will also provide us with an opportunity to engage with your key internal stakeholders to collaboratively develop the brief and ensure the research design is informed by policy objectives.</li> <li>2) <b>Understanding this audience:</b> In this stage of the research we will explore the behaviours, values and knowledge of this audience over an extended time period, and work with them to deliberate on the issues to mutually develop policy positions. We will do this iteratively with a group of 32 x young people, through a combination of <b>online and face-to-face engagement</b> over a period of 8 weeks. This stage will include 5 x filmed, in home ethnographic interviews to bring to life key themes/ food identities to have emerged from the research.</li> <li>3) <b>Quantifying the results:</b> Finally, we will conduct a robust quantitative survey – to quantify the findings so far, and to compare some of the “Generation Z” attitudes with those of the wider population (most relevance for Objectives 4 &amp;5). We will conduct a 15-question nationally</li> </ol>							

representative poll of 2,250 individuals in England, Wales and Northern Ireland, using an online omnibus survey. This would include a total sample of 500 x 16-25 years olds – the parents of 16-17 year olds would be contacted to request their participation.

## B. OBJECTIVES AND RELEVANCE OF THE PROPOSED WORK TO THE FSA TENDER

### Objectives

Please detail how your proposed work can assist the agency in meeting its stated objectives and policy needs. Please number the objectives and add a short description. Please add more lines as necessary.

Objective Number	Objective Description
1	<p><b>Understand how 16-25 year olds engage with information about food and the food system, and how they share information</b></p> <p>We would meet this objective through:</p> <ul style="list-style-type: none"> <li>• Using the online community to map where participants get information about food, and if/where they are sharing any information about food (e.g. sharing screenshots of social media posts)</li> <li>• Using the deliberative discussion groups to explore means of engaging in debates and conversations about food</li> <li>• Ensuring at least one of the filmed ethnographic interviews has a focus on means of engaging with information about food, including a demonstration of digital and non-digital engagement.</li> <li>• Using the poll to quantify patterns of engagement with food including information types and sources</li> </ul>
2	<p>Understand how 16-25 year olds:</p> <ul style="list-style-type: none"> <li>• <b>make decisions about the food they buy, prepare and eat</b></li> <li>• <b>communicate about food (with peers, online etc)</b> <ul style="list-style-type: none"> <li>○ <b>the extent to which these elements interact</b></li> </ul> </li> </ul> <p>We would meet this objective through:</p> <ul style="list-style-type: none"> <li>• Using the online community to understand food behaviours through a week long diary task in which participants would track their food shopping and consumption behaviours</li> <li>• Using deliberative discussion groups to explore their 'food lives', including drivers of their food choices (health, ethics, convenience etc), and the influence of social media/peers on these choices</li> <li>• Using the filmed ethnographic interviews to bring to life the different food identities to have emerged from the research</li> <li>• Using the poll to quantify the priorities of this age group when making food choices and the resonance of different food identities</li> </ul>
3	<p>Understand how 16-25 year olds think and feel about the food system, including the values, aspirations, hopes and concerns they have about the food system now and in the future</p> <p>We would meet this objective through:</p> <ul style="list-style-type: none"> <li>• Using the first phase of the online community and deliberative discussion groups to explore spontaneous views on the food system, including awareness of food issues and where these rank alongside other concerns</li> <li>• Using the second phase of the online community and deliberative</li> </ul>

	<p>discussion groups to build knowledge and understanding of the food system and work together to agree a set of priorities for food.</p> <ul style="list-style-type: none"> <li>• Using the filmed ethnographic interviews to bring to life views on the food system</li> <li>• Using the poll to quantify the level of interest this age group has in food issues compared to other things they care about</li> </ul>
4	<p>Determine how 16-25 year olds <i>differ</i> from other consumers in terms of their food behaviours and attitudes, and how they differ from young people of past generations e.g. to explore which attitudes/ behaviours present among 16-25 year olds are more likely to be 'age-related' (e.g. lack of experience buying and cooking food) and which ones are more likely to represent a 'generational' difference' (e.g. by looking at trends for this group over time)</p> <p>The primary way we would meet this objective would be through the poll to quantify food behaviours and attitudes, and compare incidence to general population</p> <p>Other elements of the research will be useful in ensuring we make maximum use of the poll:</p> <ul style="list-style-type: none"> <li>• Using the Rapid Evidence Assessment to establish longitudinal trends and develop hypotheses around generational shifts</li> <li>• Using the deliberative discussion groups to explore whether this age group recognise a difference between the way they think and feel about food, and the way their parents think and feel about food</li> <li>• Using the filmed ethnographic interviews to capture conversations between young people and their parents about food and perception of how things have changed</li> </ul>
5	<p>Examine any sub-groups within this age-group, to understand how socio-economic background/ income, gender or other differences may influence views; and to explore the homogeneity/ heterogeneity of this group.</p> <p>We would meet this objective through:</p> <ul style="list-style-type: none"> <li>• Using the Rapid Evidence Assessment and internal workshop to identify key demographic splits and designing the qualitative sample frame accordingly</li> <li>• Analysing the qualitative findings by key demographic factors e.g. socio-economic grade, gender, age</li> <li>• Using the quantitative findings to identify the extent to which there is overall homogeneity/ heterogeneity in this group, and to identify the key sub-groups.</li> <li>• Drafting the poll in such a way that it is amenable to a statistical segmentation, should this be something you wish to do in the future. We can provide a price for this on request.</li> </ul>

## 2: DESCRIPTION OF APPROACH/SCOPE OF WORK

### A.Approach/Scope Of Work

Please describe how you will meet our specification and summarise how you will deliver your solution. You must explain the approach for the proposed work. Describe and justify the approach, methodology and study design, where applicable, that will be used to address the specific requirements and realise the objectives outlined above. Where relevant (e.g. for an analytical survey), please also provide details of the sampling plan..

## **1. Background**

*‘Our food choices and understanding of food systems emerge from a complex landscape that includes what constitutes ‘good food’, where it comes from, what we should be eating, how to prepare and share it, and the politics of hunger, eating, getting, growing and wasting food’ (Carrigan, 2018: 1).*

For some time, research from across disciplines has addressed the ‘reflexive’ consumer who makes informed and conscious ‘choices’ about the foods they buy and eat. Recent trends, for example, the year on year increase in sales of organic food (Soil Association, 2018), and increasing prominence of plant-based foods in high street food outlets and supermarkets, seem to indicate a growing ‘mainstreaming’ of what were once considered ‘alternative’ food movements (e.g. Terragni et al., 2009b).

The McKinsey report “‘*True Gen*’: *Generation Z and its implications for companies*” referenced in the ITT suggests these trends may be features of a generational shift, in particular the influence of ‘Generation Z’, that is, the age 16-25 cohort born between the mid 1990s and mid-noughties, who are the first truly ‘digital natives’. This group, born after the widespread adoption of digital technology, reportedly creates and interacts with knowledge and information in new ways, influencing the way they access food-related information (such as what a healthy diet means) and the way they build values and identities related to food (Antonelli 2015).

While there is emergent research about Generation Z’s consumption habits<sup>1</sup>, little is known about how this age group views, interacts with and shares information about food and the food system, or what their aspirations are for ‘the future of food’<sup>2</sup>. Whether their food choices are driven by ethical concerns, or whether they are more motivated by other priorities such as health, wellness, body image, convenience or status is not clear. Furthermore, not enough is known about diversity within this age group, in particular whether there are differences in attitudes and behaviours by income or social class, or by ethnicity or gender.

The Food Standards Agency’s (FSA) Strategic Plan 2015-2020 discusses the importance of the FSA being forward-looking in the way they gather evidence and information, “to build robust evidence on consumer attitudes and practices to support flexible approaches for different groups”<sup>3</sup>. Generation Z could be one such group that has particular values or beliefs about food that influence their behaviour. The FSA’s own research (e.g. Food and You and the biannual attitude tracker) indicates that there are some differences among this audience when it comes to food:

- They tend to be less concerned about food issues than the general population.
- While being disproportionately more susceptible to allergen incidents, they are reluctant to talk about their food allergy.
- They may take risks when eating socially, because they are disinclined to behave differently to their friends.

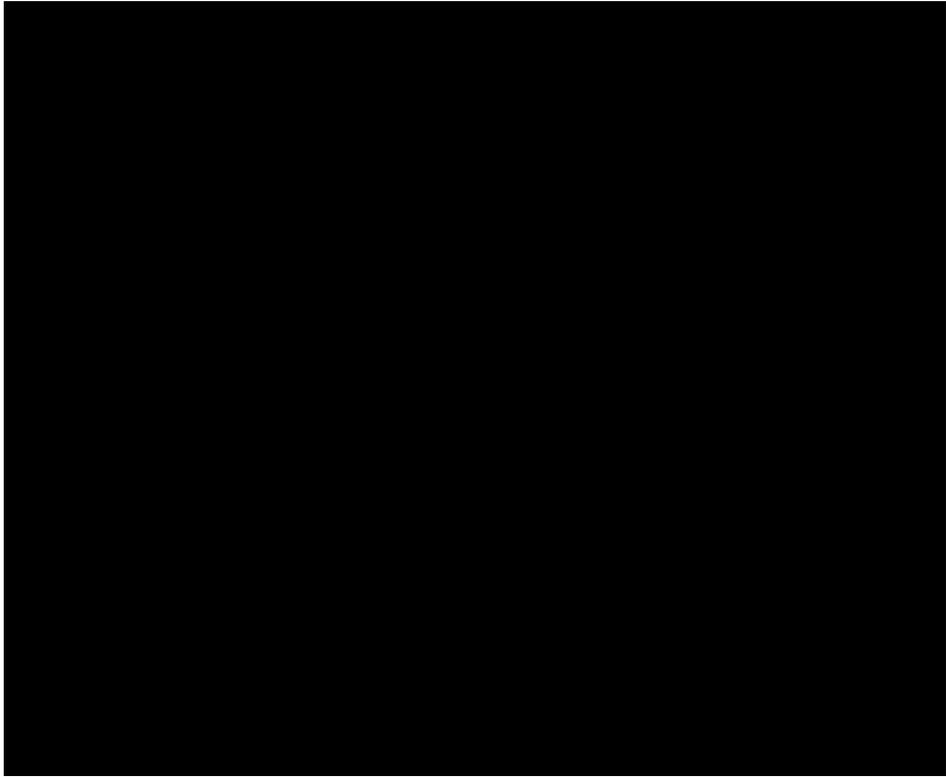
While preventing risky behaviours is a core part of the FSA’s remit, the FSA also strives to deliver the right to the best food future possible – so it is also important to build the evidence base around future consumers’ relationship to food and their aspirations for the food system.

## **2. Methodology**

<sup>1</sup> For example, see ‘Understanding the iGeneration’ project at Stanford University

<sup>2</sup> <https://www.food.gov.uk/sites/default/files/media/document/our-food-future-full-report.pdf>

<sup>3</sup> <https://www.food.gov.uk/sites/default/files/media/document/FSA-Strategic-plan-2015-2020.pdf>

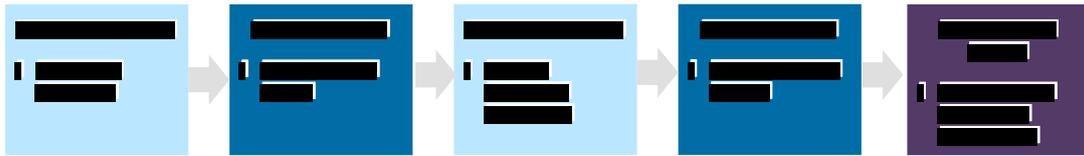


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#### A.INNOVATION

Please provide details of any aspect of the proposed work which are considered innovative in design and/or application? E.g. Introduction of new or significant improved products, services, methods, processes, markets and forms of organization

There are two innovative elements in the methodology we have proposed:

- **Multi modal deliberative engagement:** Engaging with a small group of participants over an extended period of time and through a number of mediums (in this case online, face to face and in situ), is a build on traditional research thinking, which is often geared towards short, sharp interactions with the largest qualitative sample possible. In our method we have a minimum of four engagement points with a relatively small sample of participants, each of which is designed to add a new perspective/ layer of understanding. This will be critical to ensuring we achieve the depth of insight required to meet the broad set of research objectives.
- **Ethnography over food:** We have proposed using the online community and ethnographic interviews to capture real time experiences of participants eating with friends/ family and talking about food and what it means to them. We hope this will open up a more natural and revealing way of expressing values, beliefs and behaviours related to food.

### 3: THE PROJECT PLAN AND DELIVERABLES

#### A. 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 table below provides a detailed project plan breaking down the tasks needed to deliver the project, as well as providing an indication of the key moments when we would require FSA sign off. We have also provided a Gantt chart setting out potential project timescales for this project. In the expectation that the inception meeting would be held in the w/c 1<sup>st</sup> July, we envisage delivering the first draft of the full report in the w/c 18<sup>th</sup> November, leaving plenty of time to refine the deliverables to ensure they meet your needs ahead of the final submission date of 01.01.20

Project Phase	Sub-Task	w/c	Responsibility
Set up	Contract awarded	1 <sup>st</sup> July	BT/ FSA
	Contract signed	8 <sup>th</sup> July	
	Inception meeting	15 <sup>th</sup> July	BT/ FSA
Phase 1: Refining the brief (Objectives 1-5)	Agree specification for REA		BT/ FSA
	Rapid Evidence Assessment	22 <sup>nd</sup> July	BT
		29 <sup>th</sup> July	
		5 <sup>th</sup> Aug	
Internal workshop	12 <sup>th</sup> Aug	BT/ FSA	
Phase 2: Understanding this audience	Recruitment specification drafted	12 <sup>th</sup> Aug	BT
	Research materials for Phase	19 <sup>th</sup> Aug	BT

(Objectives 1-5)	1 drafted		
	Recruitment materials signed off		FSA
	Recruitment 32 participants	26 <sup>th</sup> Aug	BT
	Research materials signed off	2 <sup>nd</sup> Sept	FSA
	Final REA report delivered	w/c 2 <sup>nd</sup> Sept	BT
	Online community Phase 1	9 <sup>th</sup> Sept	BT
	Analysis of online community and drafting of stimulus materials for groups	16 <sup>th</sup> Sept	BT
	Deliberative discussion groups Phase 1	23 <sup>rd</sup> Sept	BT
	Interim analysis note from Phase 1 delivered	30 <sup>th</sup> Sept	BT
	Research materials for Phase 2 drafted		
	Research materials for Phase 2 signed off	7 <sup>th</sup> Oct	BT
	Drafting of sample frame for ethnographic interviews and recommendations for individuals to take part		
	Online community Phase 2	14 <sup>th</sup> Oct	BT FSA
	Sign off on sample frame for ethnographic interviews		
	Analysis of online community and drafting of materials for Phase 2 discussion groups	21 <sup>st</sup> Oct	BT BT
	Drafting of materials for ethnographic interviews		
	Phase 2 discussion groups	28 <sup>th</sup> Oct	BT FSA BT
	Sign off on ethnographic participants		
	Interim note from Phase 2		
	Phase 3: Quantifying results (Objectives 1-5)	Drafting of survey	4 <sup>th</sup> Nov
Ethnographic interviews		BT	
Sign off on survey		11 <sup>th</sup> Nov	FSA
Quantitative survey		18 <sup>th</sup> Nov	BT
Analysis and reporting (Objectives 1-5)	Draft report structure and film script delivered	25 <sup>th</sup> Nov	BT
	Draft report structure and film script signed off	2 <sup>nd</sup> Dec	FSA
	Analysis and reporting	9 <sup>th</sup> Dec	BT
	First drafts of report and film delivered	16 <sup>th</sup> Dec	BT
	Ongoing amends and debrief presentations	-	BT/ FSA
	Delivery of standalone executive summary	-	BT

#### A.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:

- i. no more 100 characters in length
- ii. self-explanatory
- iii. 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 ACHIEVEMENT	Target date (w/c)	TITLE of Deliverable or milestone
1	w/c 2 <sup>nd</sup> September	A report in Word for the REA of publishable standard, with full academic referencing, methodology and technical appendix
2	w/c 12 <sup>th</sup> August	Qualitative sample frame and recruitment specification for 32 participants
3	w/c 19 <sup>th</sup> August	Research materials for Phase 1: <ul style="list-style-type: none"> <li>• Online community outline of tasks and instructions</li> <li>• Discussion group discussion guide</li> </ul>
4	w/c 30 <sup>th</sup> September	Interim note from Phase 1 delivered
5		Research materials for Phase 2: <ul style="list-style-type: none"> <li>• Online community outline of tasks and instructions</li> <li>• Discussion group discussion guide</li> </ul>
6	w/c 7 <sup>th</sup> October	Sample frame for ethnographic interviews
7	w/c 21 <sup>st</sup> October	Ethnographic research materials: <ul style="list-style-type: none"> <li>• Tailored discussion guides to capture different themes in each interview</li> </ul>
8	w/c 28 <sup>th</sup> October	Interim note from Phase 2 delivered
9	w/c 4 <sup>th</sup> November	15 question survey drafted
10	w/c 18 <sup>th</sup> November	15 question survey in field
11	w/c 25 <sup>th</sup> November	Draft report structure
12		Draft film script
13	w/c 16 <sup>th</sup> December	A deck in PowerPoint combining insights from all strands of research, including detail on method, and an executive summary (this can be produced in Word if preferable)
14		A short film (c. 5 mins) illustrating some of the key findings from the research, developed from the ethnographic depths and using key statistics from the



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**B. Named Staff Members and Details of their Specialism and expertise**

For each participating organisation on the project team please list:- the names and grades of all staff who will work on the project together with details of their specialism and expertise, their role in the project and details of up to 4 of their most recent, relevant published peer reviewed papers (where applicable). If new staff will be hired to deliver the project, please detail their grade, area/(s) of specialism and their role in the project team.

Lead Applicant BritainThinks

Named staff members, details of specialism and expertise.

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Named staff members, details of specialism and expertise.

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**B. STAFF EFFORT**

In the table below, please detail the staff time to be spent on the project (for every person named in section above) and their role in delivering the proposal. If new staff will be hired in order to deliver the project please include their grade, name and the staff effort required.

Name and Role of Person where known/ Role of person to be recruited	Working hours per staff member on this project
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**Our approach to project management:**

At BritainThinks we pride ourselves on our ability to deliver on time and on budget to clients through:

- 1) *Absorption of unexpected costs or expenses.* We thoroughly scope out costs at the proposal stage to ensure that the project is costed accurately and includes contingency for unexpected costs. We do not pass on any unforeseen costs to our clients.
- 2) *Rigorous project planning.* We run every project to a detailed project plan, clearly setting out the project timeline and key milestones, and identifying where we will require input from you, our client. We factor contingency into the project timeline and resourcing/ staff allocation so we can quickly adapt to any slippage, without compromising our ability to deliver on time and on budget.
- 3) *Clear delineation of roles and responsibilities.* As a small company, team members regularly work together and have an established road map for dividing up tasks and responsibilities. As well as an overall project plan, your project managers will develop internal project plans on a weekly basis allocating tasks across the team.
- 4) *In-team communication and contingency planning.* At a minimum we hold weekly team meetings so that all team members understand the project status, conduct their project elements in full understanding of how it fits into the wider plan and can 'step in' if an issue (such as sickness) arises. At more intensive moments in this project we will increase contact between team members.

**How we would work with our research partner:**

We would ensure the highest levels of coordination with Dr O'Connell over the course of the project through:

- 1) *Full integration into the research team.* Dr O'Connell will attend the set-up meeting at the start of the project ensuring there is full alignment within the project team on the overall objectives of the project and the specific aims of the Rapid Evidence Assessment, and will attend the internal workshop to present the findings from the Rapid Evidence Assessment.
- 2) *Written agreement on the scope of the Rapid Evidence Assessment.* We will collaborate with Dr O'Connell on the note from the set-up meeting to ensure that the specification and scope of the Rapid Evidence Assessment is clear and agreed on both sides.
- 3) *Regular communication.* The team will have intensive communication with Dr O'Connell during the lifespan of the Rapid Evidence Assessment to discuss progress and flag any risks.

## 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
REA does not meet FSA requirements	Low	High	<ul style="list-style-type: none"> <li>• We have partnered with Dr O'Connell of the Thomas Coram Institute at UCL who has considerable experience in this field to deliver this aspect of the research</li> <li>• Dr O'Connell will attend the set up meeting so as to be briefed directly by FSA team members</li> <li>• Prior to starting the REA we would ensure there was written agreement on the parameters</li> <li>• Prior to report drafting, we would agree report</li> </ul>

			<p>structure with the FSA</p> <ul style="list-style-type: none"> <li>The FSA will have opportunity to comment and input on draft report before it is finalized and presented in the internal workshop</li> </ul>
Research participants not recruited to specification	Low	High	<ul style="list-style-type: none"> <li>We will work with recruiters who have proven expertise recruiting younger audiences</li> <li>We will set minimum quotas on all elements we want to see included in the research e.g. university/ non university</li> <li>We will screen all research participants ourselves to ensure they meet the specification before accepting them onto the research programme</li> </ul>
Research participants do not complete all elements of the online community	Medium	Low	<ul style="list-style-type: none"> <li>We will design the online community to be engaging and interactive so as to capture participant interest</li> <li>Online community tasks will be staggered so that participants cannot move onto the next task until they have completed the previous one</li> <li>Participants will only receive the incentive for this aspect of the research if they have completed all the tasks</li> </ul>
Research participants unable to attend face to face elements of the research due to school/ university/ work commitments	Medium	Medium	<ul style="list-style-type: none"> <li>We will work with recruiters to identify the best dates and times in which to conduct the research to suit the schedules of this audience and organize the research around this.</li> <li>We will contact all research participants after the online community stage of the research to remind them of the upcoming focus group</li> </ul>
Research participants do not complete the full research programme	Medium	Low	<ul style="list-style-type: none"> <li>We will explain the full research programme at point of initial recruitment and only include those who think they are able to commit to all elements.</li> <li>Incentives will be paid in stages</li> <li>We will continue to engage participants in between research stages e.g. by emailing them to remind them of what will be required of them in the next stage of the research.</li> <li>Should any participants drop out of the programme for unforeseen reasons we will discuss with the FSA whether it is appropriate to replace them or not. This will likely depend on what stage of the research programme the incident occurs.</li> </ul>
Final deliverables do not meet FSA requirements	Low	High	<ul style="list-style-type: none"> <li>The internal workshop in the early phase of the research will provide an opportunity for a wide range of internal stakeholders to input on what they would like to get out of the project ensuring research design is in line with internal priorities.</li> <li>The FSA will have opportunity to review and sign off on all research materials and reporting outputs.</li> </ul>
There is slippage on the timeline	Low	High	<ul style="list-style-type: none"> <li>We have provided a detailed project plan and would expect to review this with you at the set-up meeting to ensure it accounts for key milestones.</li> <li>We will produce internal work plans on a weekly basis to ensure there is a clear allocation of tasks and responsibilities.</li> <li>We will provide weekly progress reports to you our client setting out actions for the week ahead</li> </ul>

Project goes over budget	Low	High	<p>and flagging any risks to timeline slippage.</p> <ul style="list-style-type: none"> <li>• We thoroughly cost all projects at proposal stage and build in contingency costs to account for unforeseen expenses.</li> <li>• We will absorb any unforeseen costs that are within the project scope in our budget.</li> <li>• If the project changes scope we would expect to discuss with you the implications for project budget.</li> </ul>
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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

#### Principles for quality management:

BritainThinks complies with the Joint Code of Practice for Research. We are committed to the highest standards of project delivery and to **continuous improvement** of our service, which we would achieve in relation to this contract through:

- 1) *Very senior insight and oversight:* Research Director Emily Fu will review and sign-off all outputs and materials before circulation with FSA. In addition, Founding Partner Ben Shimshon will oversee the contract and act as 'client champion' on the project. In the unlikely event that FSA is unhappy with any aspect of our work, Ben's close involvement means you can escalate your concern to the most senior level so it can be resolved immediately.
- 2) *Client involvement at every stage:* In addition to a detailed set-up meeting, we will take a partnership approach to the delivery of the project, asking FSA to review and sign-off all materials before they go into field. This involvement will be supported by regular catch-ups and ad-hoc meetings as needed.
- 3) *Frank, unflinching scrutiny of our work:* This includes multiple stages of internal review, particularly around reporting, to stress test and challenge the strength of the analysis. This will include the involvement of Ben Shimshon as 'client champion'. All reporting outputs are proof read and figure checked before going to any client.
- 4) *A highly experienced team:* Every team member meets the BritainThinks standard of academic excellence and exemplary career progression and has been handpicked for this contract.

#### Working with suppliers:

We have long standing relationships with all of our suppliers and only work with those who have a proven track record of delivering to an exceptionally high standard:

- For quantitative fieldwork, we would work in partnership with our quantitative fieldwork partner, Populus Data Solutions (PDS). We have been working in partnership with PDS since our foundation as a company in 2010, and have worked with PDS to deliver all of our quantitative fieldwork for our private, third and public sector clients.
- For qualitative recruitment, we would work with a trusted UK wide network of recruiters, and would seek to work with those who have proven experience recruiting young people.
- For the online community, we would partner with Recollective, our online community partner that we have used on a range of projects for government clients, including the FCO.
- For the filming, we would partner with Edward and William Starr of Starr Photos. We have been working with Starr Photos for the past three years and have found them to be both rigorous and creative in their approach. They are exceptionally flexible in their approach to working with us allowing us to offer unlimited rounds of edits at no extra charge. They have produced films for us for clients ranging from Healthy London Partnerships, McDonald's, Shelter and Age UK. An example of previous work they have produced for us can be found [here](#).

We retain strong quality controls over all our suppliers, and take full responsibility for their effective oversight, co-ordination and quality control throughout the life of the project:

- Clear briefings upfront conducted by telephone (as well as email) to ensure that all elements of recruitment specifications have been clearly and fully understood
- Regular communication, requiring daily updates during qualitative recruitment and quantitative fieldwork so that we are kept abreast of progress at all times, and able to identify and solve any challenges as quickly as possible.

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Conducting our own additional layers of quality checks on top of our suppliers' rigorous processes. This

## 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 pride ourselves on working to the highest ethical standards in our approach to recruitment and fieldwork:

- **Informed consent:** We ensure every respondent understands the purpose of the research and what their participation will involve. A verbal briefing explaining the aims of the research, and what they can expect, will be followed by a written briefing to allow respondents to think about whether they would like to proceed. We will provide specific media release forms for the filming elements of the research, and will ensure that all those who appear in the films (including any relatives or friends) have signed a form. The form will provide absolute clarity on where the films will appear and whether they will be in the public domain. We are happy to work with your legal team to ensure all consent forms are in line with your internal requirements.
- **The right to withdraw at any time:** During the verbal and written briefing, it is made clear that the respondent can withdraw from the research at any time. This message is reiterated at the start of the fieldwork sessions.
- **A robust approach to confidentiality:** In accordance with the MRS Code of Conduct, responses will be kept confidential and anonymous. Participants receive a copy of our Privacy Policy as part of our written briefing before they give their full consent.
- **Safeguarding policy:** We operate a safeguarding policy designed to protect both participants and researchers. This includes considerations of sensitivities, ethical and legal considerations, and protocols for reporting concerns.

We have factored in specific ethical considerations for working with under 18s into the design of the project:

- All of our staff are **DBS checked** and our senior staff are **advanced DBS checked**
- In all fieldwork with under 18s, we will operate a strict safeguarding policy, under which 2 BritainThinks researchers will be present in the room at all times, with at least 1 of the researchers holding an advanced DBS check.
- We offer smaller incentives for younger people so as to avoid incentives being so large that they may be coercive.
- We attend more closely to participant comfort and ease during research sessions, spending time to build rapport during the online and up-front engagement.
- We will ensure that any multimedia responses shared by participants on the online community are shared in private mode so that only researchers can see them.

We would expect to discuss ethical implications of the research with you at the set-up meeting to ensure that you are comfortable with all aspects of the research approach and methodology.

## 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.

We take our obligations in relation to data quality, processing and protection very seriously.

- All elements of this project will be delivered in line with the **Market Research Society Code** and **Data Protection Act 1998**.
- All our projects and associated risks are assessed from the outset in line with our detailed **Data Security Policy**, which is structured in accordance with ISO/IEC27002 and ISO/IEC27001. We are registered with the **Information Commissioner's Office**, ICO Number: Z3224021.
- We fully comply with the MRS Code of Conduct, including all guidelines relating to data handling and storage.
- We are accredited to **Cyber Essentials**, a government-backed cyber security certification scheme backed by major industry players and the Information Commissioner's Office.
- **We work closely with our quant partners**, Oscar Research and Populus Data Solutions, who work under the Code of Conduct of the MRS regarding protection of client information.
- **Our Directors are the Senior Information Risk Officers (SIROs)**, and Ben Shimshon has overall responsibility for all data security policies and implementations.

Our data protection policy sets out our commitment to protecting individuals' data and how we implement that commitment with regards to the collection and use of personal data. The policy covers issues relating to both client and respondent confidentiality and we are happy to adhere to any client confidentiality causes where applicable. This means we are committed to:

- Meeting our legal obligations as laid down by the Data Protection Act 1998;
- Ensuring that data is collected and used fairly and lawfully;
- Processing personal data only in order to meet our operational needs or fulfill legal requirements;
- Establishing appropriate retention periods for personal data;
- Ensuring that data subjects' rights can be appropriately exercised;
- Providing adequate security measures to protect personal data;
- Ensuring that a nominated officer is responsible for data protection compliance and provides a point of contact for all data protection issues;
- Ensuring that all staff are made aware of good practice in data protection;
- Providing adequate training for all staff responsible for personal data;
- Ensuring that everyone handling personal data knows where to find further guidance;
- Ensuring that queries about data protection, internal and external to the organisation, is dealt with effectively and promptly;
- Regularly reviewing data protection procedures and guidelines within the organisation to ensure that that BritainThinks is compliant with all latest technological and legislative requirements;

In accordance with these commitments, we take the following steps:

- We would keep all project documentation on our Dropbox in a password protected folder. The password would only be known to those named members of the team, restricting access to those members of the BritainThinks team.
- The Dropbox is backed up daily and we have full version control.
- We keep all project data for a full 12 months after the completion of the project. For this duration it is kept securely in a password protected folder. As required we can remove this information from the Dropbox and store it on our local external hard drive. When this period of time has expired all project data is securely deleted from our system.
- All information is protected by a strong password and customer names and contact details are saved in separate documents to ensure participants cannot be identified.
- We have a secure, encrypted FTP site, which would be used for the transfer of customer data from third party organisations.
- We are happy to consider other forms of data transfer should this be necessary.
- We have developed a specific 'data journey' for highly sensitive, client-supplied data, to ensure its

safe transfer from client, to us, to subcontractor (where relevant), and safe disposal of data after use. All such data is handled according to strict procedures, including using PGP encryption software on all of our computers and password protected USB delivered only by hand or by courier.

#### **D. SUSTAINABILITY**

The Food Standards Agency is committed to improving sustainability in the management of operations. Procurement looks to its suppliers to help achieve this goal. You will need to demonstrate your approach to sustainability, in particular how you will apply it to this project taking into account economic, environmental and social aspects. This will be considered as part of our selection process and you must upload your organisations sustainability policies into the eligibility criteria in Bravo.

Please state what(if any) environmental certification you hold or briefly describe your current Environmental Management System (EMS)

BritainThinks recognises that it has a responsibility to the environment beyond legal and regulatory requirements. We are committed to reducing our environmental impact and continually improving our environmental performance as an integral part of our business strategy and operating methods, with regular review points. We will encourage, suppliers and other stakeholders to do the same.

We endeavour to:

- Comply with and exceed all relevant regulatory requirements.
- Continually improve environmental performance.
- Continually improve and reduce environmental impacts.
- Increase employee awareness and training

For this project we would take the following steps to reduce environmental impact:

- Travel by train and public transport wherever possible
- Work with local recruiters to reduce travel impact
- Minimise printing of materials
- Recycle all non-confidential documentation
- Confirm with research venues prior to booking that they operate according to a sustainability policy

#### **E. DISSEMINATION AND EXPLOITATION (Science Projects Only)**

Where applicable please indicate how you intend to disseminate the results of this project, including written and verbal communication routes if appropriate. Applicants are advised to think carefully about how their research aligns with the FSA strategy, what is the impact that their research has on public health/ consumers and decide how the results can best be communicated to the relevant and appropriate people and organisations in as cost-effective manner as possible. Please provide as much detail as possible on what will be delivered. Any costs associated with this must be documented in the Financial Template.

The applicant should describe plans for the dissemination of the results for the project team as a whole and for individual participants. Details should include anticipated numbers of publications in refereed journals, articles in trade journals etc., presentations or demonstrations to the scientific community, trade organisations and internal reports or publications. Plans to make any information and/or reports available on the internet with the FSA's permission are also useful, however, this does not remove the requirement for Tenderers to think how best to target the output to relevant groups.

If a final report is part of the requirement, please make sure, as part of the executive summary, that aims and results are clear to the general audience and that the impact of the research on public health/consumers and it's alignment to FSA priorities is clearly stated.

Please note that permission to publish or to present findings from work supported by the FSA must be sought in advance from the relevant FSA Project Officer. The financial support of the FSA must also be acknowledged.

Please indicate whether any Intellectual Property (IP) may be generated by this project and how this could be exploited.

Please be aware the FSA retains all rights to the intellectual property generated by any contract and where appropriate may exploit the IP generated for the benefit of public health.

In this part Applicants should demonstrate the credibility of the partnership for exploitation of the results and explain the partnership's policy in respect of securing patents or granting licenses for the technology (if applicable). It should deal with any possible agreements between the partners to extend their co-operation in the exploitation phase and with relevant agreements with companies, in particular users, external to the partnership

This project is part of a Strategic Evidence Programme, which addresses FSA cross-cutting and longer-term evidence needs. As such, it will produce insight that is of interest to a wide range of stakeholders. The project has been designed to ensure that the outputs are as engaging and accessible as possible so as to ensure the findings can be easily shared and disseminated internally. We will work with the FSA to determine the best strategy for disseminating the research. We are happy to conduct additional debriefs at no extra cost, and in each instance to tailor the length and content of the presentation to suit the interests and needs of that audience.

If the FSA wishes to promote the work externally, we would be able to support in this through promotion to our own networks through social media, print media, events, and the profile of our founding partners. In addition to debriefing research findings to our clients and working with them to embed our recommendations within the organisation, we also have significant experience of disseminating insights more widely. We regularly draw on our work across a range of projects to develop thematic points of view, by publishing our own thought-leadership reports, presenting at industry conferences, and hosting roundtable discussions. In recent years, we have developed audience-specific thought leadership pieces, including on young people's aspirations (contrasting with those of their parents), vulnerable audiences, and low-paid workers. We are in the process of publishing a new report into Generation Z and Millennials later in the summer, which we will launch with a roundtable event at our offices. For past clients we have organised round-tables with relevant stakeholders at no extra charge, and secured media coverage through our own networks. For example, in a past project for the Money Advice Service we secured an article in the Financial Times and an opportunity to contribute to their podcast on behalf of our client.

We confirm that all Intellectual Property generated by this project will be the sole property of the FSA. We would not disseminate any findings from the research externally without the full permission and approval of the FSA.

**Post tender clarification question and response dated 03/07/19:**

Q. The time scale for the rapid evidence assessment appears very short. We are unsure this allows enough time for academic rigor on this element. Could you explain how this will be done or if the timescales could be adjusted?

A. Our time allocation for the REA as detailed in the project plan is to conduct what we anticipate to be a relatively light-touch review (i.e. that there will not be extensive existing literature on this topic, meaning the number of sources to review will be somewhat limited). However, as it stands there is certainly room in the timeline to extend the time allocated for the REA, allowing longer for analysis and preparation for the interim workshop and subsequent phases of research. We would be happy to extend the time for this phase, while still delivering the project before the deadline for the final report outlined in the ITT.

**Dated 10/07/19**

Tender Reference	FS307029
Tender Title	Future Consumer - Food and Generation Z
Full legal organisation name	CM Monitor (BritainThinks) LTD
Main contact title	Ms
Main contact forname	Emily
Main contact surname	Fu
Main contact position	Research Director
Main contact email	[REDACTED]
Main contact phone	[REDACTED]

Will you charge the Agency VAT on this proposal?

Yes

Please state your VAT registration number:

994102710

**\*Please provide your VAT Registration number below**

<b>Project Costs Summary Breakdown by Participating Organisations</b>
Please include only the cost to the FSA.

Organisation	VAT Code*	Total (£)
<i>BritainThinks</i>	STD	£ 73,240.00
		£ -
		£ -
		£ -
		£ -
		£ -
		£ -
		£ -

<b>Total Project Costs (excluding VAT) **</b>	<b>£ 73,240.00</b>
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\* Please indicate zero, exempt or standard rate. VAT charges not identified above will not be paid by the

\*\* The total cost figure should be the same as the total cost shown below and in the Schedule of payments 1

**Project Costs Summary (Automatically calculated)**

Staff Costs	£	
Overhead Costs	£	-
Consumables and Other Costs	£	
Travel and Subsistence Costs	£	
Other Costs - Part 1	£	-
Other Costs - Part 2	£	-
Other Costs - Part 3	£	-
Other Costs - Part 4	£	-
Other Costs - Part 5	£	-
<b>Total Project Costs</b>	<b>£</b>	<b>79,150.00</b>

**COST OR VOLUME DISCOUNTS - INNOVATION**

The Food Standards Agency collaborates with our suppliers to improve efficiency and performance to save the taxpayer money. A tenderer should include in his tender the extent of any discounts or rebates offered against their normal day rates or other costs during each year of the contract. Please provide full details below:

This represents an overall saving of £5,910 bringing total project costs to £73,240 ex VAT

SIGNATURE	Ben Shimshon, Founding Partner, BritainThinks	
NAME		
DATE	07.06.19	
REVISION DATE	Enter the effective date if this version of the template replaces an earlier version	







### The Pricing Schedule

Please complete a proposed schedule of payments below, **excluding VAT** to be charged by any subcontractors to the project lead applicant. This must add up to the same value as detailed in the Summary of project costs to FSA including participating organisations costs.

Where differing rates of VAT apply against the deliverables please provide details on separate lines.

Please link all deliverables (singly or grouped) to each payment. Please ensure that deliverable numbers are given as well as a brief description e.g. Deliverable 01/02: interim report submitted to the FSA, monthly report, interim report, final report

Payment will be made to the Contractor, as per the schedule of payments upon satisfactory completion of the deliverables.

24/06/2019		Amount				
Invoice Due Date	Description as to which deliverables this invoice will refer to ( <i>Please include the deliverable ref no(s) as appropriate</i> )	*Net	** VAT Code	§ Duration from start of project (Weeks)	§ Duration from start of project (Date)	Financial Year
19-Aug-2019	39% on commissioning of the project. By the point this is due (30 days after invoice has been issued), the following deliverables will have been completed: 1) REA - review and debrief 2) Qualitative sample frame and recruitment specification 3) Materials for Phase 1 of the research	£ [REDACTED]	STD	[REDACTED]		
25-Nov-2019	39% on delivery of Phase 2 focus groups. By the point this is due (30 days after invoice has been issued), the following deliverables will have been completed: 4) Phase 1 interim findings note 5) Phase 2 research materials 6) Sample frame for ethnographic interviews 7) Ethnographic research materials 8) 15 question survey 9) Interim note from Phase 2 10) Draft report structure 11) Film script	£ [REDACTED]	STD	[REDACTED]		
Retention/Final Deliverable	***	£ [REDACTED]				
<b>Total</b>		£	<b>73,240.00</b>			

\* Please insert the amount to be invoiced net of any VAT for each deliverable  
 \*\* Please insert the applicable rate of VAT for each deliverable  
 \*\*\* 20% of the total project budget is withheld and will be paid upon acceptance of a satisfactory final report by the agency.  
 § The number of weeks after project commencement for the deliverable to be completed

#### Summary of Payments

Financial Year (Update as applicable in YYYY-YY format)	Year 1	Year 2	Year 3	Year 4	Retention	Total
Total Amount	£ [REDACTED]	£ -	£ -	£ -	£ [REDACTED]	£ 73,240.00