CONTRACT FOR THE PROVISION OF:

FS302001 - Food & You Waves 6-7

This document forms the contract for the Services between;

Food Standards Agency ("Client") having its main or registered office at Clive House, 70 Petty France, London SW1H 9EX

and

Market & Opinion Research International Limited t/a Ipsos MORI ("Supplier"), 3 Thomas More Square, London, E1W 1YW

to be effective from 25th November 2019 until 31st March 2021 unless varied by extension.

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CONTRACT

WHEREAS

The Food Standards Agency has selected the Supplier to act as a Supplier in the performance of activities connected with the Project described on the title page of this contract, for The Food Standards Agency, the Supplier shall undertake to provide the same on the terms and conditions as set out in this Contract.

Unless and until directed otherwise, nothing in this Contract, shall be construed as giving a guarantee of any remunerative work whatsoever unless or until such work is requested and confirmed by means of a duly authorised Purchase Order.

CROWN REPRESENTATIVES

Where any supplier has been adjudged to fall under the auspices of a "Crown Representative" then any resultant terms and conditions will be subject to, where appropriate, any central contracts and/or negotiation or procurement processes involving such suppliers.

IT IS AGREED AS FOLLOWS:

1. TERMS and CONDITIONS

1.1 As used in this Contract:

a) the terms and expressions set out in Schedule 1 shall have the meanings set out therein;

b) the masculine includes the feminine and the neuter;

c) the singular includes the plural and vice versa; and

d) the words "include", "includes" and "including" are to be construed as if they were immediately followed by the words "without limitation".

1.2. A reference to any statute, enactment, order, regulation or other similar instrument shall be construed as a reference to the statute, enactment, order, regulation or instrument as amended by any subsequent statute, enactment, order, regulation or instrument or as contained in any subsequent re-enactment thereof.

1.3. A reference to any document other than as specified in Clause 1.2 shall be construed as a reference to the document as at the date of execution of this Contract.

1.4. Headings are included in this Contract for ease of reference only and shall not affect the interpretation or construction of this Contract.

1.5. References to "Clauses" and "Schedules" are, unless otherwise provided, references to the Clauses of and Schedules to this Contract.

1.6. Terms or expressions contained in this Contract which are capitalised but which do not have an interpretation in Schedule 1 shall be interpreted in accordance with the common interpretation within the legal services market where appropriate. Otherwise they shall be interpreted in accordance with the dictionary meaning.

1.7. In the event and to the extent only of any conflict or inconsistency in the provisions of the Clauses of this Contract and the provisions of the Schedules, the following order of precedence shall prevail:

a) the duly authorised Client Purchase Order;

b) the Schedules; and

c) this Contract

2. THE SERVICES

2.1. This Contract shall govern the overall relationship of the Supplier and the Client with respect to the provision of the Ordered Services.

2.2. The Supplier shall provide the Ordered Services and meet its responsibilities and obligations hereunder in accordance with the provisions of Schedule 2 (Ordered Services) and Schedule 3 (Specific Obligations).

2.3. Notwithstanding clause 2.1, the Supplier shall perform the Ordered Services to the agreed satisfaction of the Client's Representative.

2.4. The Supplier shall notify the Client as soon as it becomes aware of an event occurring or which it believes is likely to occur which will cause material delay to or materially impede the performance of any Ordered Services or any part thereof and the Supplier shall take all necessary steps consistent with good practice to obviate and/or minimise the delay to the Client.

2.5. In the event that the Supplier fails due to its Default to fulfill an obligation by the date specified in any Purchase Order for such fulfillment, the Supplier shall, at the request of the Client and without prejudice to the Client's other rights and remedies, arrange all such additional resources as are necessary to either obviate the delay or to fulfill the said obligation as early as practicable thereafter, at no additional charge to the Client.

2.6. In the event that any obligation of the Supplier specified in the Contract is delayed as a result of a Default by the Client, then:

a) The date associated with the relevant obligation(s) as specified in the Purchase Order (and the dates similarly associated with any subsequent obligations specified in the Purchase Order) shall be amended by a period of time equal to the period of such Client Default (or such other period as the parties agree in writing); and

b) Both parties shall use all reasonable endeavors to obviate and/or mitigate the impact of such delay and to recover any resultant delay to the performance of the Ordered Services.

2.7. Nothing in this document, or any Purchase Order, shall have the effect of making the Supplier or any of the Supplier's other employees or agents, the employee of the Client.

2.8. Nothing in this document or any Purchase Order shall constitute the parties as partners of each other.

3. STANDARDS AND REGULATIONS

3.1. The Supplier shall at all times comply with the Health and Safety provisions, security requirements and personal conduct obligations, of any premises visited and shall exercise all due care and attention when visiting such premises.

3.2. The Supplier shall comply with all applicable national and local laws and regulations (including Data Protection Requirements) and obtain and maintain at its own cost throughout the duration of the Contract all the consents (including Data Protection Requirements), licences, permits and approvals which are necessary for the Supplier to perform its duties under this Contract and to enable the provision of the Ordered Services.

3.3. Without prejudice to the provisions of Clause 3.2, the Supplier shall ensure that he/she does not work in excess of the working time limits specified in the Working Time Regulations 1998. The Supplier shall maintain appropriate records regarding their working hours. Without prejudice to the obligations under this Clause 3.3, the Supplier shall make available to the Client any information of which it is aware concerning appointments held by an individual concurrently with the obligations of this Contract.

3.4. The Supplier shall be responsible for the administration and deduction of any income tax and national insurance in respect of payments made to such individuals, including in respect of any obligations under the Pay As You Earn system. The Supplier will, or procure that its Sub-Suppliers will, account to the appropriate authorities for any income tax, national insurance (if any), VAT and all other liabilities, charges and duties arising out of any payment made to the Supplier under any Purchase Order. The Supplier will indemnify and keep indemnified the Client against any income tax, national insurance (if any), VAT or any other tax liability including any interest, penalties or costs incurred in connection with the same which may at any time be levied, demanded or assessed on the Client by any statutory Agency in respect of payments made to the Supplier.

3.5. Nothing in this Contract shall be construed or have effect as constituting any relationship of employer and employee between the Client and the Supplier or its Sub-Suppliers. The Supplier shall indemnify and keep indemnified the Client, its officers, employees and agents against all actions, claims, demands, reasonable costs, charges and reasonable expenses incurred by or made against the Client, its officers, employees or agents arising out of or in connection with any services provided under any Purchase Order asserting that they are an employee of the Client or otherwise alleging any breach of any employment related legislation except where such claim arises as a result of any breach of obligations (whether contractual, statuary, at common law or otherwise).

4. MATERIAL BREACH

4.1. If the Supplier: -

does not, in the reasonable opinion of the Client Representative have the skills and experience required for the role of Supplier; or

fails to follow reasonable instructions given by the Client's Representative in the course of his or her work for the Client; or

presents, in the reasonable opinion of the Client's Representative, a risk to security; or

presents, in the reasonable opinion of the Client's Representative, a risk to the reputation of Her Majesty's Government; or

in the reasonable opinion of the Client's Representative is in some other ways unsuitable for to which he has been assigned pursuant to any Purchase Order;

then the Client may serve a notice on the Supplier requesting that the Supplier immediately cease activities under any Purchase Order.

4.2. Upon receipt of a notice under Clause 4.1 the Supplier shall immediately cease all activities in connection with the Client's instructions.

4.3. Notwithstanding the foregoing, the Client may, at any time, deny access to the Client's or its associates' premises without giving any reason for doing so.

4.4. Any activities performed prior to cessation under 4.1 shall be reimbursed on a *quantum meruit* basis.

5. NON-SOLICITATION

The parties agree that during the term of the appointment as described in any Purchase Order and for a period of twelve (12) months thereafter, they will not, whether directly or indirectly, solicit with a view to offering employment the other party and/or its employees or consultants. In the event that either party breaches this Clause, the defaulting party shall pay to the affected party all unavoidable and

reasonable costs incurred by the affected party including but not limited to a sum equal to the gross salary of the employee or the consultant due under any relevant notice. This Clause shall not restrict either party from appointing any person, whether employee or consultant of the other or not, who has applied in response to an advertisement properly and publicly placed in the normal course of business.

6. PARTIES RESPONSIBILITIES & OBLIGATIONS

The responsibilities for the Parties are set out in Schedule 2 and Schedule 3

7. CHARGES FOR ORDERED SERVICES

7.1. All engagements of the Supplier by the Client, of whatever nature, under the terms of the Agreement must be confirmed by means of a Purchase Order before commencement of the work.

7.2. All Charges on any Purchase Order placed under the terms and conditions of this Contract shall utilise the rates as per Schedule 4 as their basis.

7.3. In consideration of the performance of the Ordered Services in accordance with this Contract, the Client shall pay the Charges in accordance with the Invoicing Procedure.

7.4. Payment shall be made within thirty (30) days of receipt by the Client (at its nominated address for invoices) of a valid invoice (which shall be issued in arrears) from the Supplier.

7.5. The Charges are exclusive of Value Added Tax. The Client shall pay the Value Added Tax on the Charges at the rate and in the manner prescribed by law, from time to time.

7.6. "VAT on VAT" Prevention:

The Supplier shall not invoice, nor shall the Client be responsible for, any "VAT on VAT" payment. For the avoidance of doubt, in the event that:

a) the Supplier has incurred expenditure for goods or services from a third-party provider in respect of which the Supplier is entitled to reimbursement by the Client under the Contract; and

b) the third-party provider with whom the expenditure has been incurred has charged the Supplier UK VAT on the price of the relevant goods or services;

7.7. Interest shall be payable on any late payments under the Contract in accordance with the Late Payment of Commercial Debts (Interest) Act 1998.

7.8. The Supplier shall follow the Purchase Order and Invoice process as set out in Schedule 5. All invoices must reference the duly authorised Purchase Order number. Any invoices which do not reference the Purchase Order number shall be returned as unacceptable.

7.9. The Supplier shall continuously indemnify the Client against any liability, including any interest, penalties or reasonable costs incurred which is levied, demanded or assessed on the Client at any time in respect of the Supplier's failure to account for or to pay any Value Added Tax relating to payments made to the Supplier under this Contract. Any amounts due under this Clause 7.8 shall be paid in cleared funds by the Supplier to the relevant Agency not less than five (5) Working Days before the date upon which the tax or other liability is payable by the Client.

7.10. The Supplier shall accept the Government Procurement Card (GPC) as a means of payment for Ordered Services where GPC is agreed with the Client to be a suitable means of payment.

7.11. The Supplier shall accept payment electronically via the Banks Automated Clearing Service (BACS).

7.12. Euro

In the event that the United Kingdom joins the Economic and Monetary Union (and provided always that the exchange rate for conversion between Sterling and the Euro has been fixed), the Client shall at any time thereafter upon three (3) Months notice to the Supplier, be entitled to require the Supplier at no additional charge to convert the Charges from Sterling into Euros (in accordance with EC Regulation number 1103/97). The Supplier shall thereafter submit valid invoices denominated in Euros.

7.13. Efficiency

The Supplier shall be obliged at all times to seek to improve its efficiency in providing Services to the Client and to review the level of Charges in light of possible efficiency gains. Where such improved efficiency is achieved the Supplier shall propose a reduction in the level of Charges and effect such reduction by agreement with the Client.

8. AMENDMENTS and VARIATIONS TO THIS CONTRACT

No amendment to the provisions of this Contract or Special Terms specified in any Purchase Order shall be effective unless agreed in writing on a Variation form by both parties. Any increases in scope or value shall be the subject of separate negotiation but shall, in any event, be upon no less favourable terms than those contained herein.

9. COMMUNICATIONS

Except as otherwise expressly provided, no communication from one party to the other shall have any validity unless made in writing; nor shall any amendment to any Purchase Order be effected unless made by a duly authorised Purchase Order revision/Contract Variation.

10. TERM AND TERMINATION

10.1. This Contract shall take effect from the agreed start date and shall terminate when all requirements are satisfied.

10.2. This Contract covers Wave 6 and Wave 7 of the Food and You Survey over the period 2019-2023. It will be subject to a Break Point at the conclusion of Wave 6. The Client will confirm whether they wish to proceed with Wave 7 by issuing a Variation to Contract including any changes to our requirements.

10.3. The contract shall be subject to termination for convenience by either party subject to three months notice.

10.4. The Client may at any time by notice in writing terminate any Purchase Order, or a part thereof, at 20 days notice without charge. Terminations at less than 20 days notice shall be subject to the Supplier's standard terms and conditions

11. CONSEQUENCES OF TERMINATION AND EXPIRY

11.1. In the event of termination in accordance with Clauses 10.3 or 10.4 the Client shall reimburse the Supplier any Charges incurred prior to termination which are wholly, reasonably and properly chargeable by the Supplier in connection with the Contract. The Client shall not be liable to pay any severance payment or compensation to the Supplier for loss of profits suffered as a result of the termination. Determination of such Charges shall be on a *quantum meruit* basis.

11.2. Termination, or partial termination, or expiry in accordance with Clause 10 shall not prejudice or affect any right of action or remedy that shall have accrued or shall thereafter accrue to either party.

11.3. In the event of termination of the Contract for any reason:

a) the Supplier shall return to the Client all Client Property and all Client Data and other items belonging to the Client in its possession;

b) subject to the payment of the appropriate portion for work completed, the Supplier shall provide the Client with a copy of all work undertaken to date (whether completed or not). and

c) Upon expiry or termination for any reason, the Supplier shall render reasonable assistance to the Client (and any third parties appointed by the

Client) if requested, to the extent necessary to effect an orderly cessation of the Services.

12. WARRANTIES AND REPRESENTATIONS

12.1. The Supplier warrants and represents that:

a) it has full capacity and all necessary consents to enter into and to perform the duties as specified herein;

b) this Contract shall be performed in compliance with all applicable laws, enactments, orders, regulations and other similar instruments as amended from time to time;

c) the Supplier warrants that the Ordered Services shall be provided and carried out by appropriately experienced, qualified and trained personnel with all due skill, care and diligence;

d) it shall discharge its obligations hereunder with all due skill, care and diligence including good industry practice and (without limiting the generality of this Clause 12, in accordance with its own established internal procedures;

e) it owns, has obtained or shall obtain valid licences for all Intellectual Property Rights that are necessary for the performance of this Contract and the use of the Ordered Services by the Client;

f) it has taken and shall continue to take all reasonable steps, in accordance with good industry practice, to prevent the introduction, creation or propagation of any disruptive element (including any virus, worm and/or trojan horse) onto the Ordered Service and into systems, data, software or Confidential Information (held in electronic form) owned by or under the control of, or used by, the Client;

g) it shall take all reasonable measures to avoid any and all data loss and data corruption during the provision of the Ordered Services in accordance with good industry practice;

13. LIMITATION OF LIABILITY

13.1. Neither the Client nor the Supplier excludes or limits liability to the other for death or personal injury arising from its negligence or any breach of any obligations implied by Section 12 of the Sale of Goods Act 1979 or Section 2 of the Supply of Goods and Services Act 1982 or for fraud or fraudulent misrepresentation.

13.2. Nothing in this Clause 13 shall be taken as limiting the liability of the Supplier in respect of Clause 14, Clause 15, and Clause 16.

13.3. In respect of any claims of liability arising out of the willful default of the Supplier, its employees, servants, the Supplier will have unlimited liability for all reasonably foreseeable loss suffered by the Client as a result of such act, omission or event giving rise to the claim.

13.4. Subject always to the provisions of Clauses 13.1, 13.2 and 13.3, the aggregate liability of the Client and the Supplier for each Year for all Defaults whether arising under contract, tort (including negligence) or otherwise in connection with this Contract shall in no event exceed whichever is the greater of Five hundred thousand pounds or a sum equivalent to one hundred and twenty five percent (125%) of the total charges paid or payable to the Supplier under all contracts entered into during a twelve (12) Month period specified by the claiming party, such twelve (12) Month period including the date on which at least one such Default arose.

13.5. Subject always to the provisions of Clauses 13.1, 13.2 and 13.3, in no event shall either the Client or the Supplier be liable to the other for:

a) indirect or consequential loss or damage; and/or

b) loss of profits, business, revenue, goodwill or anticipated savings.

13.6. Subject always to the provisions of Clauses 13.1, 13.2 and 13.3, and 13.4, , the provisions of Clause 13.5 shall not be taken as limiting the right of either the Client or the Supplier to claim from the other for:

a) reasonable additional operational and administrative costs and expenses;

b) any reasonable costs or expenses rendered nugatory; and

c) damage due to the loss of data, but only to the extent that such losses relate to the costs of working around any loss of data and the direct costs of recovering or reconstructing such data,

resulting directly from the Default of the other party.

13.7. The Client and the Supplier expressly agree that should any limitation or provision contained in this Clause 13 be held to be invalid under any applicable statute or rule of law it shall to that extent be deemed omitted, but if any either of them thereby becomes liable for loss or damage which would otherwise have been excluded such liability shall be subject to the other limitations and provisions set out herein.

14. DATA PROTECTION

14.1. The Supplier shall comply at all times with the Data Protection Requirements and shall not perform its obligations under this Contract in such a way as to cause the Client to breach any of its applicable obligations under the Data Protection Requirements.

14.2. The Supplier shall be liable for and shall indemnify (and keep indemnified) the Client against each and every action, proceeding, liability, reasonable cost, claim, loss, reasonable expense (including reasonable legal fees and disbursements on a solicitor and Agency basis) and demand incurred by the Client which arise directly or in connection with the Supplier's data processing activities under this Contract, including without limitation those arising out of any third party demand, claim or action, or any breach of contract, negligence, fraud, willful misconduct, breach of statutory duty or non-compliance with any part of the Data Protection Requirements by the Supplier or its employees, servants, agents or Sub-Suppliers.

14.3 The Parties acknowledge that for the purposes of the Data Protection Legislation, the Client is the Controller and the Supplier is the Processor unless otherwise specified in Schedule 12. The only processing that the Processor is authorised to do is listed in Schedule 12 by the Controller and may not be determined by the Processor.

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

14.5 The Processor shall provide all reasonable assistance to the Controller in the preparation of any Data Protection Impact Assessment prior to commencing any processing. Such assistance may, at the discretion of the Controller, include:

(a) a systematic description of the envisaged processing 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.

14.6 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 12, 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 12;

(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:

(v) 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;

(vi) the Data Subject has enforceable rights and effective legal remedies;

(vii) 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

(viii) 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.

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

(a) receives a Data Subject Access Request (or purported Data Subject Access Request);

(b) receives a request to rectify, block or erase any Personal Data;

(c) receives any other request, complaint or communication relating to either Party's obligations under the Data Protection Legislation;

(d) receives any communication from the Information Commissioner or any other regulatory authority in connection with Personal Data processed under 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.

14.8 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.

14.9 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 Access Request within the relevant timescales set out in the Data Protection Legislation;

(c) the Controller, at its request, with any Personal Data it holds in relation to a Data Subject;

(d) assistance as requested by the Controller following any 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.

14.10 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; and

(c) the Controller determines that the processing is likely to result in a risk to the rights and freedoms of Data Subjects.

14.11 The Processor shall allow for audits of its Data Processing activity by the Controller or the Controller's designated auditor.

14.12 The Processor shall designate a data protection officer if required by the Data Protection Legislation.

14.13 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 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.

14.14 The Processor shall remain fully liable for all acts or omissions of any Sub-processor.

14.15 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).

14.16 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.

14.17 Where the Parties include two or more Joint Controllers as identified in Schedule 12 in accordance with GDPR Article 26, those Parties shall enter into a Joint Controller Agreement based on the terms outlined in Schedule 12a in replacement of Clauses 14.3-14.16 for the Personal Data under Joint Control.

15. INTELLECTUAL PROPERTY RIGHTS

15.1. Save as granted under this Contract, neither the Client nor the Supplier shall acquire any right, title or interest in the other's Pre-Existing Intellectual Property Rights respectively save that each party hereby grants a license to the other party to use its Pre-Existing Intellectual Property Rights to the extent necessary to perform its obligations under this Contract.

15.2. All Intellectual Property Rights that are created by the Supplier in the provision of the Services to the Client shall be proprietary to and owned by the Client and the Supplier shall enter into such documentation and perform such acts as the Client shall request to properly vest such Intellectual Property Rights in the Client. Accordingly the Supplier hereby assigns (by way of present assignment of future intellectual property rights) all such Intellectual Property Rights.

15.3. The Supplier shall procure that the provision of the Ordered Services shall not infringe any Intellectual Property Rights of any third party.

15.4. The Supplier shall indemnify the Client against all claims, demands, actions, costs, expenses (including legal costs and disbursements on a solicitor and Agency basis), losses and damages arising from or incurred by reason of any infringement or alleged infringement (including the defence of such alleged infringement) of any Intellectual Property Right in connection with the provision of the Ordered Services, except to the extent that such liabilities have resulted directly from the Client failure properly to observe its obligations under this Clause 15.

15.5. Each of the parties shall notify the other if it receives notice of any claim or potential claim relating to the other party's Pre-Existing Intellectual Property Rights

16. CONFIDENTIALITY

16.1. Without prejudice to the application of the Official Secrets Acts 1911 to 1989 to any Confidential Information, the Client and the Supplier acknowledge that any Confidential Information originating from:

a) the Client, its servants or agents is the property of the Client; and

b) the Supplier, its employees, servants or agents is the property of the Supplier.

16.2. The Supplier and the Client shall procure that:

a) any person employed or engaged by them (in connection with this Contract in the course of such employment or engagement) shall only use Confidential Information for the purposes of this Contract;

b) any person employed or engaged by them in connection with this Contract shall not, in the course of such employment or engagement, disclose any Confidential Information to any third party without the prior written consent of the other party;

c) they shall take all necessary precautions to ensure that all Confidential Information is treated as confidential and not disclosed (save as aforesaid) or used other than for the purposes of this Contract by their employees, servants, agents or Sub-Suppliers; and

d) without prejudice to the generality of the foregoing neither the Client nor the Supplier nor any person engaged by them whether as a servant or a consultant or otherwise shall use the Confidential Information for the solicitation of business from the other or from any third party.

16.3. The provisions of Clause 16.1 and Clause 16.2 shall not apply to any information which:

a) is or becomes public knowledge other than by breach of this Clause 16; or

b) is in the possession of the recipient without restriction in relation to disclosure before the date of receipt from the disclosing party; or

c) is received from a third party who lawfully acquired it and who is under no obligation restricting its disclosure; or

d) is independently developed without access to the Confidential Information; or

e) must be disclosed pursuant to a statutory, legal or parliamentary obligation placed upon the party making the disclosure, including any requirements for disclosure under the Freedom of Information Act 2000 or the Environmental Information Regulations 2004.

f) is required to be disclosed by a competent regulatory Agency (including the Law Society or Solicitors Disciplinary Tribunal) or pursuant to any applicable rules of professional conduct.

16.4. Nothing in this Clause 16 shall be deemed or construed to prevent the Client from disclosing any Confidential Information obtained from the Supplier:

a) to any other department, office or agency of Her Majesty's Government ("Crown Bodies"), provided that the Client has required that such information is treated as confidential by such Crown Bodies and their servants, including, where appropriate, requiring servants to enter into a confidentiality agreement prior to disclosure of the Confidential Information and the Client shall have no further liability for breach of confidentiality in respect of the departments, offices and agencies. All Crown Bodies in receipt of such Confidential Information shall be considered as parties to this Contract within Section 1(1) of the Contracts (Rights of Third Parties) Act 1999 for the purpose only of being entitled to further disclose the Confidential Information to other Crown Bodies on such terms; and

b) to any consultant, Supplier or other person engaged by the Client in connection herewith, provided that the Client shall have required that such information be treated as confidential by such consultant, Supplier or other person, together with their servants including, where appropriate, requiring servants to enter into a confidentiality agreement prior to disclosure of the Confidential Information and the Client shall have no further liability for breach of confidentiality in respect of consultants, Suppliers or other people.

16.5. The Supplier shall, prior to commencing any work, enter into a confidentiality undertaking in the form set out in Schedule 7.

16.6. If required by the Client, the Supplier shall procure that any of its Staff or associates enters into a confidentiality undertaking in the form set out in Schedule 7 or such alternative form as the Client may substitute from time to time

16.7. Nothing in this Clause 16 shall prevent the Supplier or the Client from using data Processing techniques, ideas and know-how gained during the performance of this Contract in the furtherance of its normal business, to the extent that this does not relate to a disclosure of Confidential Information or an infringement by the Client or the Supplier of any Intellectual Property Rights.

17. PUBLICITY

17.1. The Supplier shall not make any press announcements or publicise this Contract in any way without the Client's prior written consent.

17.2. Notwithstanding the provisions of Clause 17.1, the Supplier shall be entitled to make any announcement required by any securities exchange or regulatory Agency or government body to which it subscribes whether or not the requirement has the force of law.

18. DISPUTE RESOLUTION

18.1. Subject to the provisions of Clause 18.2, any dispute arising under, or in connection with this Contract shall be dealt with in accordance with this Clause 18, and neither the Client nor the Supplier shall be entitled to commence or pursue any legal proceedings under the jurisdiction of the courts in connection with any such dispute, until the procedures set out in this Clause 18 have been exhausted.

18.2. Clause 18.1 shall be without prejudice to the rights of termination stated in Clause 10 and in addition shall not prevent the Client or the Supplier from applying for injunctive relief in the case of:

a) breach or threatened breach of confidentiality;

b) infringement or threatened infringement of its Intellectual Property Rights; or

c) Infringement or threatened infringement of the Intellectual Property Rights of a third party, where such infringement could expose the Client or the Supplier to liability.

18.3. All disputes between the Client and the Supplier arising out of or relating to any Purchase Order shall be referred by Client's Representative or the nominated head of the Supplier's Accountant Management Team to the other for resolution.

18.4. If any dispute cannot be resolved pursuant to the provisions of Clause 18.3 within ten (10) Working Days either party may refer the dispute to the Client's Head of Procurement for resolution.

18.5. If any dispute cannot be resolved pursuant to the provisions of Clause 18.4 within ten (10) Working Days, then either party may refer the dispute to mediation and if necessary thereafter to the courts in accordance with the provisions of Schedule 6.

19. INSURANCE

19.1. The Supplier shall effect and maintain policies of insurance to provide a level of cover sufficient for all risks which may be incurred by the Supplier under this Contract, including death or personal injury, or loss of or damage to property.

19.2. The Supplier shall hold employer's liability insurance in respect of its employees in accordance with any legal requirement for the time being in force.

19.3. The Supplier shall produce to the Client's Representative, within five (5) Working Days of request, copies of all insurance policies referred to in Clause 19.1 and Clause 19.2 or such other evidence as agreed between the Client and the Supplier that will confirm the extent of the cover given by those policies, together with receipts or other evidence of payment of the latest premiums due under those policies.

19.4. The terms of any insurance or the amount of cover shall not relieve the Supplier of any liabilities under this Contract. It shall be the responsibility of the Supplier to ensure that the amount of insurance cover is adequate to enable it to satisfy all its potential liabilities subject to the limit of liability specified in Clause 13 of this Contract.

20. RECOVERY OF SUMS DUE

20.1. The Client shall be permitted to deduct and withhold from any sum due to the Supplier under this Contract any sum of money due from the Supplier under either:

a) this Contract;

b) any other agreement between the Supplier and the Client;

provided that the terms of such other agreement provide for sums of money due from the Supplier under that agreement to be recovered by way of a deduction from sums of money due to the Supplier under this Contract (albeit that this Contract may not be referenced specifically under that agreement).

21. STATUTORY REQUIREMENTS

21.1. The Supplier shall notify the Client of all statutory provisions and approved safety standards applicable to the Ordered Services and their provision and shall be responsible for obtaining all licenses, consents or permits required for the performance of this Contract.

21.2. The Supplier shall inform the Client if the Ordered Services are hazardous to health or safety and of the precautions that should be taken in respect thereto.

21.3. The Supplier shall, and shall ensure that its personnel, agents and Sub-Suppliers, take all measures necessary to comply with the requirements of the Health and Safety at Work etc. Act 1974 and any other acts, orders, regulations and codes of practice relating to health and safety, which may apply to those involved in the performance of this Contract.

22. STATUTORY INVALIDITY

The Client and the Supplier expressly agree that should any limitation or provision contained in this Contract be held to be invalid under any particular statute or law, or any rule, regulation or bye-law having the force of law, it shall to that extent be deemed to be omitted but, if either the Client or the Supplier thereby becomes liable for loss or damage which would have otherwise been excluded, such liability shall be subject to the other limitations and provisions set out herein.

23. ENVIRONMENTAL REQUIREMENTS

23.1. The Supplier shall comply in all material respects with all applicable environmental laws and regulations in force from time to time in relation to the Services. Without prejudice to the generality of the foregoing, the Supplier shall promptly provide all such information regarding the environmental impact of the Services as may reasonably be requested by the Client.

23.2. The Supplier shall meet all reasonable requests by the Client for information evidencing compliance with the provisions of this Clause 23 by the Supplier.

24. DISCRIMINATION

24.1. The Supplier shall not unlawfully discriminate either directly or indirectly on such grounds as race, colour, ethnic or national origin, disability, sex or sexual orientation, religion or belief, or age and without prejudice to the generality of the foregoing the Supplier shall not unlawfully discriminate within the meaning and scope of the Equality Act 2010, the Human Rights Act 1998 or other relevant or equivalent legislation, or any statutory modification or re-enactment thereof. The Supplier shall take all reasonable steps to secure the observance of this Clause by all Staff.

24.2. The Supplier shall take all reasonable steps to secure the observance of the provisions of Clause 24.1 by any Sub-Supplier(s) employed in the execution of this Contract.

25. SUPPLIER'S SUITABILITY

25.1. The Client reserves the right under this Contract to refuse to admit to any premises occupied by or on behalf of the Client the Supplier, whose admission has become, in the opinion of the Client, undesirable.

25.2. If the Supplier shall fail to comply with Clause 25.1 and if the Client (whose decision shall be final and conclusive) shall decide that such failure is prejudicial to the interests of the State and if the Supplier does not comply with the provisions of Clause 25.1 within a reasonable time of written notice so to do, then the Client may terminate the any Purchase Order provided always that such termination shall not prejudice or affect any right of action or remedy which shall have accrued or shall thereafter accrue to the Client.

26. OFFICIAL SECRETS ACTS

The Supplier shall take all reasonable steps to ensure that he and all people employed by him or his agents and Sub-Suppliers in connection with this Contract are aware of the Official Secrets Act 1989 and where appropriate, with the provisions of the Atomic Energy Act 1946, and that these Acts apply to them during the execution of this Contract and after the expiry or termination of this Contract.

27. CORRUPT GIFTS AND PAYMENTS OF COMMISSION

27.1. The Supplier shall not:

a) offer or give or agree to give any person in Her Majesty's Service any gift or consideration of any kind as an inducement or reward for doing, forbearing to do, or for having done or forborne to do any act in relation to the obtaining or execution of this Contract or any other contract for Her Majesty's Service or for showing favour or disfavour to any person in relation to this or any other contract for Her Majesty's Service;

b) enter into this Contract or any other contract with a person in Her Majesty's Service in connection with which commission has been paid or agreed to be paid by him or on his behalf, or to his knowledge, unless before this Contract are accepted, made particulars of any such commission and of the terms and conditions of any agreement for the payment thereof have been disclosed in writing to the Client.

27.2. Any breach of Clause 27.1 by the Supplier or by anyone employed by him or acting on his behalf (whether with or without the knowledge of the Supplier) or the commission of any offence by the Supplier or by anyone employed by him or acting on his behalf under the Prevention of Corruption Acts 1889 to 1916, in relation to this Contract or any other contract with Her Majesty's Service shall entitle the Client to terminate any Purchase Order and recover from the Supplier the amount of any direct loss resulting from such termination and/or to recover from the Supplier the amount or value of any such gift, consideration or commission.

27.3. Any dispute, difference or question arising in respect of the interpretation of this Clause 27, the right of the Client to terminate any Purchase Order or the amount or value of any such gift, consideration or commission shall be decided by the Client, whose decision shall be final and conclusive.

27.4. Either Party may terminate this contract and recover all its losses if the other Party, their employees or anyone acting on their behalf:

a. Corruptly offers, gives or agrees to give to anyone any inducement or reward in respect of this Contract; or

b. Commits an offence under the Bribery Act 2010.

28. TRANSFER AND SUB-CONTRACTING

28.1. Sub-contracting will be allowed, subject to written authorisation from the Client.

28.2. The Client shall be entitled to nominate sub-Suppliers at its discretion.

28.3. The Supplier shall be entitled to Sub-Contract its obligations under this Contract, or any resultant Purchase Order, solely with the express permission of the Client Representative; such permission shall not be unreasonably withheld.

28.4. Any sub-contract must allow for full disclosure under 'transparency' requirements.

28.5. The Client shall be entitled to assign or otherwise dispose of its rights and obligations under this Contract and/or any relevant Purchase Order to any other body (including any private sector body) which substantially performs any of the functions that previously had been performed by the Client.

29. RIGHTS OF THIRD PARTIES

29.1. To the extent that this Contract are expressed to confer rights or benefits on a party who is not a party to this Contract, that party shall by virtue of the Contracts (Rights of Third Parties) Act 1999, be entitled to enforce those rights as if it was a party to this Contract. For the avoidance of doubt the consent of any person other than the Client (or the Supplier, as the case may be) is not required to vary or terminate this Contract.

29.2. Except as provided in Clause 29.1, a person who is not a party to this Contract shall have no rights under the Contracts (Rights of Third Parties) Act 1999 to enforce any term of this Contract. This Clause 29.2 does not affect any right or remedy of any person that exists or is available otherwise than pursuant to that Act.

30. CLIENT PROPERTY

30.1. All Client Property shall remain the property of the Client and shall be used only for the purposes of the Contract.

30.2. The Supplier undertakes the safe custody of and the due return of all Client Property and shall be responsible for all reasonably foreseeable loss thereof from whatever cause and shall indemnify the Client against such loss.

30.3. Neither the Supplier, nor any SubSupplier nor any other person shall have a lien on any Client Property for any sum due to the Supplier, SubSupplier or other person and the Supplier shall take all reasonable steps to ensure that the title of the Client and the exclusion of any such lien are brought to the notice of all SubSuppliers and other persons dealing with any Client Property

31. SEVERABILITY

Subject to the provisions of Clause22, if any provision of this Contract is held invalid, illegal or unenforceable for any reason, such provision shall be severed and the remainder of the provisions hereof shall continue in full force and effect as if this Contract had been accepted with the invalid provision eliminated. In the event of a holding of invalidity so fundamental as to prevent the accomplishment of the purpose of this Contract, the Client and the Supplier shall immediately commence good faith negotiations to remedy such invalidity.

32. FREEDOM OF INFORMATION

32.1. The Supplier acknowledges that the Client is subject to the requirements of the Code of Practice on Government Information, FOIA and the Environmental Information Regulations and shall assist and cooperate with the Client to enable the Client to comply with its Information disclosure obligations.

32.2. The Supplier shall, and shall procure that its Sub-Suppliers shall:

- transfer to the Client all Requests for Information that it receives as soon as practicable and in any event within two Working Days of receiving a Request for Information;
- provide the Client with a copy of all Information in its possession, or power in the form that the Client requires within five Working Days (or such other period as the Client may specify) of the Client's request; and
- provide all necessary assistance as reasonably requested by the Client to enable the Client to respond to the Request for Information within the time for compliance set out in section 10 of the FOIA or regulation 5 of the Environmental Information Regulations.

32.3. The Client shall be responsible for determining in its absolute discretion and notwithstanding any other provision in this Contract or any other contract whether the Commercially Sensitive Information and/or any other information is exempt from disclosure in accordance with the provisions of the Code of Practice on Government Information, FOIA or the Environmental Information Regulations.

32.4. In no event shall the Supplier respond directly to a Request for Information unless expressly authorised to do so by the Client.

32.5. The Supplier acknowledges that (notwithstanding the provisions of Clause 42 – Transparency, the Client may, be obliged under the FOIA, or the Environmental Information Regulations to disclose information concerning the Supplier or the Services:

- in certain circumstances without consulting the Supplier; or
- following consultation with the Supplier and having taken their views into account;

provided always that where [reference] applies the Client shall, in accordance with any recommendations of the Code, take reasonable steps, where appropriate, to give the Supplier advanced notice, or failing that, to draw the disclosure to the Supplier’s attention after any such disclosure.

32.6. The Supplier shall ensure that all Information is retained for disclosure and shall permit the Client to inspect such records as requested from time to time.

32.7. The Supplier acknowledges that the Commercially Sensitive Information listed in Schedule 9 (if any) is of indicative value only and that the Client may be obliged to disclose it in accordance with clause 32.

33. FORCE MAJEURE

33.1. For the purposes of this Contract the expression "Force Majeure" shall mean any cause affecting the performance by either the Client or the Supplier of its obligations arising from acts, events, omissions, happenings or non-happenings beyond its reasonable control including (but without limiting the generality thereof) governmental regulations, fire, flood, or any disaster or an industrial dispute affecting a third party for which a substitute third party is not reasonably available. Any act, event, omission, happening or non-happening will only be considered Force Majeure if it is not attributable to the willful act, neglect or failure to take reasonable precautions of the affected party, its employees, servants or agents or the failure of either the Client or the Supplier to perform its obligations under any Purchase Order.

33.2. It is expressly agreed that any failure by the Supplier to perform or any delay by the Supplier in performing its obligations under any Purchase Order which results from any failure or delay in the performance of its obligations by any person, firm or company with which the Supplier shall have entered into any contract, supply arrangement or Sub-Contract or otherwise shall be regarded as a failure or delay due to Force Majeure only in the event that such person firm or company shall itself be prevented from or delayed in complying with its obligations under such Purchase Order, supply arrangement or Sub-Contract or otherwise as a result of circumstances of Force Majeure.

33.3. Both the Client and the Supplier agree that any acts, events, omissions, happenings or non-happenings resulting from the adoption of the Euro by the United Kingdom government shall not be considered to constitute Force Majeure under this Contract.

33.4. Neither the Client nor the Supplier shall in any circumstances be liable to the other for any loss of any kind whatsoever including but not limited to any damages or abatement of Charges whether directly or indirectly caused to or incurred by the other party by reason of any failure or delay in the performance of its obligations which is due to Force Majeure. Notwithstanding the foregoing, both the Client and the Supplier shall use all reasonable endeavors to continue to perform, or resume performance of, (and having resumed to catch up to the required level of performance existing immediately prior to the Force Majeure event), such obligations hereunder for the duration of such Force Majeure event.

33.5. If either the Client or the Supplier become aware of circumstances of Force Majeure which give rise to or which are likely to give rise to any such failure or delay on its part it shall forthwith notify the other by the most expeditious method then available and shall inform the other of the period which it is estimated that such failure or delay shall continue.

33.6. It is hereby expressly declared that the only events that shall afford relief from liability for failure or delay shall be any event qualifying for Force Majeure hereunder.

34. LEGISLATIVE CHANGE

34.1. The Supplier shall bear the cost of ensuring that the Ordered Services shall comply with all applicable statutes, enactments, orders, regulations or other similar instruments and any amendments thereto, except where any such amendment could not reasonably have been foreseen by the Supplier at the date hereof.

34.2. Where such reasonably unforeseeable amendments are necessary, the Client and the Supplier shall use all reasonable endeavors to agree upon reasonable adjustments to the Charges as may be necessary to compensate the Supplier for such additional costs as are both reasonably and necessarily incurred by the Supplier in accommodating such amendments.

35. CONFLICTS OF INTEREST

The Supplier shall disclose to the Client's Representative as soon as is reasonably practical after becoming aware of any actual or potential conflict of interest relating to provision of the Services by the Supplier or any event or matter (including without limitation its reputation and standing) of which it is aware or anticipates may justify the Client taking action to protect its interests.

36. ASSIGNED STAFF

36.1. As soon as the Supplier becomes aware of any intended changes to the Account Management Team, they shall inform the Client Representative.

36.2. The Client may require the Supplier to attend a meeting and/or submit written notification of the steps it intends to take to mitigate any issues which may result from such changes.

37. INVESTIGATIONS

The Supplier shall immediately notify the Client Representative in writing if any investigations are instituted unto the affairs of the Supplier, its partners or key managers under the Companies, Financial Services or Banking Acts, or in the event of any police or Serious Fraud Office enquiries, enquires into possible fraud, any involvement in DTI investigations or any investigations by the Office for the Supervision of Solicitors which might result in public criticism of the Supplier.

38. STATUTORY AUDITORS' ACCESS

For the purposes of the examination and certification of the Client accounts or any examination, pursuant if appropriate to Section 6(1) of the National Audit Act 1983 or any re-enactment thereof, or pursuant to any equivalent legislation, of the economy, efficiency and effectiveness with which the Client has used its resources, the Client's statutory auditors may examine such documents as they may reasonably require which are owned, held or otherwise within the control of the Supplier and may require the Supplier to produce such oral or written explanations as they consider necessary. For the avoidance of doubt it is hereby declared that the carrying out of an examination, if appropriate, under section 6(3) (d) of the National Audit Act 1983 or any re-enactment thereof, or under any equivalent legislation, in relation to the Supplier is not a function exercisable under this clause 38.

39. ELECTRONIC INSTRUCTION

The Supplier shall use its reasonable endeavors to interface with any system introduced by the Client for issuing electronic instructions, in particular the FSA's Purchase Order system, and to accept such instruction.

40. WAIVER

40.1. The failure of the Supplier or the Client to insist upon strict performance of any provision of this Contract or to exercise any right or remedy to which it is entitled hereunder, shall not constitute a waiver thereof and shall not cause a diminution of the obligations established by this Contract.

40.2. A waiver of any default shall not constitute a waiver of any other default.

40.3. No waiver of any of the provisions of this Contract shall be effective unless it is expressed to be a waiver communicated by notice, in accordance with the provisions of Clause 9.

41. LAW AND JURISDICTION

Subject to the provisions of Clause 18, the Client and the Supplier accept the exclusive jurisdiction of the English and Welsh courts and agree that this Contract is to be governed by and construed according to the law of England and Wales.

42. TRANSPARENCY

42.1. The Parties acknowledge that, except for any information which is exempt from disclosure in accordance with the provisions of the FOIA, the content of these Terms and Conditions and any Purchase Order is not Confidential Information.

42.2. The Client shall be responsible for determining in its absolute discretion whether any content of any Purchase Order is exempt from disclosure in accordance with the provisions of the FOIA. Notwithstanding any other term of these Terms and Conditions, the Supplier gives his consent for the Client to publish any Contract or Purchase Order in its entirety, (but with any information which is exempt from disclosure in accordance with the provisions of the FOIA redacted), to the general public.

42.3. The Client may consult with the Supplier to inform its decision regarding any redactions but the Client shall have the final decision in its absolute discretion.

43. SECURITY PROVISIONS

Supplier Personnel – Staffing Security

43.1 The Supplier shall comply with the staff vetting procedures in respect of all Supplier Personnel employed or engaged in the provision of the Services. The Supplier confirms that all Supplier Personnel employed or engaged by the Supplier at the Effective Date were vetted and recruited on such a basis that is equivalent to and no less strict than the Staff Vetting procedures as laid out by Cabinet Office: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/200551/HMG_Baseline_Personnel_Security_Standard_V3_2_Apr-2013.pdf

43.2 The Supplier shall provide training on a continuing basis for all Supplier Personnel employed or engaged in the provision of the Services in compliance with the Security Policy – Table of Policies – See Annex D.

43.3 The Supplier agrees to conform to the below standards as directed by the Client:

Baseline Standard

a) The **Baseline Standard** is not a formal security clearance but aims to provide an appropriate level of assurance as to the trustworthiness, integrity and probable reliability of prospective **Suppliers** and/or their **Staff**.
b) It should be applied to all private sector **Employees** working on government **Contract**s (e.g. **Suppliers** and consultants), who require access to the **Agency**'s premises, or knowledge or custody of, government assets protectively marked up to and including CONFIDENTIAL.
c) The outcome of checks should be recorded on the **Baseline Standard Verification Record**. This will be carried out by the **Agency's Representative.**

Enhanced Baseline Standard

Some **Contracts** may require the **Baseline Standard** to be supplemented with additional checks (e.g. a Criminal Record Check (including spent convictions) or a Credit Worthiness Check). A Criminal Record Check could take up to 2 **Weeks** to process.

43.4 The Baseline Standard comprises verification of the following four main elements:

a) Identity

b) Employment history (past 3 years)
c) Nationality and Immigration Status
d) Criminal record (unspent convictions only)

43.5 Additionally, Suppliers and their staff are required to give a reasonable account of any significant periods (6 months or more in the past 3 years) of time spent abroad.

43.6 Verification of identity is essential before any individual can begin working on the Client's premises or have access to assets/documents as described above. Before a contract is awarded Suppliers and their staff who will work on the Client's premises or have access to assets/documents as described above will be asked to provide the following:

a) Confirmation of name, date of birth and address. (ID should be corroborated by original documents i.e. full passport, national ID card, current UK full driving license, birth certificate, bank correspondence or utility bills.)

b) National insurance number or other unique personal identifying number where appropriate.

c) Full details of previous employers (name, address and dates), over the past 3 years.

d) Confirmation of any necessary qualifications/licences.

e) Educational details and references where someone is new to the workforce.

f) Confirmation of permission to work in the UK if appropriate.

43.7 Client Data

a) The Supplier shall not delete or remove any proprietary notices contained within or relating to the Client Data.

b) The Supplier shall not store, copy, disclose, or use the Client Data except as necessary for the performance by the Supplier of its obligations under this Contract or as otherwise expressly authorised in writing by the Client.

43.8 To the extent that Client Data is held and/or processed by the Supplier, the

Supplier shall supply that Client Data to the Client as requested by the Client in the format specified herein:

43.9 The Supplier shall take responsibility for preserving the integrity of Client Data and preventing the corruption or loss of Client Data.

43.10 The Supplier shall perform secure back-ups of all Client Data and shall ensure that up-to-date back-ups are stored off-site in accordance with the Business Continuity

and Disaster Recovery Plan. The Supplier shall ensure that such back-ups are available to the Client at all times upon request and are delivered to the Client at no less than monthly intervals.

43.11 The Supplier shall ensure that any system on which the Supplier holds any Client Data, including back-up data, is a secure system that complies with the Security Policy.

43.12 If the Client Data is corrupted, lost or sufficiently degraded as a result of the Supplier's Default so as to be unusable, the Client may:

- require the Supplier (at the Supplier's expense) to restore or procure the restoration of Client Data to the extent and in accordance with the requirements specified in herein and the Supplier shall do so as soon as practicable but not later than two working days; and/or
- itself restore or procure the restoration of Client Data, and shall be repaid by the Supplier any reasonable expenses incurred in doing so to the extent and in accordance with the requirements specified herein

43.13 If at any time the Supplier suspects or has reason to believe that Client Data has or may become corrupted, lost or sufficiently degraded in any way for any reason, then the Supplier shall notify the Client immediately and inform the Client of the remedial action the Supplier proposes to take.

Security Requirements

43.14 The Supplier shall comply, and shall procure the compliance of the Supplier Personnel, with the Security Policy (see Table of Policies – See Annex D) and the Supplier shall ensure that the Security Plan produced by the Supplier fully complies with the Security Policy.

43.15 The Client shall notify the Supplier of any changes or proposed changes to the Security Policy.

43.16 If the Supplier believes that a change or proposed change to the Security Policy will have a material and unavoidable cost implication to the Services it may submit a Change Request. In doing so, the Supplier must support its request by providing evidence of the cause of any increased costs and the steps that it has taken to mitigate those costs. Any change to the Charges shall then be agreed in accordance with the Change Control Procedure.

43.17 Until and/or unless a change to the Charges is agreed by the Client pursuant to clause 43 the Supplier shall continue to perform the Services in accordance with its existing obligations.

Malicious Software

43.18 The Supplier shall, as an enduring obligation throughout the Term, use the latest versions of anti-virus definitions available from an industry accepted anti-virus

software vendor to check for and delete Malicious Software from the ICT Environment.

43.19 Notwithstanding clause 43, if Malicious Software is found, the parties shall co-operate to reduce the effect of the Malicious Software and, particularly if Malicious Software causes loss of operational efficiency or loss or corruption of Client Data, assist each other to mitigate any losses and to restore the Services to their desired operating efficiency.

43.20 Any cost arising out of the actions of the parties taken in compliance with the provisions of clause 43 shall be borne by the parties as follows.

- by the Supplier where the Malicious Software originates from the Supplier Software, the Third Party Software or the Client Data (whilst the Client Data was under the control of the Supplier); and
- by the Client if the Malicious Software originates from the Client Software or the Client Data (whilst the Client Data was under the control of the Client);

Warranties

43.21 The Supplier warrants, represents and undertakes for the duration of the Term that all personnel used to provide the Services will be vetted in accordance with good industry practice and the Supplier's usual staff vetting procedures.

44. ACCEPTANCE TESTING IS NOT APPLICABLE

45. EXIT MANAGEMENT

45.1. On receipt of notice to terminate this Contract or a Purchase Order or expiration of this Contract or a Purchase Order, however and whenever occurring, the Parties shall comply with the Exit Management Requirements as may be set out in any appropriate Purchase Order.

45.2. During the Exit Period the Charges shall continue to apply, even where the Exit Period continues after the expiry of the Term.

45.3. In order to facilitate the Exit Management Requirements, the Supplier shall, if requested by the Client to do so, extend the Term of this Contract or a Purchase Order.

45.4. No right or licence is granted to either Party or their advisers in relation to any Confidential Information except as expressly set out in this Contract.

46. ENTIRE AGREEMENT

This Contract constitutes the entire understanding between the Client and the Supplier relating to the subject matter.

46.1. Neither the Client nor the Supplier has relied upon any representation or promise except as expressly set out in this Contract.

46.2. Both the Client and the Supplier unconditionally waives any rights it may have to claim damages against the other on the basis of any statement made by the other (whether made carelessly or not) not set out or referred to in this Contract (or for breach of any warranty given by the other not so set out or referred to) unless such statement or warranty was made or given fraudulently.

46.3. Both the Client and the Supplier unconditionally waives any rights it may have to seek to rescind this Contract on the basis of any statement made by the other (whether made carelessly or not) whether or not such statement is set out or referred to in this Contract unless such statement was made fraudulently.

This contract is deemed to have commenced at the date given on page 1.

Signed for and on behalf of the **Foods Standards Agency**:

By …….

Name…….

Title…….

Date …….

Signed for and on behalf of **Ipsos MORI:**

By…….

Name…….

Title…….

Date…….

SCHEDULE 1

INTERPRETATIONS

Account Management Team	The Supplier's personnel who have been designated as their point(s) of contact for management of this contract
Agreement	means this contract
Client Property	means anything issued or otherwise furnished in connection with the Contract by or on behalf of the Client, other than any real property.
Client's Representative	means the member of the Client staff who shall be the main contact point under the Contract or any relevant Purchase Order
Charges	means charges payable by the Client to the supplier for the performance of the Services, which must be itemised in full on any relevant Purchase Order
Confidential Information	means any information, however it is conveyed, that relates to the business, affairs, developments, trade secrets, know-how, personnel and suppliers of either party, including Intellectual Property Rights, together with all information derived from the above, and any other information clearly designated as being confidential (whether or not it is marked as "confidential") or which ought reasonably to be considered 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

Data Loss Event	means any event that results, or may result, in unauthorised access to Personal Data held by the Supplier 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	(i) the GDPR, the LED and any applicable national implementing Laws as amended from time to time (ii) the DPA 2018 [subject to Royal Assent] to the extent that it relates to processing of personal data and privacy; (iiii) all applicable Law about the processing of personal data and privacy.
Data Protection Requirements	mean the Data Protection Act 1998, the EU Data Protection Directive 95/46/EC, the Regulation of Investigatory Powers Act 2000, the Telecommunications (Lawful Business Practice) (Interception of Communications) Regulations 2000 (SI 2000/2699), the Electronic Communications Data Protection Directive 2002/58/EC, the Privacy and Electronic Communications (EC Directive) Regulations 2003 and all applicable laws and regulations relating to processing of personal data and privacy, including where applicable the guidance and codes of practice issued by the Information Commissioner.
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.
Default	means any breach of the obligations of any party (including but not limited to fundamental breach or breach of a fundamental term) or any default, act, omission, negligence or statement of any party, it's employees, agents or Sub-Suppliers in connection with or in relation to the subject matter of this Contract and in respect of which such party is liable to the other.
DPA 2018	Data Protection Act 2018

Environmental Information Regulations	mean the Environmental Information Regulations 2004 and any guidance and/or codes of practice issued by the Information Commissioner in relation to such regulations.
Equipment	means any computers, laptops, servers, networks, internet broadband, wireless or other connections, other computer associated equipment or presentation equipment
FOIA	means the Freedom of Information Act 2000 and any subordinate legislation made under this Act from time to time together with any guidance and/or codes of practice issued by the Information Commissioner in relation to such legislation.
GDPR	the General Data Protection Regulation (Regulation (EU) 2016/679)
Government Accounting	means HM Treasury's manual of accounting principles for government as updated from time to time
Government Procurement Card (GPC)	means the UK Government's VISA purchasing card.
Industry Regulator	means any statutory or non-statutory body with responsibility for regulating (or promoting self regulation) of the provision on the type of services being provided by the Supplier.
Information	has the meaning given under section 84 of the Freedom of Information Act 2000.
Intellectual Property Rights	means patents, trademarks, service marks, design rights (whether registerable or otherwise), applications for any of the foregoing, copyright, database rights, trade or business names and other similar rights or obligations whether registerable or not in any country (including but not limited to the United Kingdom).
Invoicing Procedure	means the procedure by which the Supplier invoices the Client, as set out in Schedule 5.
Joint Controllers	where two or more Controllers jointly determine the purposes and means of processing.

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	Law Enforcement Directive (Directive (EU) 2016/680)
Mediator	has the meaning ascribed to it in Schedule 6.
Month	means a calendar month and "Monthly" shall be similarly construed.
Nominated Sub-Supplier	means any sub-Supplier engaged by the Supplier, at the direction of the Client, in connection with the provision of Ordered Services
Ordered Services	means the services which the Client has instructed the Supplier to carry out in any Purchase Order, subject to Schedule 2.
Party	means a Party to this Agreement
Personal Data	shall have the same meaning as set out in the Data Protection Act 1998.
Pre-Existing Intellectual Property Rights	shall mean any Intellectual Property rights vested in or licensed to the Supplier or Client prior to or independently of the performance by the Supplier or Client of their obligations under this Contract.
Private Agency	means a commercial organisation to which service provision has been outsourced by a Contracting Agency, which assumes the role and responsibilities of the Agency under a Contract.
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 [x] (Security).
Purchase Order	means an order for Services served by the Client on the Supplier by means of the Client's i-Procurement system
Quarter	means a three (3) month period beginning on 1st January, 1st April, 1st July or 1st October. The term 'Quarterly' shall be similarly construed.
Regulatory Body	means those government departments and regulatory, statutory and other entities, committees and bodies which, whether under statute, rules, regulations, codes of practice or otherwise, are entitled to regulate, investigate, or influence the matters dealt with in this Contract or any other affairs of the Client and "Regulatory Body" shall be construed accordingly.
Requests for Information	means a request for information or an apparent request under the Code of Practice on Access to Government Information, FOIA or the Environmental Information Regulations.
Services	means services which the Supplier has agreed to provide under any Purchase Order.
Special Terms	means additional Client specific terms, to which the Supplier's has agreed
Specific Obligations	means any obligations entered at Schedule 3
Staff	means employees, agents and Suppliers of the Supplier
Sub-Supplier	means any sub-Supplier engaged by the Supplier in connection with the provision of Ordered Services.
Sub-Processor	means any third Party appointed to process Personal Data on behalf of that Processor related to this Agreement

Supplier	The person identified in the Contract their employees, agents or any other persons under the control of the Supplier
Working Days	means Monday to Friday inclusive, excluding English public and bank holidays.
Year	means a calendar year.

SCHEDULE 2

THE ORDERED SERVICES

1. INTRODUCTION

This Schedule 2 specifies the Ordered Services to be provided to the Client by the Supplier in the services required for FS302001.

2. SPECIFICATION

GENERAL INTRODUCTION

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

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

Also, in line with the Government's Transparency Agenda which aims to encourage more open access to data held by government, the Agency is developing a policy on the release of data from all of its science and evidence-gathering projects. Data should be made freely available in an accessible format, as fully and as promptly as possible. Consideration should be given to data management as new contracts are being negotiated. Resource implications for this should be taken into account.

The mechanism for publishing data should allow the widest opportunity for secondary analysis and other uses. Where possible, data should be included in the final project report. Where data are included in the final report in pdf format, they should also be published separately in a format that can be used for further analysis. Large data sets can be lodged in an annex to the report, and published, where possible, alongside the final report online. Where it is more appropriate to publish data in an existing database, archive, repository or other community resource, or for data to be saved in a specialist proprietary format, information should l be provided on how the data can be accessed. There will be some circumstances where release of data may need to be restricted or anonymised in accordance with data protection regulations.

In the FSA's *Food We Can Trust* Strategic Plan 2015-2020 the Agency sets out its strategic outcomes:

- Food is safe.
- Food is what it says it is.
- Consumers can make informed choices about what to eat.
- Consumers have access to an affordable healthy diet, now and in the future.

The FSA Science, Evidence and Information Strategy 2015-2020 emphasises the importance of science, evidence and information in tackling the challenges of today, and identifying and contributing to addressing emerging future risks. One of the Agency's sources of evidence regarding consumers attitudes, knowledge and behaviour in relation to food safety and other food-related issues is the Food and You survey. Results from this survey are used by policy teams across the Agency, as well as other government departments and non-governmental organisations, to identify areas where further action may be required.

A. THE SPECIFICATION

Background

The Food Standards Agency (FSA) is an independent Government department working across England, Wales and Northern Ireland to protect public health and consumers' wider interest in food. The FSA pledges to put consumers first in everything they do. As such, understanding consumers' attitudes, knowledge and behaviour in relation to food is of vital importance to the Agency. The Agency's principle source of methodologically robust and representative evidence regarding consumers' attitudes, knowledge and behaviour in relation to food is the Food and You survey. This survey has an important role in measuring the FSA's progress towards its strategic objectives, providing evidence to support the FSA's communication campaigns and other activities and identifying topics for further research or action.

Food and You

Food and You is the FSA's flagship consumer survey measuring self-reported attitudes, behaviour and knowledge regarding food safety and other food-related issues (e.g. food allergies and intolerances, food security, eating outside the home). The survey is issued to a random probability sample of approximately 3,000 adults (over 16) living in England, Wales and Northern Ireland and is currently administered via a face-to-face interview. The survey has been conducted biennially since 2008 and five waves of data are now available[1]. Since 2014 results have been published as an Official Statistic.

The Food and You Survey is managed by one full-time senior social research officer, with oversight from a principal social research officer. The team regularly calls on the FSA's independent Advisory Committee for Social Science for advice and guidance on the survey.

Food and You Review

In 2018 the FSA's Advisory Committee for Social Science established a Food and You Working Group to review the survey. The Working Group was asked to make recommendations to the FSA on the future direction of the survey, particularly in terms of (i) the survey methodology, (ii) links to other data sources and (iii) how to maximise the impact

[1] Data from Waves 1-5 are published on the FSA website, UK Data Service and on the Government's open data portal.

of the Agency's consumer and social research. In March 2019, the ACSS published their report on the Review of the Food and You Survey.

Key recommendations were to:

a) Move Food and You away from face-to-face interviewing and towards a web-push mixed mode surveying (WPM) methodology (online with self-completion follow-up).

b) Ensure necessary investment is made in piloting and testing to investigate any differences in response profiles between the face to face and the new methodology.

c) Ensure the online version is appropriately designed for various platforms including tablet/mobile phone.

d) Assess current survey modules for desirable frequency of fielding; every 2 or 4 years.

e) Increase sample sizes in Wales and Northern Ireland to 1000 (currently 525 for each country including a boost sample).

f) Ensure the survey continues to be an Official Statistic.

g) Bring the statistical analysis and reporting of F&Y in-house.

These recommendations have been endorsed by the FSA's Chief Scientific Adviser and the FSA is now looking to appoint a research agency to deliver recommendations a-e and oversee Waves 6 and 7 of the survey.

The Specification

The FSA is seeking an experienced research agency to deliver the recommendations set out in the Advisory Committee for Social Science's Review of Food and You. The appointed supplier will be responsible for:

1. Managing the transition of Food and You from a face-to-face survey to a web-push survey methodology for Wave 6 and investigating mode effects on response profiles.

2. Working with the FSA to develop the questionnaire and survey materials for Waves 6-7.

3. Conducting the fieldwork for Waves 6-7 using a web-push methodology, ensuring it continues to meet the requirements of an Official Statistic.

4. Providing the FSA with (at a minimum) the survey data. *Note: The level of data analysis and reporting required is yet to be determined. Tenderers are invited to consider and cost three options outlined on page 10.*

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

1. Transition from Face-to-face to Web-push

The FSA is planning to move Food and You from a face-to-face survey methodology, used in Waves 1-5 of the survey, to a sequential mixed-mode push to web methodology (online survey with paper survey follow-up) for Wave 6 onwards.

The lower cost of online surveying will provide an opportunity to have a larger and more representative sample (particularly in Northern Ireland and Wales), allowing more extensive and statistically valid sub-group analyses and comparisons. Another possible benefit of this change in methodology is that responses in face-to-face interview surveys may be prone to social desirability bias, whereas in online surveys the implicit pressure of the interview is absent and therefore responses are likely to be more honest. This is particularly applicable to Food and You as respondents are asked about behaviours which may be socially unacceptable (e.g. not washing their hands before cooking) as well as some sensitive questions (e.g. on food insecurity).

In their proposal, tenderers should provide examples of prior work involving a similar change in methodology.

Potential Risks

In their proposal, tenderers should set out any risks associated with changing the survey methodology from face-to-face to web-push. Tenderers should consider:

a) How the new methodology will be tested
b) How to maximise response rates and mitigate the risk of lower response rates through online / paper methodologies
c) How to mitigate the risk of non-response bias due to issues of accessibility, digital literacy and literacy itself
d) The risk of self-selection bias
e) Mode effects (see below)

Mode Effects

With the change in survey methodology from face-to-face to web-push, the FSA needs to know whether there is a significant mode effect in response profiles that amounts to a time series discontinuity from previous waves. Tenderers are invited to propose:

a) How the mode effects between face-to-face and self-completion (online and paper) might be investigated. For example, this might involve comparisons between Wave 6 and Wave 5 or fielding a face-to-face version of the Wave 6 questionnaire and comparing the results with the online version. *Note: It is expected that this mode effect study will be limited to English respondents and should be costed separately.*
b) Steps that will be taken to maximise the comparability of the time series data
c) How weighting will be applied

Timeline

The timeline for Wave 5 is presented below.

Food and You Wave 5 timeline

Jan - Mar 18	Survey development Sample drawn Cognitive testing
Feb - Apr 18	Piloting
Jun - Dec 18	Fieldwork
Dec 18 - Apr 19	Analysis and reporting
Apr 19	Combined report for England, Wales and Northern Ireland published Technical and development reports published
May 19	Country comparison report published
Jun 19	Wales report published
Jul 19	Northern Ireland report published
Aug 19	Full data sets published

Tenderers should propose a timeline for Wave 6 taking account of the change in methodology. Indicative dates for key deliverables are provided below.

Food and You Wave 6 key milestones

Nov 19	Initial start-up meeting, project plan agreed
Nov – Apr 20	Survey development Cognitive and usability testing Development of survey materials
May 20	Piloting
Jun - Sep 20	Wave 6 Fieldwork
Oct 20	Data delivered to FSA Survey development and technical reports delivered to FSA
Oct 20 – Feb 21	Analysis & Reporting (if applicable)
By Mar 21	Publication of results

2. Questionnaire Development

Topics and Questions

The successful contractor will work with the FSA to develop the Wave 6 questionnaire. The Agency is currently reviewing the Wave 5 questions and discussing potential new topics for inclusion in Wave 6 with internal stakeholders. Topics are likely to include:

- Food safety
- Allergies and intolerances
- Eating outside the home
- Food security
- Food provenance
- Healthy eating (Northern Ireland only)

A list of draft questions for Wave 6 can be found in **Annex 1. (Separate Document)**

The questionnaire may need to adapt to emerging evidence gaps and/or changing stakeholder needs. As such, the questionnaire should be developed with the flexibility to include new areas of interest (or modules) in later waves. Whilst the survey will run every two years, the desirable frequency of fielding (e.g. every 2 of 4 years) for separate modules will be determined by FSA staff during the survey design period.

Due to differences between the responsibilities across the devolved FSA offices, questionnaire content may vary between countries. For instance, the FSA no longer has responsibility for nutrition policy in England and Wales[2], whereas nutrition and healthy eating practices remains the responsibility of the FSA in Northern Ireland. As such, an additional module on healthy eating is currently included in the Northern Ireland questionnaire.

Index of Recommended Practice

Food and You includes a composite measure of food hygiene knowledge and behaviours within the home, known as the Index of Recommended Practice (IRP). This index comprises questions across five 'domains' of food safety: cleanliness, cooking, chilling, avoiding cross-contamination and use by dates. A higher IRP score indicates more reported behaviours that are in line with recommended food safety practice.

A review of the IRP was conducted in 2016 however the successful contractor will be required to revisit this measure to ensure it is still a valid measure of food safety behaviour and is in line with FSA's food safety recommendations.

The FSA is also considering a new composite measure for Wave 6, like the IRP, to give an overall measure of healthy food-related behaviour in Northern Ireland.

Questionnaire Length

In Wave 5, face-to-face interviews took on average 40 minutes to complete in England and Wales and 55 minutes in Northern Ireland (due to the additional module on Healthy Eating). Tenderers should take this difference in survey length into account when costing the online survey.

Due to the length of the questionnaire, in their proposal tenderers should outline how they will mitigate against respondent attrition and fatigue.

Cognitive and Usability Testing

Cognitive testing should be used to test not only comprehension of the questionnaire, but also retrieval of information, judgement and communication. Usability testing should also be conducted to test the online survey across a range of devices (e.g. desktop, tablet, mobile). In

[2] In 2010 responsibility for nutrition in England transferred from the FSA to the Department of Health, and subsequently, in 2013, to Public Health England (PHE). Responsibility for nutrition in Wales transferred to the Welsh Government in 2010.

their proposal, tenderers should describe how cognitive and usability testing will be carried out (e.g. how many people will be interviewed). The cognitive and usability testing should be reported in the questionnaire development report (see Reporting).

Software

Suppliers will need to demonstrate that they have a secure online survey platform on which to host the online version of the survey. The online survey should be appropriately designed for various platforms including tablet/mobile phone. In line with the web-push methodology a paper questionnaire should also be developed for respondents without access to the internet.

Survey Materials

The contractor will be responsible for developing engaging survey materials (e.g. invitation letters, information about the survey, reminder letters) compliant with the General Data Protection Regulation. The FSA welcomes creative proposals for communicating with consumers in a professional and engaging format, encouraging them to participate in the survey. Tenderers are invited to propose a suitable number and frequency of reminders to achieve a desirable response rate based on research conducted in this area.

Within the survey information, clear guidelines should be provided on the following:

- How to request assistance in completion (see below)
- How to raise a complaint about FSA and/or the contractor
- How to make a Subject Access Request
- How to request the contractor deletes all data held on them

Accessibility

Tenderers should outline measures that will be taken to ensure the survey is accessible for all. For example, if a respondent cannot complete the survey online or by paper, is not literate (e.g. reading or writing), or has other impairments that might create a barrier to completion (for instance visual or hearing impairment). This may also include respondents where English is a second language or where a respondent has an appointee.

Welsh Language

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

- Issuing invitation letters and other survey materials in both English and Welsh to sample units in Wales.
- Translating the online and paper questionnaire into Welsh.
- Providing a Welsh-language speaking service to answer telephone queries for Welsh speakers.

The FSA has an internal Welsh Language Unit who will need to be consulted on Welsh language/translation arrangements. The Unit may be able to undertake the necessary translation work in-house or will be able to advise on FSA-approved translation contractors. The Unit should be consulted at the earliest possible opportunity to allow ample time for making translation arrangements.

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

3. Fieldwork

Sampling

The target population for Food and You is adults over 16 living in private households in England, Wales and Northern Ireland. To ensure the sample is representative, random probability sampling is used[3]. The sample is drawn from the Postcode Address File (PAF).

The overall sample for Wave 5 consisted of:

- A **core** sample, which was representative of the adult (over 16) population of England, Wales and Northern Ireland.
- A **boost** sample of respondents in Northern Ireland and Wales, to enable more detailed analysis at country level.
- **Reserve** samples in England, Northern Ireland and Wales, selected to ensure that the target number of interviews was achieved in each country.
- An **additional boost** sample in Wales.

The overall target sample size for Wave 5 was 3,246 (2,196 for England and 525 for both Wales and Northern Ireland). **Table 1** presents the size of the core, boost and reserve samples, and the number of interviews completed.

Table 1: Wave 5 Sample Structure

	England	Wales	Northern Ireland	Total
Core sample	4,575	250	125	4,950
Boost sample	-	725	875	1,600
Reserve sample	225	50	-	275
Additional boost	-	250	-	250
Total issued	4,800	1,275	1,000	7,075
Target sample	2,196	525	525	3,246

[3] A detailed account of the sampling approach used in Wave 5 can be found in the published technical report.

Completed interviews	2,063	535	461	3,059

The Wave 5 response rate was 47.5% in England, 47.9% in Wales, 52.0% in Northern Ireland and 48.2% in all countries combined.

Moving away from face-to-face surveying to a web-push methodology presents an opportunity to increase the target sample for Wave 6. The FSA is particularly keen to increase the target sample in Wales and Northern Ireland (to at least 1,000 in each country) to enable more detailed analysis at a country level.

The proposed target sample for Wave 6 is outlined in **Table 2**. These figures are designed to guide tenderers in their response however the Agency is open to alternative suggestions.

Table 2: Target Sample for Wave 6

	England	Wales	Northern Ireland	Total
Target sample	2,000	1,000	1,000	4,000

Tenderers should consider how many addresses would need to be included in the sample to reach this target.

Note: Costs should be provided separately for England, Wales and Northern Ireland considering the additional module on healthy eating included in the Northern Ireland survey.

Response Rates and Incentives

Tenderers should make recommendations on measures to maximise response rates and mitigate the risk of respondent attrition. This may include the use of incentives but also good survey design.

Fieldwork

In their proposal, tenderers should describe how the fieldwork for Food and You will be carried out using a sequential mixed-mode push to web methodology (online survey with paper survey follow-up). Tenderers should advise on the expected fieldwork duration necessary to reach the target sample and provide a proposed timeline detailing when initial and follow-up contact will be made.

Tenderers should demonstrate how they will maintain a high level of data quality (see Quality Management) and ensure compliance with the General Data Protection Regulation (see Data Protection). Tenderers should describe how they will deal with ethical considerations (see Ethics) such as informed consent, particularly if re-contact permission is gathered.

4. Data Analysis and Reporting

The FSA is considering three options for the data analysis and reporting:

- **Option 1** – The successful contractor to provide the FSA with a full clean data set with appropriate sample weights.

- **Option 2** – The successful contractor to provide the FSA with a full clean data set; produce descriptive data tables showing significant differences between demographic groups, countries and survey wave; and conduct key driver analysis (see Data Analysis).

- **Option 3** – The successful contractor to provide the FSA with a full clean data set; produce descriptive data tables showing significant differences between demographic groups; conduct key driver analysis; and produce reports (see Reporting).

Data Analysis

Options 2 and 3 will require descriptive statistical analysis and significance testing (at the five per cent level) for differences across demographic groups, country, and survey wave. Any significant differences should be presented in the data tables.

Where questions have been asked in England, Wales and Northern Ireland, both aggregate and individual country statistics should be reported. Subject to the results of the mode effect study, where questions have also been asked in previous waves, the time series should be provided highlighting any statistically significant changes. Data for all questions should be presented by demographic variables (including age, gender, ethnicity, household size, presence of children in the household, working status and household income) and any significant differences should be highlighted.

The successful contractor will also be asked to conduct key driver analysis to investigate the relationship between variables and identify drivers of certain behaviours (e.g. risky food behaviour). Specific requirements for this analysis will be determined upon appointment of the successful contractor.

Reporting

All three options will require the provision of two technical reports:

i. **Questionnaire development report** – This report will detail the transition from face-to-face to web-push, cognitive and usability testing, and any mode effects.

ii. **Technical repor**t – This will detail the web-push methodology and sampling approach.

Option 3 will also require the provision of additional reports presenting detailed findings, including:

iii. **Combined report** for England, Wales and Northern Ireland.

iv. **Country comparison report**, highlighting significant differences across England, Wales and Northern Ireland.

v. **Northern Ireland report**, presenting key findings for Northern Ireland.

vi. **Wales report**, representing key findings for Wales (English and Welsh language versions).

All outputs should meet the Agency's minimum accessibility requirements and be written to a high standard in clear English. The Wales report will also need to be translated into Welsh. Outputs should be written in line with the FSA brand guidelines and will be reviewed by the FSA's Communications team.

Data Visualisation

Examples of previous reports can be found on the FSA website, however the FSA is keen to reinvigorate the style of the reports so that they are more engaging and impactful. Tenderers should propose how data visualisation techniques could be employed in the reporting of the survey results to aid readers in understanding the data and drawing out key messages from the narrative.

Official Statistic

Food and You is an Official Statistic. As such the data collection and, if applicable, analysis and reporting, should be conducted in a timely manner and to a high standard. The successful contractor will be expected to comply with the Code of Practice for Statistics as well as the Standards for Statistical Reports. All outputs will be reviewed by the FSA's Head of Statistics. Access to data and report drafts pre-publication is restricted to named individuals with an input into the report production/ quality assurance process and data cannot be released until report publication.

Reports will also be published as Government Social Research publications and therefore must meet the Government Social Research Code: Products. Reports will be reviewed internally by the FSA's Head of Social Science and externally by a member of the FSA's Register of Specialists.

Prior to external review, reports are likely to require at least two rounds of substantive comments by FSA officials (and any other parties involved in the project as appropriate) and a final round to finalise minor outstanding comments. Unless otherwise agreed, the project manager at the FSA will co-ordinate comments and return them to the contractor, and all responses will be recorded. Contractors should agree the timetable for reporting and publication with the project officer but should note that the FSA normally expects two weeks to provide a co-ordinated response per round of substantive comments. Allowance should also be built into the timetable for review by the FSA's Heads of Statistics and Social Science, as well as the external peer review. Please confirm in your proposal how you will meet the FSA's requirements for reporting.

Outputs

The required outputs for the three options are outlined below.

Options 1, 2 and 3:

- Initial start-up meeting, finalised project plan, and interim meetings as necessary
- Regular progress reports on fieldwork
- Survey development report – detailing questionnaire development, cognitive and usability testing, piloting and investigation of mode effects
- Technical report – detailing survey methodology and sampling.
- Full clean data set with weighting variables for FSA use (SPSS format) – non-anonymised with re-contact data (if captured)

Options 2 & 3:

- Anonymised full data set and user guide for UK data service (SPSS format)
- Anonymised abridged data set and user guide for FSA website and data.gov repository (CSV format)
- Combined data tables (England, Wales and Northern Ireland) showing significant differences across survey waves[4] and across demographic groups
- Country comparison data tables showing significant differences across countries
- England data tables showing significant differences across survey waves and across demographic groups
- Wales data tables showing significant differences across survey waves and across demographic groups
- Northern Ireland data tables showing significant differences across survey waves and across demographic groups
- Key driver analysis (specific requirements to be defined)

Option 3 only:

- Combined report for England, Wales and Northern Ireland
- Country comparison report
- Northern Ireland report
- Wales report (English and Welsh language versions)
- Combined infographics
- Northern Ireland infographics
- Wales infographics (English and Welsh language versions)
- Animations (optional)

Organisational Experience, Expertise and Staff Effort

Tenderers should complete the tender application form, providing evidence of up to three relevant projects that the project's lead applicant and/or members of the project team are

[4] The successful contractor will be provided with data sets from previous waves so that they can produce merged data sets from all waves.

currently undertaking or have recently completed. Tenders should highlight experience of developing web-push surveys and investigating mode effects following a change in survey methodology.

Tenders should provide details of all key personnel who will be working on the project. Should any element of this project be subcontracted, this must also be stated in proposals with details of subcontracted companies, their key personnel, and working arrangements with subcontractors. Tenderers should note that the successful contractor will be required to appoint a contract manager who will be fully accountable for the delivery of the project against the contract. They will be required to liaise closely with the Agency's nominated project officer.

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

Project Management

Tenderers should describe how the project will be managed to ensure that objectives and deliverables will be achieved on time and on budget. Tenderers should also describe how different organisations/staff will interact to deliver the desired outcomes and highlight any in-house or external accreditation for any project management systems in use and how this relates to the project.

On appointment, the successful contractor will be required to attend an initial start-up meeting with the Agency (estimated to take place in Nov 2019). A finalised project plan will be required shortly after this meeting. The successful contractor will ensure that they keep in regular contact with the FSA representative. The successful contractor will be required to attend meetings to discuss and develop understanding of the issues and to present feedback to FSA and at identified key points within the project. Teleconferences can be utilised to facilitate these meetings.

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

Throughout the project, the successful contractor is encouraged to consider continuous improvements with regards to day-to-day communication and project management as well as innovative ideas and suggestions for improving outputs.

Risk Management

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

Quality Management, Ethics, Data Protection, Dissemination and Exploitation

Quality Management

Tenderers should provide details of the measures that will be taken to manage and ensure the quality of work. Please include details of the quality assurance policy in place and how this will ensure the quality of the project. Tenderers should take note of the FSA's quality assurance processes.

Ethics

Tenderers should identify any ethical issues relevant to this project and give details of how any specific risks will be addressed. Tenders should refer to the five principles outlined in the GSR Professional Guidance – Ethical Assurance:

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

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

Data Protection

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

Whilst the survey itself will be anonymous, the FSA may wish to include a re-contact question so that participants can be contacted to take part in future studies. This will involve collecting personal information from individuals, including their name and email address, but should not be linked to their responses to the survey. Re-contact questions must be phrased in such a way that participants are giving consent for the Agency or its selected agent to re-contact them. The contact data will only be used for research purposes (conducted by the Agency or a nominated contractor) and data would only be handled by the Social Sciences Team, Statistics Team and IT Security staff. Tenderers should propose how this information would be collected and handled in line with data protection regulations.

Food and You is an Official Statistic and therefore the data and reports are restricted to named individuals and cannot be realised until the report publication. Tenderers should detail proposals for the secure transfer of data between the FSA, the contractor and any subcontractors.

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

The successful contractor must comply with General Data Protection Regulation (GDPR) and ensure that any information collected, processed and transferred on behalf of the FSA will be managed, held, handled and transferred securely. The successful supplier will be assigned the role of 'Data Processor' for the duration of the contract and the FSA will act as the 'Data Controller'.

The Data Processor must:

- process any personal data only on the documented instructions of the Controller;
- comply with security obligations equivalent to those imposed on the Controller (implementing a level of security for the personal data appropriate to the risk);
- ensure that persons authorised to process the personal data have committed themselves to confidentiality or are under an appropriate statutory obligation of confidentiality;
- only appoint Sub-processors with the Controller's prior specific or general written authorisation, and impose the same minimum terms imposed on it on the Sub-processor; and the original Processor will remain liable to the Controller for the Sub-processor's compliance. The Sub-processor must provide sufficient guarantees to implement appropriate technical and organisational measures to demonstrate compliance. In the case of general written authorisation, Processors must inform Controllers of intended changes in their Sub-processor arrangements;
- make available to the Controller all information necessary to demonstrate compliance with the obligations laid down in Article 28 GDPR and allow for and contribute to audits, including inspections, conducted by the Controller or another auditor mandated by the Controller - and the Processor shall immediately inform the controller if, in its opinion, an instruction infringes GDPR or other EU or member state data protection provisions;
- assist the Controller in carrying out its obligations with regard to requests by data subjects to exercise their rights under chapter III of the GDPR, noting different rights may apply depending on the specific legal basis for the processing activity (and should be clarified by the Controller up-front);
- assist the Controller in ensuring compliance with the obligations to implementing a level of security for the personal data appropriate to the risk, taking into account the nature of processing and the information available to the Processor;
- assist the Controller in ensuring compliance with the obligations to carry out Data Protection Impact Assessments, taking into account the nature of processing and the information available to the Processor; and
- notify the Controller without undue delay after becoming aware of a personal data breach.

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

Dissemination and Exploitation

The Agency is committed to openness and transparency. All reports will be published on the FSA website and underpinning data will be published on the Agency's open-access data catalogue. Data should 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.

In addition to the publication of reports and data, tenderers are invited to present any additional proposals of how best to disseminate findings from the survey, including how best to engage with stakeholders and the potential audience, and how to maximise impact. The Agency encourages contractors to publish their work in peer-reviewed scientific publications wherever possible. Publication of any research articles or other publications based on data and information collected in relation to this project will be subject to approval from the FSA, but permission will not be unreasonably withheld.

Costs

All tenders should complete the **standard financial template** outlining a proposed payment schedule for the three options outlined in this specification and submit this with their proposal.

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

In addition, a more detailed **cost breakdown** showing the costs of individual outputs associated with the three options outlined in the specification should be submitted.

As an additional consideration, the Agency is exploring the possibility of obtaining external co-funding for sections of Wave 6 Food and You. Tenderers should suggest a model for costing individual questions or question modules that could be used as a basis for co-funding agreements. Tenderers are invited to refer to previous experience of working on co-funded surveys as a possible model for Food and You, if applicable.

Length of Agreement

This Agreement covers Wave 6 and Wave 7 over the period 2019-2023. It will be subject to a Break Point after Wave 6. We will confirm whether we wish to proceed with Wave 7 by issuing a Variation to Contract confirming our intention and any changes to our requirements.

SCHEDULE 3

SPECIFIC OBLIGATIONS

1. SUPPLIER'S OBLIGATIONS

This Schedule 3 specifies the Ordered Services to be provided to the Client by the Supplier in the services required for FS302001.

LEAD APPLICANT'S DETAILS							
Surname	[redacted]	First Name	[redacted]	Initial	[redacted]	Title	[redacted]
Organisation	Ipsos MORI	Department	Public Affairs				
Street Address	3 Thomas More Square						
Town/City	London	Country	UK	Postcode	E1W 1YW		
Telephone No	[redacted]	E-mail Address	[redacted]				

Is your organisation is a **small and medium enterprise**. (EU recommendation 2003/361/EC refers http://www.hmrc.gov.uk/manuals/cirdmanual/cird92800.htm)	Yes		No	X

TENDER SUMMARY			
TENDER TITLE			
Food and You Waves 6-7			
TENDER REFERENCE	**FS302001**		
PROPOSED START DATE	18/09/2019	**PROPOSED END**	31/03/2021

1: TENDER SUMMARY AND OBJECTIVES

A. TENDER SUMMARY

Please give a brief summary of the proposed work in no more than 400 words.

Thank you for inviting Ipsos MORI to submit a proposal for the Food and You study. We understand its strategic importance in enabling the Food Standards Agency (FSA) to gather evidence and information to meet the strategic outcomes highlighted in the 2015-2020 Strategy, and how important it is that the survey is on a secure footing to meet the challenges of any future strategy.

The food system is continually changing, which inevitably has an impact on the behaviours of consumers and food businesses. As Brexit approaches, there could be significant changes ahead around the provenance of our food, how consumers assess and manage food-related risks, and levels of trust in the food supply. Food and You will be ideally placed to enable the FSA to understand how consumers are reacting to any changes and how these impact their behaviours and attitudes.

It is important that Food and You is designed to allow for high-quality, reliable data to be collected from large sample sizes cost-effectively, while also allowing the flexibility for new questions and topics to be easily incorporated. The move to a new methodology, which is both robust and cost-effective, will help to future-proof the study while ensuring it is still fit-for-purpose, and retains Official Statistics status.

We outline in our proposals how we plan to transition this important survey to the new web-push methodology, building on the vast experience we have of doing this for other clients and using our "best-practice" approach that has been developed based on ongoing work and experimentation across the many web-push surveys that we conduct.

Specifically, we outline how we would:

- Develop the questionnaire:

- Stakeholder engagement in England and Wales and Northern Ireland
- Cognitive testing for new questions
- Mobile-first design for the online survey
- Usability testing in our viewing studio
- Piloting on our online panel
- Creation of a paper version using good design principles

- Design the approach and materials for the web-push survey based on best practice, to gain a good response from a representative sample.
- Deliver ~5,600 interviews (to ensure we achieve an *effective* sample size of 4,000) using a responsive design to minimise risk of cost-overrun or sample under-achievement.
- Provide a clean, accurate, fully documented dataset combining online and paper data.
- Conduct a parallel face-to-face survey to allow us to assess whether differences from Wave 5 are most likely due to real change or method change.

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 it 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.	Managing the transition of Food and You from a face-to-face survey to a web-push survey methodology for Wave 6
2.	Working with the FSA to develop the method, questionnaire and survey materials for Waves 6-7.
3.	Conducting the fieldwork for Waves 6-7 using a web-push methodology, ensuring it continues to meet the requirements of an Official Statistic.
4.	Providing the FSA with (at a minimum) the survey data.
5.	Investigating mode effects on response profiles

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.

We are delighted to have this opportunity to bid for Waves 6 and 7 of the Food and You Survey for the FSA. This survey is designed to measure whether consumers in England, Wales and Northern Ireland have the information, attitudes, behaviours, and skills necessary to be protected from unacceptable levels of risk. It allows the FSA to monitor its current strategic objectives as they relate to the general public – that food is safe (and that behaviours do not increase risk around this), that food is trusted (it is what it says it is), that people can make informed choices about what they eat, and that they have access to a healthy diet. The five previous waves of the survey have enabled change over time to be investigated, and the survey uses robust research methods and is an “official” statistic.

We have outlined the key objectives for the delivery of Wave 6 and 7 above. In this section we outline our approach to delivering high-quality, accurate data to the FSA and managing the transition to a new methodology smoothly.

THE TRANSITION TO A WEB-PUSH SURVEY

The FSA’s review of Food and You has suggested a change of methodology for the survey, to the more cost-effective web-push method. This still makes use of robust random probability sampling methods, allows for a

larger sample size for a lower cost and removes the potential issue of social-desirability bias. Potential downsides are that the lower response rate could increase the risk of non-response bias (if certain groups with different attitudes to or behaviours around food related issues are less likely to respond to this mode), that long questionnaires are problematic using this method, and if paper questionnaires are used to maximise accessibility, these have to have a simple design (limited filtering, no textfills) and may need to be even shorter than the online version.

Any change of methodology is also likely to impact on time-series data in some way (this may be due to sample differences or mode effects), so if the time-series data is important, the impact of the change of method needs to be investigated, and we discuss this later in this section.

Our experience

We have considerable experience of setting up new web-push surveys: designing the approach, adapting questionnaires and assessing the impact of any potential transition. For example, we designed the Active Lives Survey for Sport England which was the first device-agnostic push-to-web survey in the UK, and transitioned measures (including complex composite derived variables on levels of activity, and data on over 200 different sports) that had been collected by CATI (computer assisted telephone interviewing) as part of the Active People survey. We have also recently conducted some experimental work for DfE to assess the impact of transitioning parts of the Childcare and Early Years survey of parents from face-to-face to online (to be published later this year), and we are currently carrying out parallel fieldwork for RNLI to compare an online panel approach with the face-to-face omnibus survey approach that they have used to date for their key survey. We have been working with ONS to help trial and test their plans to move the Labour Force Survey to a mixed-mode approach, which has included large scale web-push experiments using a newly designed questionnaire and a sequential mixed-mode test (online first, then face-to-face) that is being carried out alongside the main Labour Force Survey to allow direct comparison of measures[5]. We conducted a large-scale pilot for the Fundamental Rights Agency when they were setting up a new survey (the Fundamental Rights Survey) which trialled push-to-web methods alongside face-to-face methods across the 28 EU countries.

[redacted]

Official statistics status

Food and You is an Official Statistic and one of the key objectives is to ensure that it retains this status with the move to the new methodology. Ipsos MORI produce numerous Official Statistics, including the Active Lives Survey (which uses the same web-push method proposed for Food and You Wave 6) and we are therefore confident that Food and You will be able to continue with Official Statistics status.

[5] https://www.ipsos.com/ipsos-mori/en-uk/new-research-ipsos-mori-and-office-national-statistics-ons

[6] https://gss.civilservice.gov.uk/news/transforming-labour-force-survey-lfs-testing-begins/

The three pillars of the Official Statistics framework are trustworthiness, quality and value and for each we will work with the FSA to ensure that we meet the criteria required:

Trustworthiness	Ipsos MORI has integrity as one of its core values, and we ensure that our data collection is ethical and free from any conflicts of interest. We will be open and transparent about our processes and methods, and provide full documentation covering the work we do. We will work collaboratively with the FSA to produce the data, and we will ensure that we provide suitably trained staff who are all trained in secure data handing and who follow all relevant industry standards and good practice in their work.
Quality	We are using high quality random probability methods to collect the data and we will strive to ensure that the data we collect is representative and accurate and will be open and transparent where there are any caveats to this. We will aim to continuously improve our methods to minimise the impacts of any bias. We will work with the FSA to assess the impact of the move to a new methodology on time series data.
Value	We will work with the FSA to ensure that the data and documentation we provide allows the data to be archived and used by the research community effectively. We will keep abreast of developments in methodology that impact the way we deliver this study and will, where appropriate, experimentally test any changes we make to the standard methods to assess their impact before introducing them. We will provide input as required from the FSA to ensure that the survey outputs are clear, accessible and meaningful.

[redacted]

WEB-PUSH METHODOLOGY

In this section we outline our proposed approach to the Food and You survey using the web-push methodology, covering sample design, the selection of adults within each household and the transition, design and testing of the questionnaires for both England and Wales, and for Northern Ireland.

Sample design

As the ITT suggests, the proposed methodology uses postal contact to push people towards web data collection. To do this we propose selecting a sample of addresses from the postcode address file (PAF). We

[7] https://www.statisticsauthority.gov.uk/correspondence/assessment-of-community-life-survey-update/

suggest allowing up to two adult participants to participate at each selected address (we discuss this in more detail below).

The PAF is the most widely used sample frame for high quality social surveys in the UK and is a list of addresses in the UK that is maintained by the Royal Mail. It has been used for the sampling for the previous waves of Food and You, and has a very high coverage of private residential addresses.

Unlike the previous face-to-face surveys, the sample will not need to be clustered into postcode sectors. This will improve the overall efficiency of the sample, as the sample will be unclustered and so will not be subject to design effects from clustering. As we will be sampling the addresses directly, the stratification will be carried out on the full list of addresses in the PAF. We recommend stratifying by region (with Wales and Northern Ireland both being counted as a region) and within region by Local Authority. This will ensure that the issued sample will be spread proportionately across the Local Authorities. We would include the national deprivation score as a final level of stratification within the Local Authorities: for England and Wales this would be the Index of Multiple Deprivation (IMD) and the Welsh Index of Multiple Deprivation (WIMD) at the LSOA level; and for Northern Ireland, the Northern Ireland Multiple Deprivation Measure (NIMDM).

[redacted]

Over-sampling for Wales and Northern Ireland
We note that there is a requirement to have boosted sample sizes for both Wales and Northern Ireland. This would be achieved by increasing the issued sample sizes for both countries appropriately and is described as part of our proposed sample design.

Selection of participants at each address
One of the methodological issues with a push-to-web approach is the selection of the adult(s) in the household. The PAF is a list of addresses and contains no information about who lives at each address. As we don't have information about who lives at each address in advance, an approach to select the participating household members is required. If we were collecting household-level factual information, it would not matter which adult in the household took part in the survey as the responses would be the same whoever was selected. However, Food and You collects information at the individual level and so it is important to ensure that the adult(s) within the household are selected at random.

One option is to use the previous (or next) birthday approach to sample a single adult within each household. For this approach, the adult who most recently (or is the next) to celebrate their birthday is eligible to complete the survey. This was used initially on the Community Life survey, the European Social Survey experiment, and for initial methodological work for the Sport England Active Lives Survey, and has also been trialled in the US. There are however issues with using this quasi-random approach. It has been shown that in about 20% to 30% of cases when applied, it is not carried out correctly[8,9]. This approach is therefore not reliable in generating a random sample. This is not that surprising - it requires the household to read the instructions thoroughly and engage with the selection process themselves. It has also been found that adding extra prompts to try to

[8] TNS BMRB (2013). Community Life Survey: Summary of web experiments. Report prepared for the Cabinet Office.

[9] Olson, Kristen, and Jolene D. Smyth. 2014. "Accuracy of Within-Household Selection in Web and Mail Surveys of the General Population." Field Methods 26:56–69;

Battaglia, Michael P., Michael W. Link, Martin R. Frankel, Larry Osborn, and Ali H. Mokdad.2008. "An Evaluation of Respondent Selection Methods for Household Mail Surveys." Public Opinion Quarterly 72:459–69;

Olson, Kristen, Mathew Stange, and Jolene Smyth. 2014. "Assessing Within-Household Selection Methods in Household Mail Surveys." Public Opinion Quarterly 78:656–78.

enforce this can put potential respondents off taking part in the survey, while only minimally improving compliance[10].

The approach used on Community Life, which was also tested as part of the initial methodological work for Sport England's Active Lives Survey, allows all adults to take part at each address. Four log-in codes are provided in the invitation letter (each with a conditional incentive). While this removes the need for any selection of adults in nearly all households (only 1% of households have more than 4 adults resident), it has the potential for fraud whereby a household can complete the survey for more adults than actually live there in order to get the incentives on offer. The work for Sport England found that 4% of addresses filled in the survey for more adults than they listed as living at the address, and the average size of participating households was higher than would be expected (2.19 compared to an average household size of around 1.8). Therefore, we have concerns that this approach, while easy for households to use, has serious risks in terms of sample composition.

[redacted]

There are two approaches that we can take for households where there are more than two adults. We could use a variant on the next or previous birthday approach that selects the two adults with the next two birthdays (or who had their birthdays most recently). However, this approach barely works when selecting a single adult; with two adults the task becomes more complex and is very unlikely to be carried out correctly. The alternative approach which we recommend and has been found to work well for push-to-web surveys carried out at Ipsos MORI is to allow the household member who first reads the invitation letter, and one other to complete the two questionnaires. We refer to this as the "any two" adults approach. With this approach, **93%** of the sample would be the ones selected using the quasi-random approach anyway. Given that the next and previous birthday approaches are, in many cases, not carried out correctly in practice, there is unlikely to be any difference in the representativeness of the samples obtained. We also believe that this approach increases response, as it places one less barrier in the way of questionnaire completion, and is a far easier process to carry out in the household.

Work has been carried out on the Community Life Survey to compare different approaches to the selection of individuals in the household in terms of the estimates generated[11]. This work compared various selection options with the gold standard one random adult approach and found that the multiple-selection designs ('all-individuals' and 'any-two') produce the most accurate estimates.

Given that the "any two" adult approach is simple to implement, leads to a less cluttered advance letter (which may improve household response), is far less likely to result in fraudulent activity, and is cost-effective, we propose using this approach for Food and You.

Effective sample size

There is an impact from obtaining more than one response per household which results from a within-household clustering effect. This is because we would expect people in the same household to give similar answers for some of the information gathered in Food and You, which would result in a loss of precision. It is difficult to know the impact of this, and it would vary from question to question. For example, for questions such as "Which of the following appliances do you have in your household?" we would expect members of the same household to almost always provide the same answers, whereas for other questions, such as the ones on adverse reactions to food, we would not expect this.

[10] "Within-household selection in mail surveys" Kristen Olson, Jolene D. Smyth; Public Opinion Quarterly, Vol. 81, No. 3, Fall 2017, pp. 688–713

[11] "Five methods of within-household sampling: does it matter which one we use?" Joel Williams, Kantar Public. January 2019

At this point it is difficult to estimate the rate of homogeneity (ROH) (which is a measure of how similar the responses from people in the same household are compared to the population). ROH allows us to estimate the design effect due to household level clustering which we need to determine the effective sample size[12]. In general, we might expect approaches and attitudes to food hygiene, food security and food preparation to be relatively highly correlated across household members, resulting in a high level of ROH for many of the key variables. However, this loss in precision will be balanced by the gain in precision from having less variable selection probabilities.

[redacted]

[12] Deff (clustering) = 1 + (M-1) x ROH, where M is the average number of cases in the cluster. For this survey we M is the number of responders per household, which we estimate to be M = 1.4.

QUESTIONNAIRE DEVELOPMENT

One of the key objectives for the contractor on Food and You Wave 6 is to work with the FSA to develop the questionnaire for Waves 6 and 7.

The development of a questionnaire for Wave 6 involves two separate (but linked) requirements:

- Transitioning current questions from a face-to-face format to a format that will work online and for paper based self-completion, being user-friendly and accessible while trying to maximise comparability with previous surveys
- Developing new questions for inclusion, potentially on new topics, and testing the transition of the questionnaire.

We cover each below.

1. Transitioning the current questions to a new mode

In this section, we discuss the impact of the move to an online/postal approach and how we intend to provide a smooth and well managed transition.

One key aim for developing and updating the survey questionnaires to an online/postal approach is to try to **ensure measurement equivalence across modes** (web and postal) **and devices** (PC, tablets, smartphone), while as far as possible also aiming to have some level of comparability with the previous face-to-face surveys.

The proposed design is a sequential mixed-mode approach involving an initial online stage, with non-respondents then followed up using a paper questionnaire. Therefore, we need to consider the development of both these modes while aiming to ensure consistency of data by mode. We discuss the design of the online questionnaire first, and then look at how we would design the paper questionnaire.

[redacted]

[redacted]

[13] Based on the Active Lives Survey November 2018 paradata: 22% of respondents completed the survey on a smartphone, 19% on a tablet, 55% on a desktop computer, and 3% on an 'other' or unknown device.

[14] Wenz, A. (2017). Completing web surveys on mobile devices: does screen size affect data quality? ISER Working Paper Series

[redacted]

Mobile-friendly grid formats

Grid questions, where a series of questions share the same answer categories, are common in online surveys. The traditional format for grids displays the question wording followed by a grid. The rows present each question item or statement, and the columns present the response options. The respondent is asked to select one answer per row. This presentation makes the questions easier to answer as the participant does not need to specifically move to a new page (by pressing "next") between each item. However, they are particularly problematic for displaying on the smaller screen sizes of mobile devices due to the need for horizontal and vertical scrolling.

While the Food and You Wave 5 and 6 questionnaires don't have explicit grids, there are a number of grid-like questions (where a series of questions share the same set of answer codes), for example, frequency of consumption, unwanted chemicals, provenance.
For "mobile first" design, the appearance and usability of grid questions can be improved by using 'progressive' or 'collapsible' grids.

The **progressive grid** (also known as the carousel) displays the question wording at the top of the screen. Beneath this, the first question item or statement is shown in a coloured box, with the response options listed underneath. Once the respondent has selected their chosen response, the progressive grid automatically

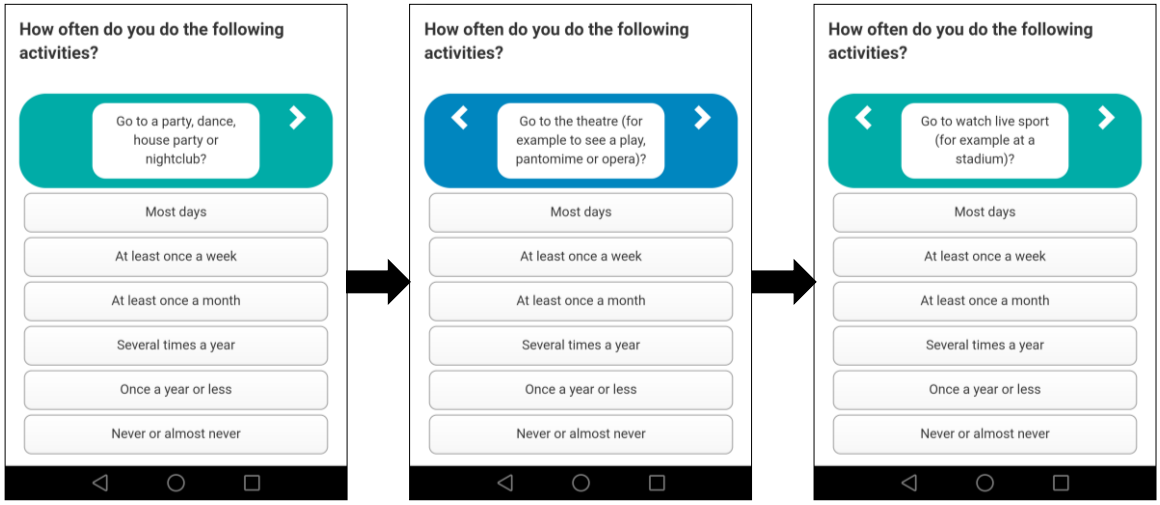
[15] For example: Dillman, D., Smyth, J. & Christian, L. (2014). *Internet, Phone, Mail and Mixed-Mode Surveys: The Tailored Design Method, 4th edition*. Hoboken, NJ: John Wiley; Callegaro, M., Lozar Manfreda, K. & Vehovar, V. (2015). *Web Survey Methodology*. London: Sage; Toepoel, V. (2016). *Doing Surveys online*. London: Sage.

[16] Ipsos Interactive Services – Device Agnostic Research on Research: a series of internal Ipsos reports (2014-2016)

moves on to display the next question item or statement. The coloured box changes colour with each item/statement, while the list of response option remains the same. As shown in the example below, arrows are provided within the coloured box to help respondents navigate back and forth through the question items/statements if they choose. This format is useful when you want the respondent to think about each answer independently.

This could be used, for example, for the questions on frequency of consumption.

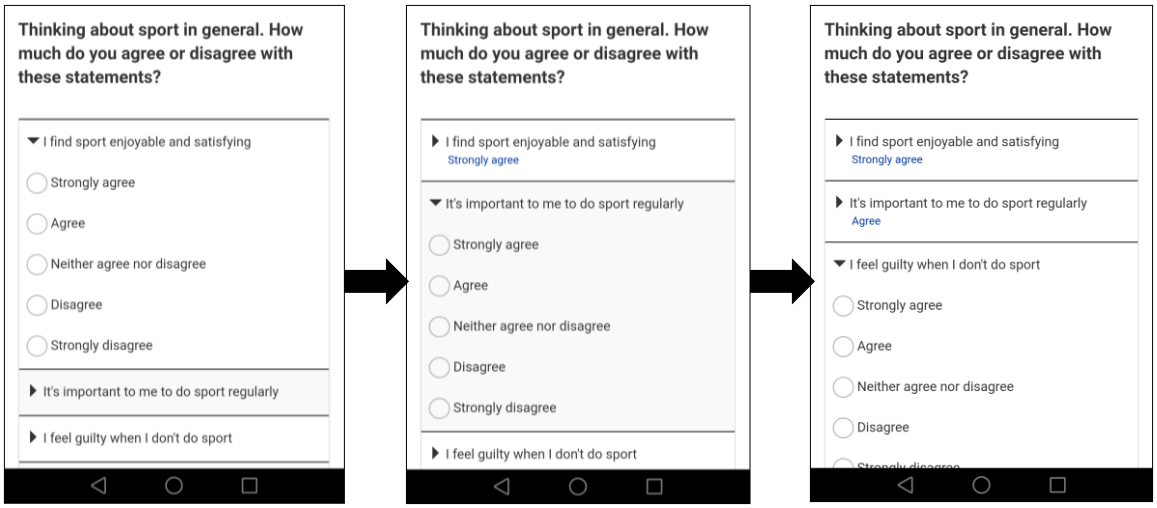
Example of a progressive grid:



The **collapsible grid** displays the question wording at the top of the screen. Beneath this, the first question item or statement is shown as text, with the list of reponse options underneath. Once the respondent has selected their chosen response, the collapsible grid automatically collapses the section for that question item/statement, and opens up the section for the next question item/statement. The answer that was chosen for the previous item is displayed in a different colour beneath the question item/statement. This means that respondents can check and compare against their previous answers. If a respondent wishes to change a previous answer, they can re-open a section by selecting the question item/statement.

Potentially, this could be used for the dietary health questions or for provenance.

Example of a collapsible grid:



Our usability testing has found that these mobile-friendly grid formats reduce respondent burden. Evidence from experiments suggest that data collected using either the carousel or the collapsible grid is comparable to traditional grids.[17]

For a demo of our mobile-friendly grid formats, please visit: https://ipsos.uk/demogrids

Other issues to consider

[redacted]

Accessibility of the online questionnaire

A key step to ensuring inclusiveness and boosting response rates is to ensure that the questionnaire is *accessible* – both in terms of the languages offered and the wording and layout of the questionnaire. These issues are looked at routinely on all our surveys and we have recently completed a full review of our General Practice Patient Survey (GPPS) specifically on these issues.

Some of the standard approaches that we will incorporate into the design of the online survey include:

- Set up the script to have a function to change background colour (e.g. a yellow background is easier for those with cognitive impairments) and to increase font size if required.
- An accessible template for the online survey which conforms to the highest level – AAA.
- As far as possible, making the questionnaire compatible with JAWS, which is the most popular screen reader software.

However, ensuring accessibility is not just about the technical adjustments outlined above, but also how the questions are designed. When designing the online questionnaire, to maximise accessibility it is particularly important that the following principles of good questionnaire design are adhered to:

- Clear, simple language should be used.
- Positional references such as ‘click here’ or ‘the link on the right’ etc are avoided.

[17] For example: Hanson, T. (2018). *Comparing static and dynamic grids. Understanding Society Innovation Panel Wave 10: results from Methodological Experiments*.

[18] Thom, J. M., Lindley, L., Smith, P., Clemens, S. (2019). Presentation of “do not know” and “prefer not to answer” in mobile surveys. *European Survey Research Association Conference*

[19] Callegaro, M., Lozar Manfreda, K. & Vehovar, V. (2015). Web Survey Methodology. London: Sage.

- Abbreviations are avoided.
- Colour contrast must be considered as part of the design. An example of a tool to analyse this against the required level of contrast is: http://www.paciellogroup.com/resources/contrast-analyser.html

These design constraints form part of our standard approach when setting up online surveys, and we will ensure that we take account of them for this study.

Implications for the Food and You questionnaire
An initial look at the questions proposed for Wave 6 of the Food and You survey suggests that most of them will be relatively straightforward to present as questions online. Few have very long answer lists, and those that do look manageable (e.g. adverse reactions to identified allergens and where respondents do food shopping have long lists, but are factual question so people will be looking for a specific answer). There are relatively few complex explanations or instructions.

The main issue that will need to be considered is the use of "spontaneous" answers (where the interviewer codes the answer that the respondent gives to a list) and open questions. Open questions are best avoided, or kept to a minimum, in online surveys. It can be difficult to type on small screen devices, and unless participants are very engaged, they will often not write anything or only something minimal, skip the question, or break off at that point. Based on the proposed questions for Wave 6 provided with the ITT, there are 16 open (or interviewer coded) questions. While some of these are easily dealt with by providing a pre-coded answer list for participants (e.g. the religion question, or who outside the household helps with the shopping, should not be particularly affected by allowing participants to see the potential answer options), many are related to food hygiene behaviour and some form part of the Index of Recommended Practice. For some of the questions, this may be more problematic, as supplying a list of answers rather than asking for open answers may enable people to more easily identify "correct" answers, and so mean that they select answers based on what they think they should do rather than what they actually do. This could impact the trend data for this question, or make it a less reliable measure of actual behaviour.

We do not recommend leaving these questions open as we do not think that would lead to useful responses. Instead, this is an area we will explore as part of the proposed review of the Index of Recommended Practice. As well as checking that the current behaviours and knowledge are still the most effective measures, we can explore what the impact of having the list visible might be (via the cognitive testing, or as part of the timing piloting that we are proposing to do using our online panel), and whether we want to adapt any questions due to this (e.g. asking about knowledge first and then specifically about their own behaviour).

The other area where online surveys find it difficult to replicate the information gathered face-to-face is related to NSSEC coding. The information gathered to allow NSSEC coding involves a series of open questions related to job title and responsibilities. These questions do not work well online. ONS has a self-completion version available (from the last Census), which is useful but does not correlate well with NSSEC as gathered using the face-to-face questions. ONS are currently working on a new version for the 2021 Census that may be available in the near future. For Food and You, NSSEC is not a key analysis variable and so moving to either the existing ONS self-completion question to collect this information, or deciding not to collect it at all, are both possible options which we can discuss.

Questionnaire length
The Wave 5 questionnaire took, on average, 40 minutes to complete, face-to-face, in England and Wales, and 55 minutes in Northern Ireland (where there is an additional module on healthy eating).

In general, it is recommended that online surveys should last no more than 20 minutes, to avoid respondent fatigue which could lead to break offs or poor data quality. Previous research has found that response rates can be negatively impacted the longer the questionnaire, and that data quality can also be affected with answers to questions positioned later in the questionnaire being faster, shorter and more uniform than those positioned near the beginning[20]. However, an experiment that we conducted recently (to be published later

1 [20] Effects of questionnaire length on participation and indicators of response quality in a web survey. Mirta Galesic, Michael Bosnjak. *Public Opinion Quarterly*, volume 73, issue 2, Summer 2009, pages 349–360,

this year) found no difference in response to a push-to-web survey which offered either a 15 or 20 minute questionnaire.

There are a number of push-to-web surveys that do field a 30-minute questionnaire, for example the Community Life Survey (DCMS) and the Financial Lives Survey (FCA), and so this is possible, but 30 minutes (average) is the maximum length that we would recommend. We discuss below ways to ameliorate the impacts that this length may have on data quality of later questions below.

[redacted]

[redacted]

[redacted]

[redacted]

[21] Reducing speeding in web surveys by providing immediate feedback; Conrad, Couper, Tourangeau, Zhang. Survey Research Methods (2017) Vol. 11, No. 1, pp. 45-61

[redacted]

[22] Adapting questionnaires for smartphones: an experiment on grid format questions. T. Hanson. General Online Research Conference 2017

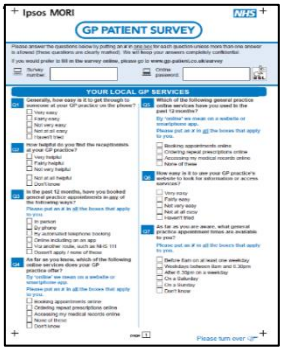
[23] For example, Smyth, J., Dillman, D., Christian, L. and Stern, M. (2006). Comparing check-all and forced-choice formats in web surveys. *Public Opinion Quarterly, 70,* 66-67.

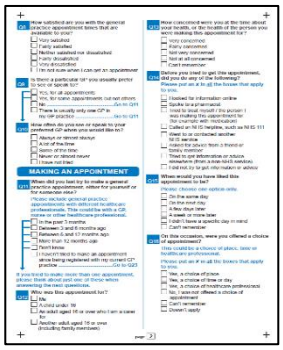
[24] Dillman, D., Smyth, J. & Christian, L. (2014). *Internet, Phone, Mail and Mixed-Mode Surveys: The Tailored Design Method, 4th edition*. Hoboken, NJ: John Wiley

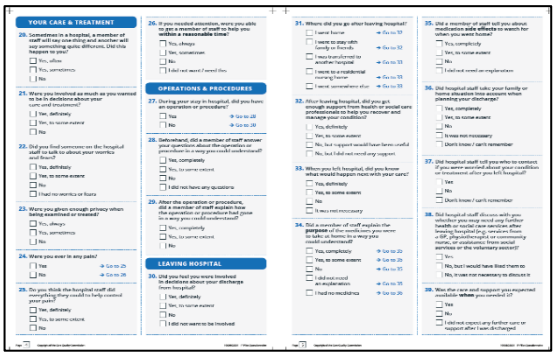
[redacted]

Paper questionnaire design

To encourage engagement with the questionnaire and accuracy of completion, it will be vital to ensure the questionnaire is well designed and adheres to Dillman's principles.[27] These have evolved over time on the basis of both practical experience and methodological research and are widely accepted as best practice in the survey research community. The essence of the Dillman approach is to ensure that the visual properties (size, font, brightness, contrast, colour and location) of questionnaire elements (words, numbers, symbols and other graphics) are used to reinforce its verbal messaging. For example, the layout should draw the reader's attention to the beginning of sections and questions, should guide their eye towards questions, answer codes and instructions in an appropriate order, and should encourage skips to be accurately followed. We have experience of designing user-friendly, engaging and attractive questionnaires and some examples are provided below.







All self-completion questionnaires will be scanned. We are experts in handling large numbers of paper documents and ensuring high quality data is extracted from them, having scanned over two million paper forms in 2018. We will regularly check and validate scanned data throughout fieldwork.

2. Developing new questions and testing the transition of the questionnaire

The Wave 6 questionnaire is currently under review, and there are a number of potential new topics for inclusion, and new questions to be developed. In addition to the requirement to transition Food and You from an interviewer led to a self-completion questionnaire, as discussed above, there is also the development of new questions to consider.

To ensure that both of these are managed effectively, it is vital that thorough work is carried out to minimise the impact of the modal shift and to ensure that new questions work effectively. We have extensive experience of

[25] E.g. Messer, B. L. and Dillman, D. A. (2011). Surveying the general public over the Internet using address based sampling and mail contact procedures. *Public Opinion Quarterly*, 75, 429-457; Dillman, D. A. (2017). The promise and challenge of pushing respondents to the web in mixed-mode surveys. *Survey Methodology*, 43, 3-30

[26] Hansen, M.H. and W.N. Hurwitz. (1946). The Problem of Nonresponse in Sample Surveys. *Journal of the American Statistical Association 41*, 517–529; Brick, J. and Tourangeau, R. (2017) Responsive Survey Designs for Reducing Nonresponse Bias. *Journal of Official Statistics*, 33, 735–752

[27] Dillman, D., Smyth, J. & Christian, L. (2014). *Internet, Phone, Mail and Mixed-Mode Surveys: The Tailored Design Method, 4th edition*. Hoboken, NJ: John Wiley

both, and will carry out a thorough review of the questionnaire and engage with stakeholders before drafting a questionnaire and testing it among members of the public.

Outline of the questionnaire development process

Step 1

- Initially a thorough review of the questionnaire will be carried out by Ipsos MORI's project team panel.

Step 2

- After the initial review, Ipsos MORI would seek to engage with key stakeholders of the FSA. This include the steering group, social science team and communications teams

Step 3

- The next step would be to draft the questionnaire based on the initial review and feedback from panel and relevant stakeholders. This draft would be shared with the FSA and stakeholders, the by Ipsos MORI
- The ultimate goal would be to agree a questionnaire draft with the FSA for cognitive testing

Step 4

- The questionnaire would be scripted online and an initial draft of the postal questionnaire woul created for cognitive testing
- We would test the questionnaire with 30 members of the public across England, Wales and Nor [redacted]

Step 5

- Based on feedback from the cognitive testing we would finalise the questionnaire, with input fr relevant stakeholders and expert panel, ready for usability testing
- After the questionnaire content has been finalised we would then make amendments to the on paper questionnaires ahead of usability testing

Step 6

- We would provide a report to the FSA from the usability testing which would include recommer After agreeing the amends with the FSA we would finalise both the online and postal questionn
- Before going live with mainstage fieldwork in June 2020, we would conduct a smaller pilot as a of the routing and questionnaire timings.

We present each of these steps in more detail below.

Step 1: Initial review of the questionnaire

We would review the existing questionnaire alongside discussions with you, to ensure we understand the key requirements of the survey. We would want to understand your initial thoughts on the balance between collecting data on topics which already exist within the questionnaire (such as food safety and food securities), developing new questions for existing topics and adapting the survey to fulfil emerging evidence gaps. We would also, where helpful, review other existing surveys to see how they handle some of the questionnaire design issues discussed above.

In addition, we would convene an expert panel of survey methodologists at Ipsos MORI to fully review the questionnaire and discuss the likely impacts of the modal shift on key survey measures. This would include survey methodologists from the Probability Survey Unit who have experience in transitioning interviewer led surveys to self-completion surveys, alongside questionnaire development experts and those who have experience of working on Food Standards Agency or food related projects previously. We would include [redacted] our colleague from Northern Ireland, in this review, given her experience of developing food-related surveys.

This process would enable us to begin to understand the requirements of the Food Standards Agency, and to draw up initial recommendations on how the questionnaire can be developed and improved, in transitioning it to a push-web survey.

Step 2: Stakeholder Engagement

In this step we would build on Step 1 to develop a greater understanding of the requirements for the survey and how key stakeholders (particularly Steering Group members) envisage those changing and developing over time, in order to fulfil emerging evidence gaps. We can also ensure that stakeholders are aware of the potential impacts of any questions that need to change to allow for self-completion, and that discussions are started around priorities in terms of which topics could be considered as modules. Gathering the views of the range of stakeholders, not least to meet the need for user engagement, is also a requirement dictated under the principles and protocols for Official Statistics[1].

We may do this in stages, first liaising with any internal stakeholders (through interviews or workshops), and then reaching out to any external stakeholders. As with our work for the Public Perceptions of the NHS and Social Care Tracker, we could bring key stakeholders together in a workshop, and supplement this with this initial one to one meetings and telephone conversations. Depending on what was driving the need for change, the aim would be to problem-solve and agree on how the questionnaire can meet its purpose more effectively going forward. This would be essential as we envisage that for some questions we will have to change the way they are asked, or, for postal administration, limit the complexity of how the question is asked. There is also a need to discuss which questions have highest priority so that any modularization can be agreed.

[redacted] would carry out discussions with FSA NI and any of their specific stakeholders, especially in relation to the questions that they require that are not part of the England and Wales survey.

The initial workshop would be facilitated by Ipsos staff to allow for many voices to be included and to help generate ideas and discussions around the questionnaire. This would be supplemented with further conversations with both internal and external stakeholders. Following this we would agree with the FSA changes to the questionnaire that need to be made going forward and begin drafting the questionnaire.

Step 3: Drafting the questionnaire

At this stage we would draw on evidence from our initial review and stakeholder engagement to draw up a first draft of the questionnaire. This would be carried out by the core project team led by [redacted] with input from [redacted] who sits within our Health team and has vast experience in questionnaire design and development.

The drafting will consider how each question will be presented to work best when administered online or on paper (we discuss mobile first and paper design issues earlier in this section).

After we have produced the initial draft of the questionnaire, we would seek feedback from the core team at the Food Standards Agency and your external and internal stakeholders. We would amend the questionnaire based on this feedback and provide a further draft of the questionnaire before producing an online and paper version of the questionnaire for cognitive testing.

Step 4: Cognitive testing

Cognitive interviewing methods are derived from cognitive psychology and allow researchers to examine the mental processes people go through when answering survey questions. The aim of cognitive interviewing is to validate the quality of the data collected by establishing whether respondents understand the questions in the intended way and are able to provide the information requested. If issues are identified we are able to make alterations to improve the questionnaire from a respondent's perspective. We believe this is an essential stage as new questions may have been developed and the wording for existing questions may have changed, so it is important to make sure that respondents can answer all questions. We do not propose to test all the questions from the questionnaire, as that would take too long, but will test questions that are new, or that have changed significantly.

Cognitive interviews would be carried out by members of the Ipsos MORI's research team in locations across England, Wales and Northern Ireland. We would conduct depths at testing sites (as opposed to visiting

[1] https://www.statisticsauthority.gov.uk/wp-content/uploads/2018/02/Code-of-Practice-for-Statistics.pdf

respondents at their homes) to allow for all the cognitive interviews to be completed within a short period, meaning that the process can be efficiently conducted in terms of both cost and time involved.

[redacted]

A summary of each interview will be written up into a structured pro-forma as soon as possible after the interview is completed. All summaries will be written by the person who conducted the interview and will be produced referring to the audio-recording. A summary of participants' characteristics (such as their age, sex, level of education and so on) is included in the first columns. A summary of findings for each test question or issue is recorded in subsequent columns. A data management matrix is then created which lists the test questions and areas under investigation (via the probing) as themes and subthemes (in columns) and every respondent is allocated a row. Data from each case are then synthesised with the appropriate parts of the thematic framework. Once the data have been entered into the data management framework, data can be read horizontally as a complete case record for an individual, or vertically by looking at a particular question across all cases. Cases can also be sorted by factors of interest, for example participant characteristics or by a certain attitude. This will allow comparison of answer strategies at different questions.

Our costs include providing a summary the cognitive interviews. We would provide key evidence from the cognitive interviews around question performance and make suggestions for any required actions: for example revisions to the wording of the questions.

Step 5: Secondary drafting of the questionnaire

Once we have agreed with you the amends to the questionnaire that need to be made in light of the cognitive testing, we would produce the next draft of the questionnaire. For this we would follow the same process as outlined in Step 3. At this stage we would finalise the scripting of the questionnaire and set up the online questionnaire ahead of usability testing and piloting.

[redacted]

[redacted]

[28] https://www.mrtappy.com/

[29] Baker, R.P., Crawford, S. & Swinehart, J. (2004). Development and Testing of Web Questionnaires. In: Presser et al (2004). Methods for Testing and Evaluating Survey Questionnaires. Wiley Series in Survey Methodology.

[redacted]

Once we have agreed with the FSA the recommendations that need to be taken forward, we would finalise the survey materials and online script (alongside the postal questionnaire). After this, we would conduct another small-scale pilot to carry out a final test of survey routing and timings before going live with the main fieldwork.

Recontact questions

We regularly include recontact questions in our surveys, to allow the client to access contact details of those who agree that they may be willing to take part in future research, and who consent to sharing their contact data in this way. We have a great deal of experience in designing them, so that they are clear and understandable and to ensure we have collected and recorded fully informed consent to pass personal information onto our clients (and also potentially onto a third party who may be contracted to carry out future research).

We are also careful to collect contact information accurately – we set up checks (in the online survey) to ensure that email addresses have the correct format, and that telephone numbers have the correct number of digits. We often ask participants to type in email addresses twice (as is standard practice on many websites) to minimise typos.

We note that the requirement is only to pass on the contact details of those consenting and not any of the data gathered in the questionnaire. This may help compliance levels, but it does limit the ability of the FSA to recontact participants with particular behaviours or attitudes, which can be extremely useful for follow-up research. It is possible to gain consent to pass on both the contact details and the questionnaire answers to the research team at the FSA, and this may be an area for experimentation to see if the extra data being requested does significantly decrease consent rates or not.

[redacted]

[redacted]

Review of the Index of Recommended Practice and the development of composite measures

The Index of Recommended Practice (IRR) is a 10-item composite measure of food hygiene behaviours and (to a lesser extent) knowledge, made up of five domains. The ITT requires the contractor to review the IRP to ensure that it (i) remains a valid of food safety behaviour and (ii) is on line with FSA's current food safety recommendations. We agree that a review is appropriate at this point because substantial changes will be made to some of the questions used to construct the index due to the change in data-collection methodology - mainly to questions which currently accept open ended answers (e.g. questions on how raw meat is stored, and on how people know if food has been adequately reheated). As we discuss elsewhere, we believe these should be replaced with closed- answer questions, but acknowledge that this will change respondent answer patterns, and this in turn will introduce a discontinuity in the IRP between waves 5 and 6.

A review of the earlier version of the scale was carried out in in 2016[30] which involved a deliberative workshop and which made recommendations based on prior qualitative and quantitative reviews. As a result of the review a number of revisions were made to the scale:

- Knowledge questions were removed apart from one that were integral to conduct of recommended behaviour.
- Groups of questions measuring a single behaviour were combined.
- Data from respondents answering fewer than half the items were to be excluded, because this indicated that they had little involvement in food preparation.

It was also decided:

- Not to weight behaviours on the basis of importance to food hygiene in the interest of both keeping the scale straightforward and of minimising the influence of subjective judgement in scale construction.
- That future consideration should be given to the treatment of 'don't know' responses on the basis of their response distributions, especially if data collection mode were changed.
- That a binary rather than an ordinal scoring model should be retained for the time being, although an ordinal model might be reconsidered in the future to improve the scale's sensitivity to change.

The quantitative review which fed into the workshop argued that, using terms coined by Diamantopoulos and Winklhofer[31], the IRP was a *formative* rather than a *reflective* indicator, meaning that the latent dimension of interest (safe food preparation behaviour) is caused by, or even defined by, the indicators used to measure it rather that being the underlying cause of such indicators. We agree with this assessment because the behaviours which are used to form the IRP are themselves behaviours which *define* safe practice in food preparation rather than being behaviours which are concrete manifestations of an underlying latent 'food

[30] NatCen Social Research (2016). *Measuring domestic food safety: a review of the index of recommended practice*.

[31] Diamantopoulos, A. and Winklhofer, H.M. (2001). Index construction with formative indicators: An alternative to scale development. *Journal of Marketing Research*; 38, (2), 269-277

safety' dimension (in the way that 10 Likert items asking about pleasure taken in eating meat can be interpreted as manifestations of a single underlying attitude).
This means that we should have no expectation that a person who follows recommended practice in one domain (e.g. storing raw meat/poultry) will be more likely to follow recommended practice in another (e.g checking refrigerator temperatures). And, for this reason, conventional psychological scaling methods, such as factor analysis, calculation of item-whole correlations or of the Cronbach's alpha reliability coefficient are inappropriate.

Diamantopoulos and Winklhofer[32] argue that instead formative scales should be assessed against four criteria:

1. Content specification – is the index defined such that it fully captures the full range of behaviour it is intended to capture?
2. Indicator specification – do the indicators cover the full range of behaviours covered by the content specification?
3. Indicator collinearity – are the indicators highly intercorrelated and therefore exhibiting redundancy?
4. External validity – does the indicator correlate with the variables it is predicted to?

IRP criteria 1, 2 and 3 require expert knowledge about safe food practices and of the consequences of (not) following them. Criterion 4 also requires the collection of criterion data and the correlation of this with the index. Criterion 3 requires only the statistical analysis of the index items.

We propose that our review of the scale should be guided by these criteria and should focus on the impact of the revisions to the scale questions and points raised in the previous index review. We propose to undertake the following:

1) A consultation with FSA, the Food and You steering group and any other stakeholders they suggest:
   a) to assess whether the index should retain its current specification as a measure of domestic food safety practices that are in line with FSA recommended practice
   b) to assess whether it includes the full range of behaviours relevant to food safety practice
   c) to identify appropriate criterion variables (presumably relating to episodes of food-poisoning) for the assessment of external validity
   d) whether there is an appetite to move from using binary answers to using ordinal ones in the index construction

2) IRP statistical item analysis to assess:
   a) Distributions of answers to questions: specifically comparing distributions to questions that have been changed to accommodate the new data collection method
   b) How the properties of the scale as a whole has changed between wave 5 and wave 6
   c) inter-item collinearity
   d) IRP item correlations with criterion data as a measure of external validity
   e) Whether patterns of don't know answering have changed substantially since the last review

For the FSA / stakeholder consultation we will administer a set of semi-structured questions in writing and/or in face-to-face meetings / by telephone. In the main this will take place in parallel with wave 6 questionnaire design. The statistical analyses will be undertaken by our in-house statistics team and, given the necessity of examining data from the revised questionnaire, will mainly be undertaken after wave 6 data have been collected.

Together with the FSA we shall use the findings from the above investigations to develop a set of recommendations concerning the composition and scoring of the IRP. These will be implemented to an agreed timetable.

Relatedly, we note that the FSA is considering constructing a new index to measure healthy food related behaviour in Northern Ireland. It is hard to specify a detailed work plan for this work without more detail on what is required. However, it is likely that we would follow a set of procedures similar to those just discussed.

DELIVERING THE WEB-PUSH SURVEY – MAXIMIZING RESPONSE AND MINIMIZING NON-RESPONSE BIAS

[32] Diamantopoulos and Winklhofer (2001), *op cit*.

[redacted]

[33] https://www.ipsos.com/ipsos-mori/en-uk/push-web-best-practice-guide

[34] https://www.ipsos.com/sites/default/files/ct/publication/documents/2019-03/techtracker_report_q12019_final_1.pdf

[35] Singer, E. and Ye, C. (2013). The Use and Effects of Incentives in Surveys. Annals of the American Academy of Political and Social Science, 645(1), 112-141.

[redacted]

[redacted]

[36] Nicolaas, G. & Smith, P. (2015). The postal survey is dead, long live the postal survey! Presentation given at the biennial conference of the European Survey Research Association, 14-17 July 2015, Reykjavik, Iceland.
[37] Dillman, D. (2015). Mixed-mode solutions to the people problems facing web surveys. Presentation given at the WEBDATANET conference, 26-28 May 2015, Salamanca, Spain.

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[redacted]

[redacted]

[38] http://doc.ukdataservice.ac.uk/doc/8391/mrdoc/pdf/8391_active_lives_adult_technical_report.pdf

[redacted]

PROVISION OF ACCURATE DATA AND TECHNICAL REPORTING

Script checking

The data quality from any study depends on the questionnaire being accurate and collecting the data as specified. Once the initial online script has been developed, we will carry out a series of thorough and systematic checks on it to ensure it is error-free before it is signed off for testing by the FSA. Checking will be assisted by written guides for script-checking, and we will centrally record all changes made to the script. In our experience, carrying out the quality assurance processes laid out below are vital in ensuring the script is produced to the highest standard.

The testing script will be available for checking online via a web browser. Every question in the script will be systematically checked manually against the questionnaire specifications. This manual content review process will cover question wording, question routing, text substitutions, and any checks that are programmed to appear when specific responses are chosen. Testers will use a range of scenarios to ensure that all routes in the questionnaire are checked. In addition, we will carry out specific **'look and feel' checking** to make sure that the script meets the key design criteria. This checking will be a more in-depth look at a carefully selected sample of questions that represent all layouts present in the script. These questions will be checked for usability on a variety of commonly used browsers, including mobile phone browsers.

We can also carry out data flooding to ensure another level of checking. We will **run dummy data through the script**. This will create a dummy SPSS output that we can check by writing SPSS syntax to create expected

[39] http://doc.ukdataservice.ac.uk/doc/8223/mrdoc/pdf/8223_technical_report_active_lives_survey_year_1.pdf#page=69&zoom=100,0,162

[40] Church, A.H. (1993). Estimating the effects of incentives on mail response rates: a meta-analysis, Public Opinion Quarterly, 57, pp. 62–79.

[41] Singer, E. & Ye, C. (2013). The Use and Effects of Incentives in Surveys. Annals of the American Academy of Political and Social Science, 645(1): 112-141.

[42] Göritz, A. S. (2006). Incentives in Web Studies: Methodological Issues and a Review. International Journal of Internet Science 1:58–70.

frequencies for each variable based on their specified routing. This will allow us to see where there are problems with the routing, as well as providing a check that the routing instructions make sense.

Scanning

[redacted]

Data editing and cleaning

We will agree a checking and editing specification in close collaboration with the FSA. Paper questionnaires will be less accurately completed than the online ones in terms of respondents following filters and instructions (e.g. giving just one answer to a single coded question) and so will require a more detailed editing specification. However, there may be some minor editing to carry out for the online data (e.g. dealing with questions that have been skipped, deleting data that is on the wrong path due to a respondent going back in the questionnaire and changing an answer, reviewing cases that have very fast completion times, straightlining, or a large amount of non-response). We will fully document all our data cleaning and editing steps and agree them with the FSA, to ensure transparency and to allow replication in future years.

Weighting

[redacted]

[redacted]

Provision of a clean, accurate dataset
The production of a clean data file is essential and we will put very rigorous systems in place to ensure that the final SPSS data set will be as clean and robust as possible. Production of the file will be guided by a data map, with thorough and systematic checking to ensure that the final file matches the map exactly. The online and scanned data will be combined using standardised data maps in order to do this accurately. We will produce a data map that will match any requirements of the FSA, and we will carry out systematic automated checks to ensure that the data file's structure matches the map exactly. We will use SPSS Syntax to recode values in the raw data to match the map, including recoding missing values, and transferring non-response codes (i.e., 'Don't know', 'Prefer not to say') from the '_codes' fields present in raw Dimensions data into the main question variable. We will carry out automated checking to look for any violations of rules governing the permitted values for variables, and will also highlight any issues with routing, by identifying cases in which 'impossible' routing paths have been taken. We will provide interim data to the FSA during fieldwork to ensure that any issues can be identified prior the production of the final dataset.

We discuss in more detail the provision of the other deliverables under each of the three options in Section E.

INVESTIGATING IMPACTS OF CHANGE TO METHODOLOGY

Because of the change in data collection methodology from face-to-face interviewing in Wave 5 to sequential mixed-mode web-push in Wave 6 the is a very real risk of a loss in data comparability. This might arise either because there are sample composition differences (i.e different types of people respond to the different types of survey), or because there are measurement differences (respondents answer questions differently according to whether questions are asked orally by interviewers, or are presented on online / paper self-completion questionnaires). When differences by survey type are found, it is generally very difficult to ascertain with certainty the extent to which these arise from each source[43], although in practice knowing this is of secondary importance.

It will be vital to establish whether or not Wave 5 and Wave 6 data are comparable, as this will determine the interpretability of observed trends in data spanning previous waves as well as Wave 6. As pointed out in the specification, data comparability might be assessed either by comparing Wave 5 and Wave 6 data or by fielding a face-to-face version of the Wave 6 questionnaire in parallel with the mixed-mode one. Of these we strongly favour the second. Observed differences in estimates between Wave 5 and Wave 6 may arise because of changes in methodology or because of real changes in peoples' behaviour. While it is true that if Wave 6 data diverge widely from trend lines established across several previous years it will be plausible to attribute this to methodological changes, if medium or small changes are observed, these will be uninterpretable, and the researcher will remain uncertain as to how much confidence they can place in the trend line.

[43] For an example drawn from the Community Life Survey, see:

Kibuchi, E. Durrant, G. B., Sturgis, P. and Maslovskaya,O. (2018). *Separating sample selection from measurement effects in surveys conducted in different modes*. Paper presented at the International Workshop on Household Survey Nonresponse, Budapest

We propose therefore that for Wave 6 only, an additional 1,000 interviews in England should be conducted fielding face-to-face the corresponding mixed-mode questionnaire. We will use the online script as the basis for the face-to-face questionnaire, with some small modifications to allow for interviewer administration (e.g. the addition of some interviewer instructions, the use of showcards for some questions etc.).

A multi-stage sampling approach would be used, replicating that used in Wave 5. A sample of 90 postcode-sector-based primary sampling units will be selected, stratified by region, proportion of households that are non-manual and have no car, and population density. Twenty-five addresses will be randomly selected in each PSU (2,250 in all) from the small-user postcode address file and at each a single adult will be selected for interview by means of a Kish grid. On the assumption that, as in Wave 5, 7% of addresses will be ineligible and that the response rate will be 48%, this will deliver around 1,000 interviews. Conditional £10 shopping vouchers will be offered, as we believe these to be more effective than the advance post-office voucher incentives offered in Wave 5.

This design would allow the following differences in proportion to be detected at the 5% significance level with 80% power:

Higher estimate	Minimum difference detectable with 80% power
50%	6.2%
30%	5.7%
20%	5.0%
10%	3.7%
5%	2.7%

(The size of differences in continuous measures (such as the IRP) that can be detected will vary by measure as it depends on the individual element standard deviation.)

Comparisons between the face-to-face and mixed-mode sub-samples will therefore allow us to detect method-caused differences down to about 4-6% but smaller changes will remain hard to interpret. It also needs to be borne in mind that statistical comparisons between Wave 5 and Wave 6 data will have higher statistical power than will comparisons between the two Wave 6 sub-samples, meaning that we expect to find more statistically significant differences in the Wave 5-Wave 6 comparisons than in the within-wave 6 comparisons even if differences between the two waves result only from the methodological changes. This means that variables showing significant differences between Waves 5 and 6 will be hard to interpret in the absence of corresponding significant differences between the two Wave 6 sub-samples. They may represent a relatively weak methodological effect, a small but real underlying change, or both.

In the light of this one might therefore question whether it is worth fielding a Wave 6 face-to-face comparison sample. We strongly believe that it is because without it the FSA will be unable to draw valid conclusions about substantial changes (i.e more than 5-6%) observed between years 5 and 6. Without fielding the two data collection methods in Wave 6 any such difference will be uninterpretable. On the other hand, if the two methods are fielded, any Wave 5 to Wave 6 difference will be interpretable as follows:

- if a significant difference is also observed between the two Wave 6 sub-samples, the Wave 5 to Wave 6 difference should be interpreted cautiously
- if a significant difference is not observed between the two Wave 6 sub-samples there will have grounds for inferring that there is a real underlying difference (although not necessarily of the scale observed).

Unfortunately, it is not possible to reduce this uncertainty without considerably increasing the size, and therefore cost, of the face-to-face sample. The cost we have provided enables us to field the whole Wave 6 questionnaire face -to-face, which will include questions that have not been asked previously. This makes sense, as some questions may be affected by answers given to other questions, or order effects and so this is the safest option in terms of being able to assess differences by mode. However, we could consider a cut down questionnaire for the face-to-face survey which focuses on the trend questions. This would be a shorter questionnaire which would allow us to increase the number of interviews. We would be happy to discuss this in more detail.

Once data are collected, we would prepare a separate dataset for the face-to-face survey which would have its own weights (calculated in a similar way to Wave 5). We propose to compare data for England collected using the two methodologies and to present the analysis in a separate methodological report. Demographic and

survey variables will be compared in separate report chapters. Where relevant these comparisons data will be augmented by comparisons with data from recent survey waves, and together will be used to make judgements about plausible causes of changes from Wave 5 to Wave 6. The survey variable comparisons will be more directly relevant than the demographic comparisons to trend-line interpretability, although the latter will provide important contextual information and will aid interpretation. To ensure that the methodological report is effectively tailored, we suggest that we engage in prior discussions with the FSA to establish their assessment of the relative importance of the different survey variables.

In order to avoid misinterpretation, it will be of considerable importance when comparing data from the two surveys to ensure that the two different sample designs are fully accounted for in statistical comparisons. Design effects will have different sources in each of the two surveys (arising mainly from PSU clustering and random individual selection on the face-to-face survey, and from intra-household clustering and – where relevant – module selection weighting in the mixed-mode survey). For this reason all analyses will be undertaken using the svy- suite of Stata programs or equivalent programs in another analysis package. We have included the cost of this reporting within the costs for this element of work.

Face-to-face fieldwork management

[redacted]

[redacted]

B. 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

.

[redacted]

[44] http://doc.ukdataservice.ac.uk/doc/8223/mrdoc/pdf/8223_technical_report_active_lives_survey_year_1.pdf

[45] https://beta.ukdataservice.ac.uk/datacatalogue/studies/study?id=8391#!/documentation

[46] https://ipsos.com/ipsos-mori/en-uk/new-research-ipsos-mori-and-office-national-statistics-ons

[47] Increasing response rates in postal surveys while controlling costs: an experimental investigation Gerry Nicolaas, Patten Smith and Kevin Pickering, Ipsos MORI and Chris Branson, NHS England. SRA Journal Volume 1

[redacted]

[redacted]

Innovation fund

[redacted]

[redacted]

3: THE PROJECT PLAN AND DELIVERABLES

A. THE PLAN (*SEE POST TENDER AGREED TIMELINE AT PAGE127)

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.

Objective	Milestone	Date
DEVELOPMENT AND TESTING PHASE		
	Contract awarded	w/c 4 November 2019
	Start–up meeting	w/c 11 November 2019
	Finalised project plan	w/c 18 November 2019

[48] Ipsos was ranked as the second most innovative supplier for the second year by the GRIT Report (https://www.greenbook.org/grit)

	Weekly / Bi-monthly updates provided by Ipsos MORI (IM)	Throughout the course of the project
	Weekly / Bi-monthly catch-up calls between Ipsos MORI and the Food Standards Agency (FSA)	Throughout the course of the project
1, 2	Desk review of questionnaire	w/c 18 November 2019 – w/c 2 December 2019
2	Agreement on key Stakeholders to engage with over questionnaire development	w/c 18 November 2019
2	Workshop with stakeholders on questionnaire development	w/c 9 December 2019
2	Conversations with other stakeholders on questionnaire development	w/c 9 December – end of w/c 16 December
2	Initial drafting of questionnaire	w/c 30 December – end of w/c 6 January
2	Comments on first draft of questionnaire from FSA and stakeholders / meeting to discuss initial draft of the questionnaire	w/c 13 January 2020
2	Second draft of questionnaire provided to FSA	w/c 20 January 2020
2	Recruitment questionnaire and sample design agreed for cognitive testing	w/c 27 January 2020
2	Questionnaire finalised for cognitive testing	w/c 27 January 2020 – end of w/c 3 February 2020
2	Cognitive testing fieldwork	w/c 10 February – end of w/c 17 February 2020
2	Cognitive testing findings written up and provided to FSA	w/c 24 February 2020
1, 5	Sampling to take place for face-to-face comparison and push-to-web survey	w/c 2 March 2020
2	FSA and stakeholders to review cognitive testing findings	w/c 2 March 2020
2	FSA and IM general project meeting / meeting to discuss questionnaire findings	w/c 2 March 2020
2	IM to make amends to the questionnaire based on cognitive testing findings	w/c 9 March 2020
1, 2	Design of invitation and reminder letters to begin	w/c 9 March 2020
2	FSA to review amended questionnaire and provide feedback. Questionnaire circulated to key stakeholders simultaneously	w/c 16 March 2020
1, 2	Initial draft of invitation and reminder letters sent to FSA	w/c 16 March 2020
1, 2	FSA to review letters and provide feedback on them	w/c 16 March 2020
1, 2	Online questionnaire scripting to take place	w/c 16 March – end of w/c 23 March 2020
1, 2	Amends made to survey letters	w/c 23 March 2020
1, 2	IM to provide a plan for piloting the questionnaire	w/c 23 March 2020
1, 2	IM to test the online questionnaire and amends to be made to it	w/c 30 March 2020
1, 2	Recruitment questionnaire and sample design to be agreed for usability testing	w/c 30 March 2020
1, 2	Survey materials to be finalised ahead of usability testing	w/c 30 March 2020
1, 2	Usability testing and pilot of survey to take place	w/c 7 April 2020

1, 2	Pilot data processing and analyse of findings from usability testing	w/c 14 April 2020
1, 2	Usability testing and pilot report provided to FSA	w/c 14 April 2020
1, 2	Meeting between FSA and Ipsos MORI to discuss usability testing and pilot findings	w/c 21 April 2020
1, 2	Final amends to be made to the online questionnaire	w/c 21 April 2019 – w/c 28 April
1, 2	Final amends made to survey letters and graphic design work on postal questionnaires to begin	w/c 28 April 2020
3	Online pilot with panel members to do final check of online questionnaire; online questionnaire signed off	w/c 4 May 2020
1, 2	Initial graphically designed postal questionnaire and final survey letters provided to FSA	w/c 4 May 2020
5	Scripting of face-to-face questionnaire and production of materials to begin	w/c 11 May 2020
1, 2	Amends made to graphically designed postal questionnaire	w/c 11 May 2020
3	Printers and scanners briefed	w/c 11 May 2020
3	Graphically designed postal questionnaires sent to printers	w/c 25 May 2020
1, 3	All materials finalised ahead of fieldwork	w/c 1 June 2020
MAIN STAGE SET-UP AND FIELDWORK		
3	Initial push-to-web survey invitation letters sent to households	w/c 8 June 2020
5	Briefing interviewers	w/c 8 June 2020
5	Main stage fieldwork for face-to-face comparison	w/c 15 June – w/c 14 September 2020
3, 5	Weekly fieldwork updates to be provided	w/c 15 June – w/c 14 September 2020
3	Decision on use of reserve sample for main push-to-web survey	w/c 15 June – w/c 22 June 2020
3	First reminder sent to non-responding households for main push-to-web survey	w/c 22 June 2020
3	Second reminder along with postal questionnaires sent to non-responding households	w/c 6 July 2020
3	Final reminder sent to non-responding households	w/c 20 July 2020
3	Fieldwork for reserve sample if necessary (covering all mailings)	w/c 22 June – w/c 19 August 2020
3	Final returns received	w/c 19 August 2020
DATA PROCESSING		
4	Scanning to take place	w/c 13 July – w/c 7 September 2020
4	Agree derived variables and weighting strategy	w/c 7 September 2020
4	Data processing to begin for both face-to-face comparison and push-to-web survey	w/c 14 September 2020
4	Initial data checks	w/c 21 September 2020
4	Data checks and editing	w/c 28th September 2020
4	Final data sent to FSA	Late September – Early October 2020
REPORTING		
4	Survey and questionnaire development report structure agreed	Mid July
4	Drafting of survey and questionnaire development report	w/c 3 August 2020 – w/c 31 August 2020

4	Senior review of survey and questionnaire development report to take place	w/c 7 September 2020
4	Questionnaire and survey development report sent to FSA	w/c 14 September 2020
4	Technical Report structure agreed	w/c 14 September 2020
4	Internal briefing of technical reporting team responsible for drafting chapters	w/c 21 September 2020
4	Drafting of technical report	w/c 28 September – w/c 5 October 2020
5	Analysis and reporting of comparison between push-to-web and face-to-face survey data to take place	w/c 5 October 2020 – w/c 26 October
4	Senior review of technical report to take place	w/c 12 October 2020
4	Technical report sent to FSA	w/c 19 October 2020
4	Meeting to discuss development report, technical report and findings from face-to-face comparison	w/c 26 October 2020
OPTION 2 AND OPTION 3 REPORTING		
Option 2	Producing and checking tables	w/c 19 October – w/c 26 October 2020
Option 2	Tables signed off and sent to FSA	w/c 2 November 2020
Option 2	Agreement of Key Drivers Analysis spec	w/c 9 November 2020
Option 2	Key Drivers analysis to take place	w/c 16 November 2020
Option 2	Key Drivers analysis to be provided to FSA	w/c 23 November 2020
Option 2	Anonymised full data set and user guide for UK data service provided to the FSA	w/c 23 November 2020
Option 2	Anonymised abridged data set and user guide for UK data service provided to the FSA	w/c 23 November 2020
Option 3	Reporting specs to be agreed	w/c 30 November 2020
Option 3	Drafting report commentary for each chapter – for combined report and country comparison report	w/c 30 November 2020 – w/c 14 December 2020
Option 3	Spec for infographics to be agreed	w/c 14 December 2020
Option 3	Internal review of combined report and country level comparison report, final figure checks, sign off and sent to FSA	w/c 4 January 2021
Option 3	Production of infographics	w/c 4 January 2021– w/c 11 January 2021
Option 3	FSA comments on combined report and country comparison report	w/c 18 January 2021
Option 3	Initial draft of infographics sent to FSA	w/c 18 January 2021
Option 3	Amendments made to country level comparison reports	w/c 18 January 2021
Option 3	FSA comments on infographics	w/c 25 January 2021
Option 3	Drafting report commentary for each chapter – for Wales and Northern Ireland reports	w/c 25 January 2021
Option 3	Internal review of all reports, final figure checks, sign off and sent to FSA	w/c 25 January 2021
Option 3	Updated draft of combined report and country level comparison reports provided to FSA, alongside Northern Ireland and Wales report	w/c 25 January 2021
Option 3	Infographics updated and provided to the FSA	w/c 1 February 2021
Option 3	FSA comments on country level reports and updated comparison and combined reports	w/c 1 February 2021
Option 3	Amendments made to all reports	w/c 8 February 2021

Option 3	Final comments from FSA on infographics	w/c 8 February 2021
Option 3	Infographics finalised and provided to the FSA	w/c 15 February 2021
Option 3	Finalised comparison and combined reports	w/c 15 February 2021
Option 3	Second draft of country level reports sent to FSA	w/c 15 February 2021
Option 3	FSA final comments on country level reports	w/c 22 February 2021
Option 3	Finalised country level reports sent to FSA	w/c 1 March 2021

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 prosed work will automatically be calculated on the financial template.

DELIVERABLE NUMBER OR MILESTONE IN ORDER OF EXPECTED ACHIEVEMENT	OBJECTIVE NUMBER	TARGET DATE	TITLE OF DELIVERABLE OR MILESTONE
1	1, 2	w/c 11/11/19	Initial start-up meeting
2	1, 3	w/c 18/11/19	Finalised project plan
3	2	w/c 24/02/20	Cognitive testing report
4	2	w/c 14/04/20	Usability testing and pilot report
5	2	w/c 04/05/20	Online questionnaire signed off
6	3	w/c 26/08/20	Final fieldwork report (push to web)
7	1, 2	w/c 14/09/20	Survey and questionnaire development report
8	5	w/c 21/09/20	Final fieldwork report (face to face)
10	4	w/c 19/10/20	Technical report
9	4	w/c 05/10/20	Full clean data set (SPSS format)
11	5	w/c 26/10/20	Report on comparison of push-to-web and face-to-face
13	4	w/c 23/11/20	Options 2 & 3: anonymised full data set (SPSS)
14	4	w/c 23/11/20	Options 2 & 3: anonymised abridged data set
12	4	w/c 02/11/20	Options 2 & 3: combined data tables
12	4	w/c 02/11/20	Options 2 & 3: country comparison data tables
12	4	w/c 02/11/20	Options 2 & 3: England data tables
12	4	w/c 02/11/20	Options 2 & 3: Wales data tables
12	4	w/c 02/11/20	Options 2 & 3: Northern Ireland data tables
15	4	w/c 23/11/20	Options 2 & 3: Key Driver Analysis
17	4	w/c 01/03/21	Option 3: combined report for England, Wales and Northern Ireland
18	4	w/c 01/03/21	Option 3: country comparison report
19	4	w/c 01/03/21	Option 3: Northern Ireland report
20	4	w/c 01/03/21	Option 3: Wales report
16	4	w/c 01/02/21	Option 3: combined infographic
16	4	w/c 01/02/21	Option 3: Northern Ireland infographic
16	4	w/c 01/02/21	Option 3: Wales infographic

4: ORGANISATIONAL EXPERIENCE, EXPERTISE and STAFF EFFORT

A. PARTICIPATING ORGANISATIONS' PAST PERFORMANCE

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

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

Childcare and early years survey of parents – mode trial (Department for Education)

[redacted]

ONS Labour Market Survey testing (Office for National Statistics)

[redacted]

[redacted]

Active Lives Survey - adults (Sport England)

[redacted]

[redacted]

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	Ipsos MORI

Named staff members, details of specialism and expertise.

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

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[redacted]

[redacted]

[redacted]

[redacted]

Participant Organisation 1	
Named staff members, details of specialism and expertise.	

Participant Organisation 2	
Named staff members, details of specialism and expertise.	

Participant Organisation 3	
Named staff members, details of specialism and expertise.	

C. 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
[redacted]	

5: PROJECT MANAGEMENT

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

We will draw on well-established procedures for managing this study, including detailed timetabling and close monitoring of task completion, underpinned by strong communication and team-work. A key element of our approach to project management will be keeping the FSA involved and informed in relation to all aspects of the project.

Specifically, our approach to project management will involve:

- A set-up meeting with FSA to agree the project objectives, milestones, timetable and deliverables – including the scheduling of meetings and/or conference calls at key milestone dates.
- A project plan which will include the agreed methodology, a risk register ('risk management schedule'), and a detailed timetable for the project with key milestones and sign-off responsibility indicated.
- Regular internal project management meetings of the Ipsos MORI team to review progress against the agreed timetable and to identify and manage emerging project risks. These will be supplemented by informal, day-to-day meetings.
- Weekly written updates to the FSA summarising progress against milestones, flagging up any potential problems and how these can be addressed, as well as forthcoming deadlines and sign-off responsibilities.
- A face-to-face meeting following the completion of each stage of the research to take stock of all findings up to that point and discuss findings and implications for the following stage.
- Regular telephone and email contact and a named main contact for the FSA who is responsible for the day-to-day running of the project (the Project Manager).
- Regular face-to-face catch-up meetings with you: in the past we have found it helpful to visit your offices to bring you up to speed with initial findings and discuss next steps. We are happy to do this again if it is helpful to you and your team.
- A formal set of quality sign-offs for the key milestones of the project, including fieldwork materials and project outputs signed off by the Project Director. In addition, we will require all research materials, analysis specifications and reports to receive a formal 'sign off' by a member of FSA's Social Science Research Unit and / or the relevant policy team.

Our tried-and-tested project management techniques will be integral to delivering a high quality and timely project, to specification and to budget. In turn, this requires systematic risk management because we know from experience that management of a survey such as this involves dealing with a large number of potential logistical challenges, complexities and risks.

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

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

Flexibility will be crucial and we may need to react to the findings and the progress of the project as it unfolds (for example, decisions that need to be made during the questionnaire design phase based on outcomes to piloting and testing, the response to each push-to-web mailing). To facilitate this, our progress updates to you will be built into the management of the project throughout, for example the provision of weekly updates and pre-scheduled telephone and face-to-face contact with you. Additionally, we will also be in regular communication via telephone and email, and you will be given e-mail and telephone contacts for all members

of the Ipsos MORI team, should your day-to-day contact ([redacted], the Project Manager) be unavailable at any point.

[redacted] ([redacted] in Ipsos MORI's Social Research Institute, will be the named contract manager for this study, and will be responsible for signing off all key project materials, including questionnaires and reports. She will be supported by [redacted] ([redacted] who will be your main day-to-day contact, [redacted] and [redacted]). Additional advice and input will be provided by experts in survey design and delivery, quantitative techniques and analysis, including [redacted] and [redacted]. [redacted] will provide oversight and methodological advice throughout the study, and will act as a 'critical friend', and [redacted] will be responsible for designing the sampling and data weighting schemes. [redacted] an [redacted] our [redacted], will play a role in the questionnaire development stage to allow us to work closely with your colleagues in Northern Ireland for their specific questions.

All members of this core team (apart from [redacted] are based in our London office and will work closely via scheduled weekly internal meetings, as well as ad hoc catch ups as required. This will include internal meetings with team members involved in specific operations, such as survey scripting, face-to-face fieldwork management and data processing.

In addition, Ipsos MORI's Social Research has over 200 researchers to draw upon to ensure the smooth and timely delivery of the project in the case of unexpected absences among the core team.

[redacted]

[redacted]

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

- **ISO 20252:2012** is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation
- **ISO 9001:2008** - International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard
- **MRS Company Partnership** – By being an MRS Company Partner, Ipsos MORI endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation.

As mentioned in section 7 below, we will follow the ethical guidance from the Government Social Research (GSR) unit for this project and constantly review our working practice against the GSR ethics principles. The project would also be subject to scrutiny from our internal Ethics Working Group, who assess all projects for ethical risks and provide advice on ethical issues.

6. RISK MANAGEMENT

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

Identified risk	Likelihood of risk (high, medium, low)	Impact of Risk (high, medium, low)	Risk management strategy
[redacted]	[redacted]	[redacted]	[redacted]

			[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]

			[redacted]
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[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]

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[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]

			[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]

7. QUALITY MANAGEMENT

A. QUALITY MANAGEMENT

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

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

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

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

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

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

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

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

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

Data Protection Act – Ipsos MORI is required to comply with the Data Protection Act; it covers the processing of personal data and the protection of privacy.

HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos MORI was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.

Fair Data –Ipsos MORI is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation. [requested logo]

Ipsos MORI's BES comprises internal communications, audits and spot checks, as well as regular meetings of BES representatives to discuss and address quality issues, feed them back to the business areas, and implement corrective and preventative measures. An external auditing company visits annually to ensure that we comply with the standards we are accredited to – recent audits in summer 2017 confirmed our accreditations, and the auditors are visiting us again in late September and October.

In practice, for this project, the following quality assurance measures will be in place:

- As [redacted] will have overall responsibility for ensuring the quality of the work and the deliverables, giving a **clear line of accountability**.
- [redacted] will act as a 'critical friend' and review our work from the client's point of view. We find this works well, as Quality Directors are less involved in the detail, and can instead act as a sounding board and ensure that we are meeting your needs.
- **Internal sign-offs** so that each document (participant letters, all questionnaire versions, sample spec and final sample, coding and data processing requirements, analysis specs, tables and any reports) is reviewed at the appropriate level, again providing clear accountabilities. These sign-offs are captured electronically as part of our standard procedures.
- **Formal sign-off from FSA** for key documents, such as the questionnaires and any participant facing materials, the sample specification and other documents that we would agree with you in advance. Again, these sign-offs are captured electronically.
- **Standard procedures**, for example our document naming conventions that ensure versioning is clear and that all documents have the appropriate information classification.
- **Ensuring our sub-contractors also have high quality standards**. Adare are ISO 9001 and ISO 27001 accredited, and are also accredited to Environmental standard ISO 14001.

Particular aspects of quality control that will be vital for this project are ensuring the questionnaire script works as it should, and ensuring the dataset is accurate and well documented. We have covered our processes for these in Section 2A.

Sub-contractor management

[redacted]

Joint Code of Practice for Research

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

1. Responsibilities – the [redacted] will take overall responsibility for the research project. Other members of the team will be aware of their responsibilities and these will be documented in the project plan.
2. Competence – as outlined in our staffing section, all team members have the skills and relevant experience (covering push-to-web methods, online surveys, questionnaire development and data management) to allow them to undertake this project effectively.
3. Project planning – as outlined in our project management section, we will produce a project plan that includes a live risk register and we will share this with the FSA.
4. Quality Control – as outlined in this section, we have specific quality assurance procedures that are built into all our projects and processes.

5. Health and Safety – we comply with the relevant Health and Safety regulatory requirements.
6. Handling of samples and materials – not applicable
7. Facilities and equipment – we have business continuity plans and have outlined in the data protection section how our facilities ensure that the data we hold is secure.
8. Documentation of procedures and methods – we will provide full and clear documentation of our research methods and procedures in a detailed Technical Report and questionnaire development report.
9. Research / work records – our Quality Assurance procedures ensure that our work is properly documented and filed appropriately, so that it is clear what work has been carried out and how, enabling it to be replicated if necessary.
10. Field-based research – we outline our environmental policies under the sustainability section of these proposals.

B. ETHICS

Please identify the key ethical issues for this project and how these will be managed. Please respond to any issues raised in the Specification document
Please describe the ethical issues of any involvement of people, human samples, animal research or personal data in this part. In addition, please describe the ethical review and governance arrangements that would apply to the work done.

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

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

GSR Principles	Actions
Principle 1: Sound application and conduct of social research methods and appropriate dissemination and utilisation of the findings.	Ipsos MORI has been at the forefront of the development of web-push methods. We have developed our approach since starting to deliver the Active Lives Survey (another Official Statistic that uses this methodology), undertaking numerous experiments to ensure that the method is working as effectively as possible. We will take a similar approach to Food and You, ensuring that the methods we use are sound, well-tested and deliver a representative sample. We will work closely with the FSA to ensure that the findings are widely used and disseminated. We will provide detailed documentation to accompany the dataset, to allow users to carry out their own analysis.
Principle 2: Participation based on valid informed consent	All of our research is based on the need for valid informed consent from the research participants. The sample for this study will be drawn from the Postcode Address File, and all selected addresses will be sent an

	invitation letter asking them to take part in the online survey. This will include information about the voluntary nature of the survey, and cover all the information required under GDPR (details of the data controller, legal basis for processing, retention period of data, data subject's rights including right to withdraw and complain). We will include a link to the main privacy notice and also provide a freephone number and email address so that participants can contact us if they have more questions or wish to opt-out, or need additional help to take part. At the start of the online questionnaire, we will make it clear that if they break off we may use the data already collected, but that they can contact us to have their data removed. We will allow participants to skip past questions if they do not wish to answer and will offer "prefer not to say" codes at more sensitive questions.
Principle 3: Enabling participation	We are committed to ensuring as wide as possible participation in our surveys. We take steps to make sure that our questionnaires are accessible to everyone who is selected to take part in our surveys. We outlined how we make our online questionnaires as accessible as possible in the "approach" section (including the ability for participants to alter the font size and background colour, and to use screen readers). We will also provide a freephone number and if required, we can take someone through the questionnaire on the phone (we have done this, most recently on our Taking Part web panel). We can say, in the letter, that if someone needs help completing the questionnaire, they can contact us to discuss what help they need. Using paper versions of the questionnaire also helps accessibility for those people who are not online, or who are less comfortable online. We will ensure that the paper versions use a reasonable size font and are clearly laid out. **Language** We have allowed for the questionnaire and materials to be translated into Welsh, and would send out both language versions of the letters to addresses in Wales. Addresses in Wales will also have the option of completing the online survey in Welsh by selecting that language on the welcome screen. We will also provide Welsh paper questionnaires to anyone requesting them. A move to an online approach means that different languages are easier to accommodate and the cost implications are relatively low. Once the online questionnaire is scripted it is a simple process of copying the script and overlaying it with the translation. This ensures consistency of language. However, this is less easy to do for the paper questionnaires.
Principle 4: Avoidance of personal harm	The risk of harm to participants or researchers for this study is low. However, whenever we send out questionnaires it is possible that we will receive answers that raise concerns that the participant is at risk of harm. [redacted]

	[redacted]
Principle 5: Non-disclosure of identify and personal information	Ipsos MORI is required to comply with the Data Protection Act. Ipsos MORI is accredited to ISO 27001:2005 International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos MORI was the first research company in the UK to be awarded this in August 2008. We provide more detail in the section on Data Protection on how we manage our data to minimise the risk of disclosure of personal information. Where we collect personal information to pass onto the FSA (the recontact question), we will be very clear what this involves (that it is just their contact details, and will not be linked to any of their survey answers) to ensure that we have informed consent to pass this information onto the FSA. All personal data will be transferred using secure FTP servers. We have a Disclosure of Harm policy to cover the extremely rare situations outlined above where we are told something that makes us believe that an individual is at risk of serious harm.

C. DATA PROTECTION

Please identify any specific data protection issues for this project and how these will be managed. Please respond to any specific issues raised in the Specification document.
Please note that the successful Applicant will be expected to comply with the Data Protection Act (DPA) 1998 and ensure that any information collected, processed and transferred on behalf of the FSA, will be held and transferred securely.

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

As an organisation which bases its business upon the goodwill and trust of participants, we understand that the lawful and correct treatment of personal information is vital. Ipsos MORI is compliant with the highest regulatory standards for the legal and safe processing of personal and/or sensitive data, including the Market Research Society Code of Conduct, IS0 27001 and GDPR.
In this section we cover how we will ensure that we comply with the Data Protection Act 2018 (incorporating GDPR) and also cover how we ensure the security of our data.

Data Protection Act 2018

Ipsos MORI has a dedicated programme to meet our obligations under GDPR. This work is led by our Data Protection Officer and Business Excellence team, with representatives across the whole business. It includes monthly spot checks and a rolling programme of internal audits in order to measure compliance. Our external

auditors will also be reviewing the company's adherence to the GDPR as part of our annual surveillance and certification.

Our processes and policies have been reviewed and updated to ensure they reflect the strengthened requirements of GDPR, and we have a fully documented supplier approval process to ensure that our suppliers meet all our clients' quality, compliance and information security requirements. We have updated our Information Incident Reporting Procedures to comply with GDPR and would inform the FSA immediately if we become aware of any data breach. We also have procedures in place to report breaches to the relevant supervisory authority and, in some cases, to the data subjects.

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

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

The Data Controller needs to agree a legal basis for processing personal data before sending out any invite letters to prospective participants. The three possible legal bases for data processing are consent, legitimate interest and public task. Many of our public sector clients use public task, and this has some benefits as it allows us to use our existing approaches to informed consent without the need to add explicit consent questions prior to the main questionnaire or the special category personal data questions (including ethnicity, health data and financial information). However, as we do always collect our data with fully informed consent, it is also possible for us to use the basis of consent for this project, and we have standard consent questions that we can use.

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

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

- **Access to personal data** will be restricted to the minimum number of personnel; all of whom have undergone training in data protection law, their duty of confidentiality under contract and in the care and handling of personal data.

- Addresses and respondent ID numbers only will be sent to the printers, **encrypted** using AES 256 as minimum, and transferred using our secure FTP (SFTP).

- The online survey will be implemented using an industry standard online survey management system hosted at Rackspace UK in a managed hosting environment dedicated to Ipsos only. Ipsos has gold level maintenance with Rackspace allowing maximum availability and redundancy. Rackspace has various certifications, including SOC2 and ISO 27001 certification and all data is secure, e.g. there is restricted access and no storage of survey participant personal data other than responses to the survey questions together with the respondent ID number. This system collects the IP address of participants, sometimes used in the data editing process. This is stored securely along with raw data.

- Survey data (and any scanned images) will be stored on a **secure server**, which is isolated from the Ipsos MORI network and has restricted access controls and network protection. Paper questionnaires are stored in locked facilities.

- If the face-to-face fieldwork is commissioned, all our interviewer tablets are fully encrypted, and all data is passed between interviewers and the office using a secure VPN.

- In line with our **retention and destruction policy**, all personal data – both hard copy and electronic – will be securely removed and destroyed once the project has finished.

- Any data that is transferred to the FSA will be encrypted using AES 256 as a minimum, and transferred via a secure FTP. We can use Ipsos Transfer (our own FTP system), or we are happy to use the FSA FTP system.

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

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)

Ipsos MORI Responding Responsibly policy

Ipsos MORI is committed to the principles of sustainable development and environmental stewardship. In all of our business operations we recognise our obligation to improve our environmental performance and contribute positively to the local and wider community in which we operate. We are committed to:

- Minimising the amount of materials wasted;
- Maximising the amount of materials recycled;
- Reducing the amount of energy and water used;
- Increasing the percentage of Green Energy purchased;
- Encouraging the use of public modes of transport among employees;
- Ensuring all staff are aware of our environmental policies

Our main efforts are outlined below:

Waste and recycling

Minimise the amount of materials wasted:

- Staff awareness/training initiatives to encourage specific actions that minimise waste being produced
- The recycling of toner cartridges for charity
- Unwanted PCs are donated to be reconditioned and used by charities
- Internal envelopes are reusable

Increase the rate of recycling:

- Staff awareness/training initiatives to encourage recycling, alongside clear and accessible recycling points on all floors of the building
- Individual desk bins are not permitted in order to encourage recycling.
- We use 9Lives 100% recycled paper for questionnaire and internal printing. This has an added benefit: for each tonne of paper we purchase, the German Manufacturer (Steinbeis Vision) will purchase two tonnes of London landfill waste.

Reduce the amount of energy and water wasted:

- The use of energy efficient light bulbs wherever possible
- All photocopiers have timers to switch off if not in constant use
- All PCs are compliant with the relevant standard for energy efficiency
- The installation of efficient heating and hot water systems
- The use of small cisterns and passive infra-red sensors (PIR) which minimise water use

- Low traffic areas such as stairwells, toilets, offices and meeting rooms have PIR operated lighting
- Staff awareness / training initiatives on energy efficiency

Transport

Encourage the use of public modes of transport among employees:

- Where possible, Ipsos MORI provides bike storage
- Employee car parking is not subsidised
- Interest-free loans for public transport season tickets are available to staff
- Company Oyster cards are available for staff to use at our London sites

Staff training and awareness

All staff will be aware of Ipsos MORI's policies to protect the environment:

- This policy is incorporated into Ipsos MORI's Quality policy and training
- The Sustainability policy is promoted among staff through staff networks and available on the intranet and website

Community contribution

- All permanent employees receive up to two days paid time to volunteer for community activities, either participating in centrally organised Ipsos MORI team challenge days, or undertaking their own community activities.

In our matched giving scheme, the company will match the amount raised for charity among Ipsos MORI staff, individually or as a team, up to £200 per person, per year.

Sub-contractors

Adare have ISO 14001 – Environmental Management System certification, as well as a Forest Stewardship Council licence (number FSC C015977 and Programme for the Endorsement of Forest Certification.

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 its 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

_____

We recognise you are yet to confirm the level of data analysis and reporting required for this study. You have outlined three potential options – we can confirm we are able to deliver the requirements for each (detailed below) and have included these in our costs.

You have also expressed appetite to explore alternative forms of data visualisation, to **maximise the impact** of the survey and increase engagement among your audiences with the insights it provides. This is a key priority identified by the Food and You Working Group, and one that we agree should be at the heart of the survey's development in Waves 6-7. The survey findings must be accessible to multiple audiences within the FSA, including communications as well as research teams, and this will require expert analysis, reporting and dissemination techniques which Ipsos MORI are extremely well placed to deliver.

It is vital that the outputs from the study are **high quality** and can **stand up to scrutiny**, that they are **engaging**, and that this is balanced with **value for money**. Central to achieving this will be the careful analysis of a large volume of data, conveyed in a clear narrative of what the findings tells us, via the written reports and the infographics contained within Option 3. At the early stages of project planning, we would also be keen to discuss potential additional forms of analysis and reporting, as well as techniques to disseminate them. We would work with you to formulate a dissemination plan that ensures the survey insights are 'sticky' – that you are equipped with the know-how to communicate the findings internally, and act upon on their implications for the FSA's strategy and future activities such as communications and further research.

As such, we have structured this section in two parts: Part 1 outlines the analysis and reporting we will undertake for each of the three options you have specified in your ITT, and upon which our costs are based. Part 2 details additional approaches to data analysis and visualisation, and a range of dissemination techniques which could also be considered for this study. These options are not included within our costs, but we would be very happy to provide this if commissioned, following a discussion of your exact requirements.

1. **Delivering high-quality data analysis and reporting: options 1-3.**

We can confirm we are able to meet your data analysis and reporting specification options as follows.

Option 1:
We would deliver a full clean data set with sample weights in **SPSS** format for FSA use. For the push-to-web survey, data sets from online and postal responses would be combined into one data set, with a variable attached to each record to indicate survey mode. The face-to-face data set, if commissioned, would be provided in a separate SPSS file. Data files will be composed of non-anonymised data with re-contact information where participant consent has been given for this to be shared with the FSA.

This final data will be produced following data cleaning, validation and weighting. Data cleaning will include checking the data for consistency in data values, completeness, accuracy, correct completion of single- and multi-code responses, as well as monitoring aspects such as question bases, skipped sections and the number of missing answers. (This will be relevant for postal responses, where human error may result in incorrect completion of the questionnaire – for online responses, the script will control for these aspects of data entry). Data will then be edited and cleaned as appropriate according to a set of systematic and industry best-practice 'rules. For example, it is standard practice to treat 'Don't know' – and also refusals – as a valid answer where this is specifically offered to participants as a response code, and as a missing value where it is spontaneously volunteered. This convention is built into our default data delivery procedures but we can discuss your preferences in advance. Our Data Processing team will be responsible for conducting data checking, cleaning and validation, and will work closely with the research team during this stage. The research team will also be conducting systematic data checks. All details of cleaning and editing will be recorded in the technical report (see below) and will be overseen by our [redacted]

Following data cleaning and validation, data will be weighted to correct for non-response bias to ensure the achieved sample is representative of the population from which the sample is drawn – this is discussed in detail in section 2A.

During survey fieldwork we will make use of interim data to inform the above data editing and weighting stages before final data is output. We will work collaboratively with you to ensure the final raw datafile we produce is fit for use in your analysis and reporting. This will involve agreeing and sharing a template with you in advance of final data delivery, allowing you to have complete confidence that the final datasets will be structured precisely to your requirements. Specifically, the datafile will include fields based on all survey data collected for use in cross-tabular analysis and any derived variables (including the weighting variables).

Alongside the data deliverables, we will produce a survey and questionnaire development report, and a technical report:

- **Survey and questionnaire development report**: this will contain all details around the development of the questionnaire and the methodology, including all questionnaire versions and/or routing used and all text substitutions in the online script. We will include the questionnaire versions used for each survey mode (online and postal). We will also document changes to the questionnaire as compared with previous waves. This report will include the findings from cognitive and usability testing, as well as from our online piloting on our panel. We will track questionnaire amends made and agreed with you, explaining the rationale for each, grounded in evidence from the testing. We see the reporting of the face-to-face parallel run as being a separate stand-alone report, but would be happy to discuss incorporating that within this report if that is preferred.
- **Technical report:** this will include all sampling, weighting and methodological details. We would agree the exact structure and content with you in advance to ensure it takes the format you require. At this stage, we anticipate the technical report containing:
  - a full write-up of the sampling and survey methodologies employed;
  - details of sample cleaning and editing;
  - the achieved base size (total and by survey mode), and subgroup base sizes as required (e.g. country base sizes);
  - the achieved response rate(s);
  - the effective sample sizes for key questions;
  - survey dates, including the dates of each mailing;
  - details of survey data editing and validation processes used;
  - any non-response insights (by mailing) and the potential implications of these for non-response bias;
  - the weighting scheme applied to the final datafile(s);
  - suggested next steps in terms of survey methodology development.

Option 2:
This option includes all deliverables and processes contained within Option 1. In addition, we would produce descriptive data tables and conduct a Key Driver Analysis:

- **Descriptive data tables**: these will take the form of aggregated data tables of (weighted) data at the level of the total achieved sample, with crossbreaks presenting filtered subgroup data alongside this, to be used for analysis. Our costs assume the provision of the following, as specific in your ITT:
  - (Anonymised) full data set with user guide for UK data service (in SPSS format).
  - (Anonymised) abridged data set and user guide for the FSA website and data-gov repository (in CSV format).
  - Combined data tables based on the total sample, with crossbreaks presenting country, survey wave (where questions and survey mode are comparable), demographic groups (including age, gender, ethnicity, household size, children in the household, working status and household income) and attitudinal filtered subgroups as appropriate.
  - Country comparison data tables presenting significant differences across countries.
  - Three sets of country-filtered tables (for England, Northern Ireland and Wales) with survey wave, demographic and attitudinal subgroups *within* each nation.

Across the data tables, statistical significance testing (at the five per cent level) will be applied (assuming simple random sampling), allowing you to identify statistically significant differences between results from a subgroup and the equivalent figure for the total sample or another subgroup (e.g. comparing a country result to the equivalent result in another country or to the overall total sample result in the combined tables; comparing a filtered demographic subgroup result to the equivalent national result in country-filtered tables). Where questions are comparable with previous survey waves (and survey mode), this will also highlight statistically significant changes in trend data.

Aggregated data tables can also be produced from the SPSS file in case the findings uncover any future need to 'cut and slice' the data in different ways, or re-code variables for new analysis, or provide significance testing based on complex samples.

- **Key Driver Analysis (KDA):** this approach takes a key outcome we want to explain, such as perceived food safety standards, and explores which, out of a wide pool, of demographics, attitudes and behaviours are most strongly associated with people's understanding of food safety. Knowledge of these key drivers provides a better understanding of how communications and policy measures can be targeted for maximal efficiency, e.g. to improve people's understanding of food safety issues and impact positively upon their understanding of food safety. Various KDA statistical techniques can be employed by Ipsos MORI's Analytics team, including regression, discriminant analysis, decision trees and random forests. Machine learning techniques can also be used to find the best fitting models, with a sufficiently large sample, and provide estimates of the accuracy of the key drivers so we can better assess how effective will be any targeting based on the models. Our Analytics Team is a hub of expertise in statistical analyses and would work with the core research team to conduct the Key Driver Analysis, ensuring this is taken into consideration from the questionnaire design stage onwards.

Option 3:
In this option, we would deliver the data outputs, technical reports and Key Driver Analysis contained within options 1 and 2 above. We would also produce a suite of written reports presenting our analysis of the full survey findings and the story the data tells. The reporting suite will be accompanied by infographics designed by our in-house Design Studio, as follows:

- A combined report for England, Wales and Northern Ireland
- A country comparison report
- Two national reports, presenting results from Northern Ireland and Wales
- A 'combined' infographic presenting key insights from the combined report
- Two 'national' infographics, presenting key insights from the findings for Northern Ireland and Wales

(Your ITT also specified the 'optional' addition of animations, which we discuss further below, along with potential alternative forms of data visualisation and dissemination techniques. Animations are not included in our costs but we are very happy to provide this upon discussion of a specification for this).

All **written reports** will be written in plain English and will adhere to FSA branding guidelines and the Government Social Research Code. They will contain an Executive Summary and data visualisation in the form of charts, graphs and visuals. As with the reports from previous survey waves, we will use bivariate analysis to cross-analyse responses by subgroup (for example looking at differences by age) and provide a clear explanation of the Key Driver Analysis. We would also discuss the extent to which you would like the reports to move into more interpretative territory; *What does it mean for the FSA, its strategic objectives, its communications and policy going forward?*

Ipsos MORI has experience of producing report to the rigorous standards required for Official Statistics status, for example we have produced reports for the Childcare and Early Years Survey of Parents for the Department of Education.[49] This experience and knowledge, in combination with the quality assurance processes outlined

[49] https://www.gov.uk/government/collections/statistics-childcare-and-early-years#childcare-and-early-years-survey-of-parents

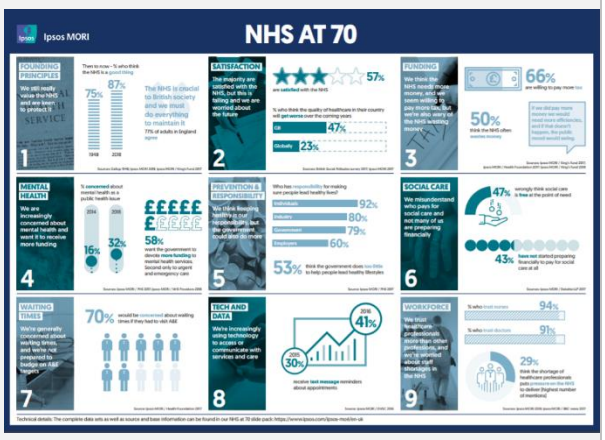
in section 7A, will ensure the reports are of the highest quality and accessible to a range of audiences. This involves our factoring in the time and budget required to allow for at least two rounds of review by FSA officials and the Head of Statistics and Social Science, followed by a final round, and the external peer review.

Prior to drafting the reports we would agree with you the structure, format and content, to ensure the outputs meet your needs. We would also discuss with you how we will achieve the best balance between enhancing the format of reports from previous waves, which your stakeholders may have become accustomed to using, and potential improvements and developments. This could include focusing on the structure and thematic division, the content, and the balance between in-depth analysis and accessibility. We would consult with your team, and other FSA stakeholders at the project outset, to identify modifications that will mean the reports best suit the FSA's needs.

The **infographics** will be designed by Ipsos MORI's in-house Studio, which produces a wealth of high-quality and impactful graphically designed outputs for publication for private and public sector clients. Below is a selection of exemplar infographics produced by the Studio.

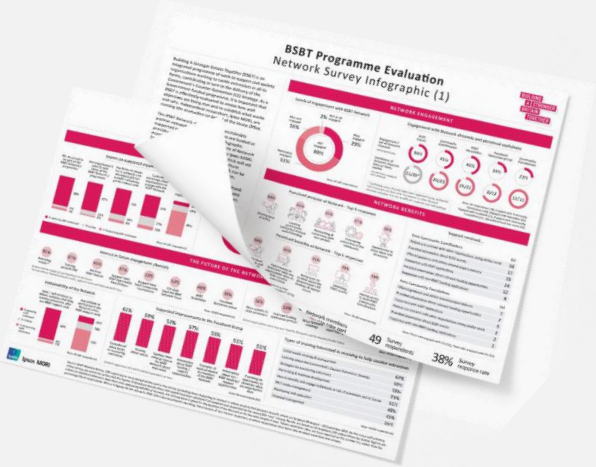
We would be very happy to support the FSA in the dissemination of findings by sharing the infographics on social media. As a widely known independent voice, we have a great deal of experience in sharing high profile research in this manner; examples include our monthly Political Monitor polls and our 'Issues Index' indicating the biggest concerns of British people each month. We can therefore provide support in dissemination through our existing social media following: the @IpsosMORI twitter account has over 36,000 followers, CEO Ben Page has 38,000. We would offer this free of charge.

'**The NHS at 70',** produced as part of a series of work around the NHS' 70th anniversary including polling for NHS Providers, NHS Confederation, and the Health Foundation, in partnership with The King's Fund, Nuffield Trust, and the Institute of Fiscal Studies.



'**Biosimilar Landscape'**, created for Janssen and based around the use of Biosimilars in the pharmaceutical industry. It includes illustrated key findings, barriers and data around what and why certain medication is being prescribed to patients by healthcare professionals.

'**Building a Stronger Britain Together'**, a two page infographic designed for BSBT (Building a Stronger Britain Together), an integrated programme of work to support civil society organisations working to tackle extremism. The infographic provides insights from an online survey of Network members which will aid planning for future Network activity and inform discussions about how the Network can be strengthened in the longer-term.



As stated in your ITT, **our costs assume the FSA will undertake translation work for Welsh Language translation of all reporting outputs**, including providing Welsh text for Ipsos MORI's design team to insert into Welsh versions of the infographics (unlike the written Word reports, the infographic design will involve the use specialist design software, hence we will take the text to insert into our graphics files).

2. **Alternative outputs and dissemination techniques**

To maximise the impact of the Food and You Survey, we will work with you from inception to consider not just the form that our deliverables will take, but the methods through which they are disseminated and how the findings can be best applied, to help the FSA address its strategic objectives. Central to this will be working with you from inception to identify key stakeholders – including communications teams, for example – and how the data can support their activities.

As such, we outline below some options ranging from additional analyses and outputs, to techniques for sharing and building upon the findings to form the basis of further research. These are not included in our current costs – we would discuss these options with you at inception, and design a tailored dissemination plan [redacted]

[redacted]

[redacted]

[redacted]

Creating new outputs

We would work with you to develop the suite of deliverables from this study in a way that maximises impact and engagement of your audiences. This could include, for example, producing visually appealing slide decks presented to your stakeholders by the project director. We are also able to produce animations and films to bring to life key insights and what they mean for the FSA, allowing the findings to 'live' beyond a single presentation and to be shared internally. Examples include Ipsos MORI's animation produced for DfE to convey findings from the Community Learning Mental Health evaluation (https://www.youtube.com/watch?v=mCEP7V4iGLs) and a recording of the presentation from the Perils of Perception book launch (https://youtu.be/_Q9OMwnj5vc). A simple syncing of the speaker to clear versions of the slide content creates an easily digestible record of the event – considered to be far more appealing and shareable than a basic slide pack.

Ipsos MORI also produces a range of published thought leadership pieces of topics of key interest. This means we can develop outputs that add value to the Food and You Survey findings by providing context from the

fields of food and health, trust in institutions, and key consumer concerns such as waste, among other topics. Exemplar outputs include *A Wasted Opportunity*, a magazine style thought piece tackling the obstacles and hurdles faced by manufacturers, retailers, councils and consumers in the war on food waste and recycling. The paper looks at where concern and responsibility lie, and who the public believe should take the lead in tackling the issue (https://www.ipsos.com/sites/default/files/ct/publication/documents/2018-07/food_waste_and_recycling_final2.pdf). Ipsos MORI's publication *Sugar: What Next?* provides a review of the public and legislators' attitudes towards sugar and its future control, accompanied by results from a survey of 100 MPs released by the report (https://www.ipsos.com/ipsos-mori/en-uk/sugar-what-next).

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

POST TENDER AGREED TIMELINE

Task / Milestone	Date
Development of questionnaire and survey materials	
Setup meeting	By Feb
FSA Workshop with stakeholders on questionnaire development	By Feb
Initial workshop slides and finalised agenda to be sent to FSA	By Feb
FSA to provide comments on workshop slides	By Feb
IM to provide initial draft of q're ahead of stakeholder workshop	By Feb
IM to provide finalised version of workshop slides to FSA	By Feb
IM to send initial risk register to FSA (updated on an ongoing basis)	By Feb
Stakeholder workshop	By Feb
IM to provide initial draft of wave 1 core modules	Fri 14th Feb
IM to provide draft of non-core wave 1 modules	Fri 21st Feb
IM to provide draft of recruitment screener to FSA	Fri 21st Feb
FSA to provide collated feedback on non-core wave 1 modules	Mon 24th Feb
FSA to provide collated feedback on core modules and feedback on recruitment screener	Fri 28th Feb
FSA to provide collated feedback on non-core wave 1 modules	Wed 4th March
IM to send revised recruitment screener for the FSA for sign-off	Weds 4th March
IM to provide full draft of questionnaire ahead of steering	Weds 11th March
Meeting to discuss NI module in Belfast	Thurs 12th March
IM to provide skeleton draft of letters to FSA	Fri 13th March
Recruitment for Cog testing to take place	Mon 16th Mar – Fri 30th March
Steering group workshop	Mon 16th March
FSA provide collated feedback provided on questionnaire	Fri 20th March
FSA to provide initial thoughts on letter content	Fri 20th March
IM to provide first draft of discussion guide and materials for Cog interviews	Fri 20th March
FSA to provide initial thoughts on discussion guide	Weds 25th March
IM to provide second draft of discussion guide to FSA	Fri 27th March
IM to provide second draft of letters	Fri 27th March
Cognitive testing fieldwork	Weds 1st April – Weds 15th April
FSA to provide feedback on second draft of letters	Fri 3rd April
Work on graphically designed letters to begin	Mon 6th April
Initial draft of graphically designed letters to be sent to FSA	Fri 17th April
FSA to provide initial thoughts on graphically designed letters	Weds 22nd April
Cognitive testing findings provided to FSA	Fri 24th April
IM to provide second draft of graphically designed letters to FSA	Weds 29th April
FSA and IM general meeting to discuss cognitive interview findings and agree changes	Thurs 30th April
IM to send amended online questionnaire to FSA for final approval	Weds 6th May
FSA comments on second draft of letters to FSA	Fri 8th May
FSA to provide sign off on online questionnaire ahead of scripting	Weds 13th May
IM to provide initial draft of graphically designed postal questionnaire to FSA and revised draft of graphically designed letters	Fri 15th May
FSA to provide comments on postal questionnaire	Fri 22nd May

IM to provide second draft of postal questionnaire	Fri 29th May
Scripting of online questionnaire	Mon 18th – Weds 27th May
Recruitment for usability testing to take place	Tues 24th – Fri 29th May
Usability testing and pilot of surveys to take place	w/c Mon 1st June
Pilot data processing and analysis of findings from usability testing	w/c Mon 8thJune
Usability testing and pilot report provided to FSA	Fri 19th June
Meeting between FSA and Ipsos MORI to discuss usability testing and pilot findings	w/c Mon 22nd June
Questionnaires and letters to be amended based on usability testing and pilot findings	Mon 29th June – Weds 1st July
Deadline for finalising materials prior to survey launch	Fri 10th Julu
Fieldwork	
Discussion on sampling strategy, weighting, IRP and experiments to take place	w/c 2nd March
IM to provide sampling spec to FSA	Fri 13th March
IM to draw sample	w/c 20th June
Printers and scanners briefed	w/c 11th May
Questionnaires and letters sent to printers / scanners for early initial proofing	w/c 25th May
Sampling to take place	w/c 11thMay
Fieldwork monitoring (including provision of weekly updates)	Weds 15th July – Fri 25th Sept
Initial invitation letter lands on doorsteps	Weds 15th July
Decision on use of reserve sample for main push-to-web survey	w/c 20th July
Fieldwork for reserve sample if necessary (covering all mailings)	w/c 27th July – w/c 5th Oct
Sampling for initial reminder to take place	Mon 27th July
Initial reminder letter to land on doorsteps	Thurs 30th July
Sampling for second reminder to take place	Thurs 7th Aug
Second reminder (including postal questionnaires) to land on doorsteps	Fri 15th Aug
Sampling for final reminder to take place	Mon 24th Aug
Final reminder to land on doorsteps	Fri 28th Aug
Final postal returns received from main mailout received	w/c 21st Sept
Final postal returns from reserved sample received (if reserve sample is issued)	w/c 5th Oct
Data Processing	
Weighting design discussion to take place	w/c 2nd Mar
IM to send paper outlining weighting approach to the FSA	TBC
IM and FSA to agree weighting approach	TBC
IM / FSA to agree data processing spec and derived variables	Fri 14th Aug
Scanning to take place	w/c 18thth July – w/c 5th Oct
Production of interim data file	Mon 24th Aug – Weds 2nd Sept
Final data processing to begin	Mon 5th Oct
Initial data checks and editing	Mon 12th – Weds 14th Oct
Edits made to data set	Weds 14th – Fri 16th Oct
Final checks of SPSS data file	Mon 19th – Tues 20th Oct
Final SPSS data sent to FSA	Weds 21st Oct
Producing and checking data tables	Mon 19th – Fri 23rd Oct

Data tables sent to FSA	Weds 28th Oct
Reporting	
Technical report and questionnaire development report structure agreed	28th Aug
Drafting of survey and questionnaire development report	1st Sept – 21st Sept
Senior review of survey and questionnaire development report to take place at IM	w/c 24th Sept
Questionnaire and survey development report sent to FSA	Fri 28th Sept
Technical Report structure agreed	Fri 4th Oct
Internal briefing of technical reporting team responsible for drafting chapters	w/c 7th Oct
Drafting of technical report	Mon 12th – Fri 30th Oct
Senior review of technical report to take place	w/c 2nd Nov
Technical report sent to FSA	Fri 6th Nov
Meeting to discuss development report, technical report and review wave 6 of Food and You	w/c 9th Nov
FSA to provide comments on technical report	Fri 13th Nov
IM to provide second draft of technical report	Fri 20th Nov

SCHEDULE 4

PRICING

This Schedule 4 specifies the Ordered Services to be provided to the Client by the Supplier in the services required for FS302001.

This Schedule will be completed by reference to the successful Tenderer's quotation.

1. INTRODUCTION

1.1 This Schedule 4 sets out the Basis of Charging that shall apply to this Contract and any attendant Purchase Orders.

1.1. Other than as provided in this schedule, or agreed in writing in a relevant Purchase Order no additional Charges shall be payable by the Client to the Supplier for any additional costs associated with the execution of the Services or the Deliverables, including, without limitation, administrative and overhead costs.

2. BASIC PRINCIPLES

2.1 In general, all prices charged by the Supplier to the Client for all services (Support and Development) throughout the duration of this agreement shall be calculated from the Charges Schedule:

2.2 In addition the Client will reimburse travel and subsistence expenses which are reasonable and agreed in advance as set out in the table below, **where Tenderers have indicated such expenses will be applicable within their Qualifications to** Schedule 7, Charges:

Tender Reference	FS302001

Tender Title	Food and You Waves 6-7

Full legal organisation name	Market and Opinion Research Limited

Main contact title	[redacted]
Main contact forname	[redacted]
Main contact surname	[redacted]

Main contact position	[redacted]
Main contact email	[redacted]
Main contact phone	[redacted]

Will you charge the Agency VAT on this proposal?

Please state your VAT registration number:	GB443932151

Project Costs Summary Breakdown by Participating Organisations
Please include only the cost to the FSA.

Organisation	VAT Code*	Total (£)
Ipsos MORI	Please select	£226,250.00

Total Project Costs (excluding VAT) **	**£226,250.00**

* Please indicate zero, exempt or standard rate. VAT charges not identified above will not be paid by the FSA
** The total cost figure should be the same as the total cost shown in table 4
** The total cost figure should be the same as the total cost shown below and in the Schedule of payments tab.

Project Costs Summary

Staff Costs	[redacted]
Overhead Costs	£ -
Consumables and Other Costs	[redacted]
Travel and Subsistence Costs	£ -
Other Costs - Part 1	£ -

Total Project Costs	£226,250.00

Staff Costs Table

*This should reflect details entered in your technical application section 4C.
Please note that FSA is willing to accept pay rates based upon average pay costs. You will need to indicate where these have been used.

* Role or Position within the project	Participating Organisation	Daily Rate (£/Day)	* Daily Overhead Rate(£/Day)	Days to be spent on the project by all staff at this grade	**Total Cost (incl. overheads)**
[redacted]	Ipsos MORI	[redacted]		[redacted]	[redacted]
	Ipsos MORI				
	Ipsos MORI				
	Ipsos MORI				
	Ipsos MORI				
	Ipsos MORI				
	Ipsos MORI				
			Total Labour Costs		**£** [redacted]
			* Total Overhead Costs		

Consumable/Equipment Costs

Please provide a breakdown of the consumables/equipment items you expect to consume during the project

[redacted]

Total Material Costs	[redacted]

The Pricing Schedule

Date	Payment Description	Amount (excluding VAT)
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
	[redacted]	[redacted]

Summary of Payments

	Year 1	Year 2		
Financial Year (Update as applicable in YYYY-YY format)	2019-20	2020-21	Retention	Total
Total Amount	£[redacted]	[redacted]	[redacted]	£226,250.00

SCHEDULE 5

INVOICING PROCEDURE & NO PO/NO PAY

1. INVOICES SHALL SPECIFY:

- Trading Name of Supplier
- Supplier Address
- Supplier Tel Number/ E mail
- Unique Purchase Order Number – To be advised
- Invoice Number
- Detailed description of the Services provided
- Detailed description of any expenses and the amounts of such
- Location, date or time period of delivery of the Services and/or Deliverables
- Supplier's VAT number
- Amount due exclusive of VAT, other duty or early settlement discount, with the calculation for the charges clearly shown in terms of days and confirmed daily rate
- VAT rate
- Amount due inclusive of VAT and any other duty or early settlement discount
- Details of the Supplier's BACS details or other method of payment
- Date of the invoice.

2. INVOICE SUBMITTAL

Invoicing the FSA:

Please submit invoices to *Accounts-Payable.fsa@sscl.gse.gov.uk* for work with FSA.

Please include the referring FSA purchase order number in the email title and within the invoice to allow Invoice/Purchase Order matching.

Note that invoices that do not include reference to FSA Purchase Order number will be returned unpaid with a request for valid purchase order through email.

3. INVOICE PAYMENT

3.1 The Client shall pay all valid invoices submitted in accordance with the provisions of this Schedule 3 in accordance with the provisions of Clause 7.

3.2 In the event of a disputed invoice, the Client shall make payment in respect of any undisputed amount in accordance with the provisions of Clause 7 and return the invoice to the Supplier within ten (10) Working Days of receipt with a covering statement proposing amendments to the invoice and/or the reason for any non-payment. The Supplier shall respond within ten (10) Working Days of receipt of the returned invoice stating whether or not the Supplier accepts the Client proposed amendments. If it does then the Supplier shall supply with the response a replacement valid invoice. If it does not then the matter shall be dealt with in accordance with the provisions of Clause 18.

SCHEDULE 6

DISPUTE RESOLUTION PROCEDURE

1. INTRODUCTION

1.1. In the event that a dispute cannot be resolved by the Client and Supplier representatives nominated under Clause 18.2 within a maximum of ten (10) Working Days after referral, the dispute shall be further referred to mediation in accordance with the provisions of Clause 18.4.

1.2. Subject always to the provisions of Clause 21, nothing in this dispute resolution procedure shall prevent the Client or the Supplier from seeking from any court of the competent jurisdiction an interim order restraining the other party from doing any act or compelling the other to do any act.

2. MEDIATION

2.1. The procedure for mediation pursuant to Clause 18 and consequential provisions relating to mediation shall be as follows:

2.1.1. a neutral adviser or mediator ('the Mediator') shall be chosen by agreement between the Client and the Supplier or, if they are unable to agree upon the identity of the Mediator within ten (10) Working Days after a request by one party to the other (provided that there remains agreement for mediation), or if the Mediator agreed upon is unable or unwilling to act, either party shall within ten (10) Working Days from the date of the proposal to appoint a Mediator or within ten (10) Working Days of notice to either party that he is unable or unwilling to act, apply to the Centre for Effective Dispute Resolution ('CEDR') to appoint a Mediator;

2.1.2. the Client and the Supplier shall within ten (10) Working Days of the appointment of the Mediator meet with him in order to agree a programmed for the exchange of all relevant information and the structure to be adopted for negotiations to be held. The parties may at any stage seek assistance from the CEDR to provide guidance on a suitable procedure.

2.2. Unless otherwise agreed by the Client and the Supplier, all negotiations connected with the dispute and any settlement agreement relating to it shall be conducted in confidence and without prejudice to the rights of the parties in any future proceedings.

2.3. In the event that the Client and the Supplier reach agreement on the resolution of the dispute, the agreement shall be reduced to writing and shall be binding on both parties once it is signed by the Client's Head of Procurement and the Supplier.

2.4. Failing agreement, either the Client or Supplier may invite the Mediator to provide a non-binding but informative opinion in writing.

2.5. The Client and the Supplier shall each bear their own costs in relation to any reference made to the Mediator and the fees and all other costs of the Mediator shall be borne jointly in equal proportions by both parties unless otherwise directed by the Mediator.

2.6. Work and activity to be carried out under this Contract shall not cease or be delayed during the mediation process.

2.7. In the event that the Client and the Supplier fail to reach agreement in the structured negotiations within forty (40) Working Days of the Mediator being appointed, or such longer period as may be agreed, then any dispute or difference between them may be referred to the Courts in accordance with the provisions of Clause 41.

SCHEDULE 7

CONFIDENTIALITY UNDERTAKING

1. INTRODUCTION

1.1. This Schedule 7 contains the model confidentiality undertaking to be signed by Supplier in the event of Contract Award.

CONFIDENTIALITY UNDERTAKING

I ***THE SUCCESSFUL TENDERER*** HAVE BEEN INFORMED THAT I MAY BE ASSIGNED TO WORK AS A SUPPLIER IN PROVIDING SERVICES TO THE FOOD STANDARDS AGENCY.

I UNDERSTAND THAT INFORMATION IN THE POSSESSION OF THE CLIENT MUST BE TREATED AS CONFIDENTIAL.

I HEREBY GIVE A FORMAL UNDERTAKING TO THE CLIENT, THAT:

1. I WILL NOT COMMUNICATE ANY OF THAT INFORMATION, OR ANY OTHER KNOWLEDGE I ACQUIRE IN THE COURSE OF MY WORK FOR THE CLIENT TO ANYONE WHO IS NOT AUTHORISED TO RECEIVE IT IN CONNECTION WITH THAT WORK.

2. I WILL NOT MAKE USE OF ANY OF THAT INFORMATION OR KNOWLEDGE FOR ANY PURPOSE OUTSIDE THAT WORK.

I ACKNOWLEDGE THAT THIS APPLIES TO ALL INFORMATION WHICH IS NOT ALREADY A MATTER OF PUBLIC KNOWLEDGE AND THAT IT APPLIES TO BOTH WRITTEN AND ORAL INFORMATION.

I ALSO ACKNOWLEDGE THAT THIS UNDERTAKING WILL CONTINUE TO APPLY AT ALL TIMES IN THE FUTURE, EVEN WHEN THE WORK HAS FINISHED AND WHEN I HAVE LEFT MY EMPLOYMENT.

I HAVE ALSO BEEN INFORMED THAT I WILL BE BOUND BY THE PROVISIONS OF THE OFFICIAL SECRETS ACTS OF 1911 AND 1989. I AM AWARE THAT UNDER THOSE PROVISIONS IT IS A CRIMINAL OFFENCE FOR ANY PERSON EMPLOYED BY A GOVERNMENT SUPPLIER TO DISCLOSE ANY DOCUMENT OR INFORMATION WHICH IS LIKELY TO RESULT IN AN OFFENCE BEING COMMITTED, OR WHICH MIGHT PROVIDE ASSISTANCE IN AN ESCAPE FROM LEGAL CUSTODY OR ANY OTHER ACT AFFECTING THE DETENTION OF PEOPLE IN LEGAL CUSTODY. I AM AWARE THAT SERIOUS CONSEQUENCES MAY FOLLOW FROM ANY BREACH OF THAT ACT.

SIGNED:

NAME:

DATE OF SIGNATURE:

Schedule 8 – Staff Transfer – "TUPE"

Not applicable

Schedule 9 – Commercially Sensitive Information

None identified

Schedule 10 – Variation Notice – Request for Variation

1 General principles of the Variation Procedure

1.1 This Schedule sets out the procedure for instruction and evaluation of Variations to the Framework.

1.2 Under this Variation procedure:

1.2.1 Either party may seek to vary the Service(s) at any time during the Term of the Framework. Each party will do its utmost to give the other reasonable notice of any major changes, preferably a minimum of 3 months notice, and to respond within the timeframe stated in Clause 24.

1.2.2 Variation requests are to be submitted using the format at Appendix A.

1.2.3 Where a Variation is proposed, the Supplier will provide an estimate of the financial/resource implications to the Client, with an estimated timetable for implementation, for the Client's approval.

1.2.4 The evaluation of any Variation is the responsibility of the relevant Director and Head of Procurement, in consultation with the Supplier, in the context of the Review Meetings described in Governance contained in the Framework. The date of implementation of any consequent amendment to the services, and/or payment to the Supplier, will be confirmed in writing by the Client within seven days of the evaluation using the Variation Form at Appendix B.

1.2.5 The Client shall have the right to request amendments to a Variation Request (prior to approval); approve it or reject it. The Supplier shall be under no obligation to make such amendments to the Variation Request; however the Supplier shall not unreasonably refuse such a request. In the event that the Client chooses to reject a Variation Request made by the Supplier the Client shall accept responsibility for the outcome.

1.3 Any discussions, negotiations or other communications which may take place between the Client and the Supplier in connection with any proposed variation shall be without prejudice to each party's other rights under this Framework.

2 Costs

2.1 Each party shall bear its own costs in relation to the preparation and agreement of each Variation.

3 Change Authorisation

3.1 Any Variation and/or amendment to payment arising from a Variation will be executed by the Client's Head of Procurement and confirmed in writing to the Supplier.

3.2 The variation shall not be deemed effective until the Variation form at Appendix B has been signed by both parties.

Schedule 11 – Exit Management

None Identified

Schedule 12 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.

1. The Processor shall comply with any further written instructions with respect to processing by the Controller.
2. Any such further instructions shall be incorporated into this Schedule.

Description	Details
Identity of the Controller and Processor	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. Controller: [redacted] Processor: [redacted]
Subject matter of the processing	The project will collect data from members of the public in England, Wales and Northern Ireland on their views and behaviours around food safety, eating patterns including food preferences, shopping and eating out behaviours, the prevalence of food insecurity and hypersensitivities in their households and healthy eating (for members of the public in Northern Ireland). Interviews will be conducted online and in paper, although when required for accessibility purposes may be conducted in other ways (for instance face to face or by telephone). Participants will be able to participate on a device of their choosing. Interviews are likely to last around 30 minutes.
Duration of the processing	Processing will commence in February 2020 (when participants are recruited for cognitive and usability testing) and will continue for the duration of this contract.
Nature and purposes of the processing	The nature of the processing means any operation such as: collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction of data (whether or not by automated means) etc.

	The purpose of the processing is to collect and analyse the views of the public in England, Wales and Northern Ireland and where consent is provided, to obtain permission to recontact members of the public for follow-up research.
Type of Personal Data being Processed	Both personal and sensitive data will be processed. The personal data collected will include general demographic information such as name, address, date of birth, age, gender, socio-economic status, marital status, household profile, dietary preferences. Sensitive data will include information relating to participants' prevalence to food hypersensitivities, health, well-being and food insecurity.
Categories of Data Subject	Members of the public
Plan for return and destruction of the data once the processing is complete UNLESS requirement under union or member state law to preserve that type of data	Once the data has been provided to the data controller, the original copy will be destroyed within twelve months by Ipsos Mori, after which point the data will be deleted securely. Disposal of information at the end of the retention period must be with care following the latest advice and guidance from CPNI (Centre for Protection of National Infrastructure) and NCSC (National Cyber Security Centre).

APPENDIX A VARIATION REQUEST FORM

Variation Request No: Date:
Project Title : Project Ref No:
Raised By:
Action Proposed:
Full Description of Variation Request:
Area(s) impacted (*Optional*)
Signed By: Full Name: Date:
Supplier Contact Details Supplier Name : Contact Name : Contact Address : : : : Telephone No : Email Address :

APPENDIX B VARIATION FORM

PROJECT TITLE:

DATE:

VARIATION No:

BETWEEN:

The Food Standards Agency (hereinafter called "the Client") & Ipsos MORI (hereinafter called "the Supplier")

1. The Contract is varied as follows:

Contract x

2. Words and expressions in this Variation shall have the meanings given to them in the Framework.

3. The Contract, including any previous Variations, shall remain effective and unaltered except as amended by this Variation.

SIGNED:

For: The Client	For: The Supplier
By:	By: . . . . .
Full Name:	Full Name: . . . . .
Position:	Title: . . . . .
Date:	Date: . . . . .

APPENDIX C TABLE OF POLICIES

Table of Policies

Policy	Description	Includes:
Acceptable Use of Computers and Networks	The Food Standards Agency provides networks and equipment to its staff to be used as a source of business information which supports the work of the Agency. Inappropriate use of the Agency's networks exposes the Food Standards Agency to risks including virus attacks, compromise of network systems and services, and legal issues. The Acceptable Use Policy sets out the ways in which the network and systems may be used, safeguarding the FSA and its employees against potential legal action and protecting the security of the Agency's IT infrastructure. It is vital in informing the agency's employees of the behaviour expected of them as users of our Information Technology systems.	- Use of Internet and Intranet - Working Remotely - Personal Web Logs and Websites
Data Protection	The Data Protection Act defines UK law on the processing of data about living people. In order to process personal data and sensitive personal data the Food Standards Agency must comply with the Principles of the Act. Failure to comply could result in the Agency or the individual involved having criminal or civil proceedings brought against them. The Food Standards Agency is committed to protecting personal data and as such the Data Protection Policy was created to safeguard the Agency and its employees by informing staff of their responsibilities and rights when handling personal data.	- Processing Personal Data - Sensitive Personal Data - Failure to Comply - Data Subject
Information and Records Management Policy	Food Standards Agency information and records are valuable assets that play a vital role in documenting the policy making and inspection activities of the Agency. Best practice in records management is vital in supporting the Agency to deliver its strategic plan, document business intelligence, demonstrate accountability and protect its interests. The Information and Records Management Policy informs users of their responsibilities when handling information and records and allows the Agency to maintain a framework of standards to maintain compliance with the Public Records Act 1958, Freedom of Information Act and ISO 27001.	- Organisational Records Management Requirements - Records Standards - Registration Records Management process and System Requirements - Technical specification of records - Access to records - Security of records - Preservation of records
Electronic Communications	The Food Standards Agency provides and encourages the use of its Electronic Communication Systems to its employees for the purposes of business communication. This policy has been developed to ensure the Electronic Communications Systems are safeguarded for the efficient exchange of business information within the Food Standards	- Electronic Mail (Email) - Personal Use - Use of Instant Messaging

	Agency and to ensure that all employees are made aware of their responsibilities and adhere to the relevant legislations.	
Users ICT Security Policy (for all staff)	Security is required to counter threats from external penetration, internal users and environmental events beyond FSA control. Appropriate measures must be in place to control access, preserve the confidentiality, integrity and availability of data and protect each ICT system. In addition the Agency must ensure security standards are maintained to satisfy the requirements of legislation, the HMG Security Policy Framework and industry standards such as ISO27001. This policy defines the FSA security principles and measures to ensure employees understand their responsibilities, managers can identify what is expected of staff and auditors can ascertain that the correct measures are being applied.	- Passwords -Mobile Computing and Remote Access -Virtual Private Networks - Secure Data Storage -Data Backup and Recovery -Workstation Security -Encryption -Software Movements - Security of Equipment Off-Premises -Removal of Property -Secure Equipment Storage and Access
ICT Security Policy (for IT staff ONLY)	This policy is for ISTED staff only The purpose of the policy is as above but with greater detail and extended content in recognition of the increased system access ISTED staff require, and to ensure standards in the development/support/maintenance of our systems are met. It was recognised that detailing the principles that apply to both users and ISTED staff within one length security policy confused the key issues and areas of responsibility and alienated the user audience.	-Mobile Computing and Remote Access -Passwords -Network Security - Perimeter Management -Secure Data Storage -Data Backup and Recovery -Encryption -Agency Software -Software Rollout - Software & Hardware Disposal - Software Movements -Software Audit -Patch Management - Equipment Security -Supporting Utilities -Cabling Security - Equipment Maintenance -Security of Equipment Off-Premises -Removal of Property -Secure Equipment Storage and Access -ICT Systems Security -Control of Development Environments -Change Control - Design and Acceptance of Development -Contingency Planning -Technical Compliance Checking -Technical Review of Operating System Changes
Mobile Voice and Data Policy	The FSA did not have policy for the supply of mobile voice and data tools for Agency staff e.g. Laptops and Blackberries. A policy was needed to allow potential suppliers to give an accurate quote for services, driving better value for money for the FSA. The policy was developed to maximise the efficiency of the mobile voice and data contracts by ensuring that the right people have the right equipment to fulfil their roles. The policy sets out criteria by which these tools are issued together with the a principle that each user will be issued with only one mobile data contract.	-Definition of FSA Remote working tools -Connectivity options - Computer Equipment -Who is eligible -Roles & responsibilities