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| ***Evidence Specification Reference*** |
| FS409014 |
| ***Evidence Specification Title*** |
| The Food and You Survey – Waves 4-6 Fieldwork and Reporting |
| **Contract Duration** |
| 2015 – 2020 |

This evidence specification, which forms part of the Invitation to Tender (ITT), comprises of three individual sections: -

1. **SPECIFICATION:** An outline of the requirement
2. **PROCUREMENT TIMETABLE:** An estimated timetable for the procurement of the proposed requirement
3. **TENDER REQUIREMENTS AND EVALUATION CRITERIA:** Provides guidance to applicants on the information that should be included within tenders and on the evaluation criteria and weightings used by appraisers when assessing and scoring tenders

Tenders for FSA funded projects must be submitted through the FSA electronic public procurement system, ePPS, using the following link: <https://fsa-esourcing.eurodyn.com/epps/home.do>. Please refer to the document ‘*Guidance for the* *completion of on-line tenders for science and evidence gathering projects using the Food Standards Agency electronic public procurement system, ePPS’* before completing the application.Failure to do so may result in the tender response not being processed by the system or the response being automatically disqualified during the evaluation stage of the tender process*.*

**THE SPECIFICATION, INCLUDING PROJECT TIMETABLE**

**AND EVALUATION OF TENDERS**

**Summary**

The Food Standards Agency (hereafter referred to as ‘the FSA’ or ‘the Agency’) is an independent government department responsible for food safety and hygiene in England, Wales and Northern Ireland. The Agency is governed by a Board appointed to act in the public interest, and has offices in London, Cardiff, Belfast and York.

As part of its responsibility to protect consumers, the Agency aims to better understand the behaviour, attitudes and knowledge of consumers in relation to food and food safety. As part of this aim, the FSA commissions *Food and You*, a random probability survey of households across the UK that has been run biennially since the first wave in 2010, with waves two and three completed in 2012 and 2014.

The Agency is now looking to commission fieldwork and reporting for a further three waves of the survey, to continue building a robust time series of information for analysis against a baseline from previous waves. This will enable the Agency to capture changes over time and provide an evidence base against which the Agency can monitor delivery of its Strategy and develop specific policy initiatives. The survey will form an important element in ‘Gathering and using science, evidence and information’, which is a key activity in the FSA’s new Strategic Plan 2015-2020, and will deliver cross-cutting evidence to help the Agency in working towards a range of strategic outcomes.[[1]](#footnote-2)

**A. THE SPECIFICATION**

**1. Background**

1.1. Since its inception in 2000, the FSA has commissioned surveys to collect quantitative data on the public’s reported behaviour, attitudes and knowledge relating to food and food safety. Between 2000 and 2007 the FSA ran the Consumer Attitudes Survey (CAS).[[2]](#footnote-3) In 2008, the CAS was put on hold while the suitability of the survey for meeting the FSA’s information needs was reviewed by the Social Science Research Committee (SSRC), who recommended that a new survey – Food and You – be developed.[[3]](#footnote-4)

1.2. Food and You was first commissioned in 2009 and is now the FSA’s principal source of robust quantitative social science evidence on reported behaviours, attitudes and knowledge relating to food and food safety. Previous waves of the survey have provided information on a number of topics, including eating habits, shopping, eating out, domestic food safety and health, as well as household and demographic information. The survey has been an important vehicle for measuring progress against the FSA’s Strategic Plan 2010-2015, providing evidence to assess delivery across the FSA’s strategic objectives.[[4]](#footnote-5) The FSA has now developed a new Strategy and Strategic Plan 2015-2020, and it is currently envisaged that the Food and You Survey will continue to provide a key source of cross-cutting evidence to support the delivery of the Agency’s activities.[[5]](#footnote-6)

1.3. Food and You is run biennially as a random-probability, face-to-face survey of a representative sample of adults aged 16 and over living in private households in the UK. Three waves of the survey have been run, in 2010, 2012 and 2014, with approximately 3,000 respondents interviewed at each wave. Samples were boosted to around 500 interviews in Scotland and Northern Ireland at all waves to enable more detailed analysis at country level. Wales was also included in the sample boost for the first time at Wave 3.

1.4. While efforts are made to ensure consistency in questions asked at each wave to allow for comparisons over time, there have been a number of changes made to the questionnaire between waves, reflecting further development of the questionnaire and changing Agency priorities and responsibilities. At Wave 1, question modules on healthy eating were asked of all respondents across the UK, but during delivery of Wave 1 responsibility for nutrition policy in England and Wales moved from the FSA to the Department of Health (DH) and the Welsh Government respectively, while FSA Northern Ireland and FSA Scotland (now the independent public sector food body Food Standards Scotland) retained this responsibility. Subsequently, at Waves 2 and 3, questions on healthy eating were only asked of respondents in Scotland and Northern Ireland, and as a result, interviews were longer in these two countries (see section 3.3.1). Other changes include a question module on food production and technology that has only been asked so far at Wave 2, and the introduction at Wave 3 of a number of ONS-harmonised wellbeing questions. A number of other changes to individual questions and response categories have taken place between waves, and full details of changes to the questionnaire are outlined in each of the published technical reports.

1.5. Findings for the survey have been published for all three waves. At Waves 1 and 2 an executive summary and main report of UK-level data were published, with headline findings and some secondary analysis, including regression analysis and a composite measure of food safety practice responses: the Index of Recommended Practice (IRP). Separate reports were published for both Scotland and Northern Ireland, for which samples had been boosted at Waves 1 and 2.

1.6. For Wave 3 onwards, the Agency has contracted and managed the survey as two separate projects, one for fieldwork and reporting, and the other for secondary data analysis. Reports from Wave 3 of the survey were therefore published as headline findings, without secondary analysis, and this will continue for future waves.

1.7. For the first time at Wave 3, results from the Food and You Survey were published as an official statistic, reflecting the robust methodology of the survey and the development of a regular time series of data. It is envisaged that this status will continue for future waves of Food and You, and it will therefore be important to maintain the timely publication of results as well as a strong system of internal and external quality management.[[6]](#footnote-7)

1.8. At Wave 3, UK-level results were published as five reports: an executive summary and four bulletins focusing on different topic areas of the survey:

* Eating, cooking and shopping
* Food safety in the home
* Eating outside the home
* Food poisoning and attitudes towards food safety and food production

1.9. Separate reports, following the same structure of an executive summary and four bulletins, were also published for each of the four constituent UK nations (England, Scotland, Wales and Northern Ireland). Two additional bulletins, ‘Advice on healthy eating’, and ‘Health and eating’, were published for both Scotland and Northern Ireland, reflecting the fact that the healthy eating question module was only asked of respondents in these two nations.

1.10. For all three waves so far, technical reports have been produced, as well as a range of development reports, cognitive testing reports and methodological reports. Data from Waves 1-3 are published on the FSA’s [www.food.gov.uk](http://www.food.gov.uk) website, via the UK Data Service ([www.ukdataservice.ac.uk](http://www.ukdataservice.ac.uk)), and on the Government’s open data portal [www.data.gov.uk](http://www.data.gov.uk). A list of all published Food and You reports and data from Waves 1-3, with links, is available in Annex 2 to this specification.

1.11. In terms of governance, the Food and You Survey is currently managed by one full time research officer, with oversight from a principal research officer. Oversight is also provided by the Food and You Working Group, made up of experienced FSA scientific advisory committee members, who serve in an advisory role and provide input throughout the project delivery process.

1.12. The FSA now wishes to commission Waves 4-6 of the Food and You Survey, continuing the delivery of a high quality time series of data. The Agency envisages that in order to maintain consistency between past and future waves of the survey, future waves will follow previous sampling and interviewing techniques, with fieldwork for Waves 4-6 conducted between April and August, in 2016, 2018 and 2020.[[7]](#footnote-8)

1.13. As stated above, the Agency has recently published its new Strategy and Strategic Plan 2015-2020 and it is expected there will be some redevelopment of the questionnaire to reflect new priorities and maintain the relevance of the survey. The Agency is currently reviewing questions and topics for Wave 4 of the survey, and the successful contractor will be required to work with the FSA to develop new potential questions or changes to existing questions. They will also be required to undertake cognitive testing and survey piloting prior to agreement of the final questionnaire. It is envisaged that a similar process will take place prior to fieldwork for both Waves 5 and 6, in order to ensure that the questionnaire is responsive to any changes in priorities and interests.

1.14. In commissioning Waves 4-6 of Food and You, it is currently envisaged that any key changes will relate to survey content, rather than the survey methodology. An evaluation of the Food and You Survey is currently underway, considering how to make best use of the survey and realise greater impact. Tenderers should note that all long-term projects are subject to continual review as standard practice, to ensure that the Agency makes best use of its resources. The contract for this project will therefore involve break clauses between each wave of the survey, for both the contractor and contractee, in such case as Agency requirements may change substantially.

**2. Research Aims and Objectives**

2.1. The overall aims of this project are to collect quantitative data through the Food and You Survey to enable the Agency to:

* Explore public understanding of, and engagement with, the Agency’s aim of improving food safety
* Identify specific target groups for future interventions (e.g. those most at risk or those among whom FSA policies and initiatives are likely to have the greatest impact)
* Monitor changes over time in reported behaviour, attitudes and knowledge
* Broaden the evidence base and develop indicators to assess progress in fulfilling the Agency’s strategic plans, aims and targets.

2.2. In order to support these aims, the successful contractor will be required to deliver the fieldwork and reporting for Waves 4-6 of the survey, with the following objectives and estimated timings:

* Carrying out questionnaire re-development and testing for Wave 4 (November 2015 – March 2016)
* Delivering fieldwork for Wave 4 (April – August 2016)
* Reporting findings from Wave 4 (September – December 2016)
* Carrying out questionnaire re-development and testing for Wave 5 (September 2017 – March 2018)
* Delivering fieldwork for Wave 5 (April – August 2018)
* Reporting findings from Wave 5 (September – December 2018)
* Carrying out questionnaire re-development and testing for Wave 4 (September 2019 – March 2020)
* Delivering fieldwork for Wave 6 (April – August 2020)
* Reporting findings from Wave 6 (September – December 2020)

**3. Scientific Approach/Scope of Work**

*3.1. Questionnaire Development and Testing*

3.1.1. The questionnaire was developed so that it has the flexibility to include new areas of interest at each wave. Tenderers should demonstrate evidence of their expertise and experience in carrying out questionnaire development for large-scale random-probability surveys, and their ability to ensure that redeveloped questionnaires maintain comparability with previous waves as far as possible.

3.1.2. For Wave 4, the Agency is currently reviewing past questions and consulting with key stakeholders (including internal policy colleagues, the Food and You Working Group, and potential co-funders). We envisage that the successful contractor will contribute to the later stages of this review and will be invited to provide their own suggestions for potential changes to the questionnaire. The successful contractor will be required to make provision for cognitive testing of changes to the questionnaire, and for a pilot of the survey prior to the main fieldwork stage. The final questionnaire will be agreed with the FSA and the Food and You Working Group. The contractor will be required to produce a questionnaire development report of the cognitive testing and piloting (see sections 3.5.2 and 4.2).

3.1.3. It is currently envisaged that a similar process of review, testing and piloting will take place prior to fieldwork for Waves 5 and 6, however, actual requirements will be confirmed on a wave by wave basis. Tenderers should therefore demonstrate experience of questionnaire development, testing and piloting, and detail how they would ensure that relevant stakeholders are adequately engaged in the review process.

3.1.4 Given the length of the contract, and the importance of ensuring consistency across the waves, tenderers should detail how they will ensure that changes to the questionnaire are appropriately recorded so that knowledge of the survey history is not lost with changes to the project team. This should also serve to provide guidance on comparing data across the time series.

*3.2. Sampling*

3.2.1. As the FSA wishes to build up a robust time series of data, the FSA envisages that the sampling procedure for Waves 4-6 of Food and You should replicate the methodology used for Waves 1-3 of the survey (albeit with sample numbers in different UK countries subject to change). Key details of the methodology are outlined below but tenderers should see the Food and You Wave 3 Technical Report for full details of the sampling and stratification criteria.[[8]](#footnote-9) Tenderers should outline how they would meet the methodological requirements. The Agency welcomes any proposals for improving the methodology, but any proposals must be qualified in such a way that does not compromise comparability between the different waves of the survey, with a clear justification for any changes proposed.

3.2.2. At previous waves, the sampling method for Food and You has been a multi-stage, random probability cross-sectional design, representative of the adult (aged 16+) population in private households across the UK. Sampling was based on achieving a base level of 2,500 responses across the UK (not including any population boosts). The Agency currently envisages that the base-level survey will continue to run in England, Wales, and Northern Ireland, but it is yet to be confirmed whether Scotland will be included in the base sample. If Scotland is not included in the base sample, the base sample of 2,500 will be lower, proportionate to the ratio of the adult Scotland population in the adult UK population.[[9]](#footnote-10) This should be representative of the four UK nations (England, Scotland, Wales and Northern Ireland) according to the most recent population measures available.

3.2.3. As in previous waves, devolved authorities in Wales, Northern Ireland and Scotland may wish to fund boosted samples to allow robust analysis of data at country level. Tenderers should outline, for each wave, the optional costs of boosting samples in each of these three countries to 500 responses (see Annex 1). These costs should be outlined separately for each country, and be based on the costs that would be incurred for the additional number of respondents on top of those that would already be included for each country in a base-level UK sample of 2,500.

3.2.4. As an example, at Wave 3, a total of 3,453 interviews were achieved across the UK, comprising 1,951 in England, 503 in Wales, 475 in Scotland and 524 in Northern Ireland. Tenderers should therefore outline their (or a proposed sub-contractor’s) experience in conducting this type of large-scale survey of potentially up to 3,500 respondents across the UK. They should also outline their capacity to undertake this fieldwork between April – August in 2016, 2018 and 2020, and how they would prioritise work on this survey and on others undertaken at the same time. Final confirmation of whether the survey will be run in all four UK countries, and whether samples will be boosted, will be confirmed on appointment of a contract and will reviewed on a wave by wave basis.

*3.3. Fieldwork*

3.3.1. Due to differences between responsibilities between devolved FSA offices, questionnaire content may somewhat vary between countries. A key difference has been that at Waves 2 and 3, additional question modules on healthy eating have only been asked in Scotland and Northern Ireland, as the FSA no longer has responsibility for nutrition policy in England and Wales. As a result, interviews in England and Wales lasted approximately 45 minutes, but the additional questions meant that the interviews lasted approximately 60 minutes in Scotland and Northern Ireland.

3.3.2. As stated above, the Agency is currently reviewing the content of the questionnaire and consulting on potential topics and questions for the next wave, including differences in the questionnaire for each country. The Agency is currently exploring options for external co-funding of additional questions or modules, which could potentially result in a longer 60 minute survey in one or all UK countries. The Agency therefore asks tenderers to demonstrate flexibility, and provide costs for a range of options around survey length and country-level boosts (as set out in Annex 1).

3.3.3. In their fieldwork proposals, tenderers should outline their data collection and quality assurance procedures, including how they would approach respondents, and how they would deal with ethical considerations, and informed consent in order to allow data to be transferred to the Agency and to be published in a number of data repositories. The questionnaire currently asks respondents for re-contact permission, and consent as to whether this can be linked to survey responses. Tenderers should outline how such consent will be appropriately documented and how any resulting data will be handled securely.

3.3.4. Tenderers should detail expected response rates and strategies for ensuring these will be met. Evidence should take into account past waves of Food and You, response rates achieved in other surveys with similar methodologies and similar topics, and the most recent literature on maximising response rates, including the impact of different levels and types of incentive. The timetable should allow for the FSA, Food and You Working Group and the contractor to review the approach to fieldwork, including the content of advance letters and the reasons provided by respondents for refusal at previous waves, in order to identify the best possible means for improving response rates. Tenderers should also consider the possibility of non-response bias and suggest how best to deal with this. Tenderers should note that over the last two waves, two methodological reports have been produced, a level of effort analysis from Wave 2 (looking at the impact of response rates on the estimation of population parameters), and an analysis of the impact of respondent incentives from Wave 3. These reports are currently unpublished, but the Agency envisages that these will be published shortly (and if unpublished at the time of awarding the contract, the reports will be shared with the successful contractor).

3.3.5. The Agency envisages that as far as possible, fieldwork should generally take place at an even rate across the fieldwork period, with a similar proportion of interviews being conducted each week. Tenderers should outline how they would seek to achieve this. The Agency will also require regular reports on fieldwork progress, and tenderers should provide proposals for how, and how frequently they would do this, and with what frequency.

3.3.6. In proposals for the fieldwork stage, tenderers should outline and justify how they would best provide an effective briefing for interviewers (at Wave 3 a video briefing was produced, but tenderers are invited to comment on such an approach and suggest their own, if relevant). Tenderers should also outline more generally how they would best ensure that interviews and data recording are carried out to a high standard, to minimise measurement error, for example, through interviewer effects.

3.3.7. Please note that, in line with the Welsh Language Act 1993, where the FSA communicates with the public in Wales, it must treat the English and Welsh languages equally. Research carried out on behalf of the Agency is subject to these provisions. Therefore, where Wales is included in the sample, contractors will be required to make provisions for:

* Issuing bilingual invitation letters in both English and Welsh to sample units in Wales
* Providing a Welsh-language speaking service to answer telephone queries for Welsh speakers
* Offering respondents in Wales the opportunity to undertake a face-to-face interview in the language of their choice (i.e. English or Welsh).

The FSA has an internal Welsh Language Unit who will need to be consulted on Welsh language/translation arrangements. In some cases the Unit may be able to undertake the necessary translation work in-house, or will be able to advise on FSA-approved translation contractors. These contractors have been approved following a rigorous procurement process where every aspect of the work has been thoroughly tested, and we are not able to accept work from contractors who have not been through this process. The Unit should be consulted at the earliest possible opportunity to allow ample time for making translation arrangements. Note that costs for translation to Welsh will be borne by the Agency, so tenderers should not include these in any cost estimates. However, the successful contractor will need to make provisions for the Welsh-language telephone query service and Welsh-language interviews. In practice requests for these particular services are relatively rare, but tenderers should outline any costs involved.

*3.4. Data Analysis*

3.4.1. The successful contractor will have a proven track record of applying a range of statistical techniques to the analysis of large quantitative random-probability datasets. Tenderers should note that the Agency has contracted secondary analysis of Food and You data separately. Therefore, while the successful contractor will not be required to undertake detailed secondary analysis, they should be able to demonstrate strong statistical skills in terms of sample weighting, producing derived variables, statistical significance testing, and comparing data across several waves of a survey.

3.4.2. Depending on confirmation of whether the survey is to run in all four UK countries, the contractor may be required to analyse data to produce UK-level statistics. If the survey is not run in one or more countries, UK-level statistics and a UK-level report will not be commissioned. If commissioned, UK-level statistics will only be produced for those sections of the questionnaire that were asked in all four countries (i.e. the additional questions in a 60 minute questionnaire would only be analysed at UK-level if the longer questionnaire was extended to all four questions). Where questions have been asked at previous waves, statistics should be calculated across all available waves in order to investigate changes over time. The contractor will be provided with a full dataset from previous waves from which to calculate wave-on-wave changes. The contractor will also produce statistics for a number of demographic and socio-economic variables, in order to investigate sub-group differences. These variables will be confirmed with the successful contractor, but are likely to be similar to the variables investigated as part of the data analysis done at Wave 3, that is, age, gender, country of residence, household size, presence of children in the household, income, socio-economic classification, and working status. Of these, age and gender were considered across Waves 1-3, while the other variables were only considered at Wave 3. It is also likely that the successful contractor will be required to derive values for the Agency’s Index of Recommended Practice, a composite measure based on a respondent’s answers to a number of domestic food safety variables. This did not feature in the Wave 3 reporting as the index was undergoing redevelopment at the time, so tenderers should see Wave 2 reports for examples of how this was presented. The successful contractor will be provided with the information necessary to derive the index values.

3.4.3. The successful contractor will be provided with data sets from past waves of the survey, including information about any other derived variables that were used previously, in order to facilitate analysis of multiple waves of data.

3.4.4. Depending on the confirmation of country-level sample boosts, the contractor will be required to analyse data to produce country-level statistics, that is, for England, Scotland, Wales and Northern Ireland (if boosted samples are confirmed for the latter three cases). For each country, the amount of data for analysis and reporting will depend on the length of the final questionnaire, as all questions will be analysed for each country where they are asked. Statistics for each country should also be calculated across all available waves. Sub-group statistics for each country should also be calculated using demographic and socio-economic variables, but at the most recent wave (Wave 3) there have been some differences between the countries in the variables used for analysis:

* For England these sub-group variables were age, gender, English region and Index of Multiple Deprivation (IMD). Age and gender were considered across all waves, while region and IMD were considered only for the current wave (then Wave 3). This is likely to be similar at Waves 4, 5 and 6.
* For Wales, the variables were age, gender and Welsh Index of Multiple Deprivation (WIMD); as the Wave 1 and 2 samples in Wales were not boosted, all of these variables were only considered for Wave 3. For Waves, 4 to 6, depending on whether the sample is boosted, it is likely that age and gender will be considered at all waves from Wave 3 onwards, while WIMD will be considered only for the current wave at that time.
* For Scotland, the variables were age, gender, and Scottish Index of Multiple Deprivation (SIMD). Age and gender were considered across all waves, while SIMD was considered only for the current wave (then Wave 3). Depending on whether the sample is boosted, this is likely to be similar at Waves 4, 5 and 6.
* For Northern Ireland, the variables were age, gender, and Northern Ireland Multiple Deprivation Measure (NIMDM). Age and gender were considered across all waves, while NIMDM was considered only for the current wave (then Wave 3). Depending on whether the sample is boosted, this is likely to be similar at Waves 4, 5 and 6.

3.4.5. All differences between waves, sub-groups and countries should be tested for statistical significance at the five per cent level (i.e. differences have no more than a five per cent probability of occurring by chance). Those differences found to be statistically significant should be reported.

3.4.6. As an output from the data analysis phase, the contractor may be expected to produce UK-level data tables in pdf format (if the survey is run in all four countries), and country-level data tables (certainly for England, and also for Wales, Northern Ireland and Scotland depending on whether boosts are confirmed). Tables will include analyses of variables and cross-tabs for the sub-groups to be agreed as above.

3.4.7. In producing cost estimates for future waves, tenderers are asked to consider a range of options, depending on whether samples are included for all for countries, whether samples are boosted, and what length of interview is confirmed (as set out in Annex 1).

3.4.8. Tenderers should consider whether, at UK level, longer 60 minute interviews across all four countries would result in additional data analysis costs, when compared to 45 minute interviews, and provide an indication of this by completing the Cost Matrix in Annex 1.

3.4.9. As in Section 3.4.8, tenderers should also consider whether additional costs would be incurred in undertaking country-level data analysis for longer interviews in each of the four countries, by detailing costs for the different options in the Cost Matrix in Annex 1.

*3.5. Reporting*

3.5.1. Depending on confirmation of whether the survey will be run in each of the four UK countries, the Agency may require UK-level statistics for each wave to be published in a UK report and executive summary. Following a similar format, the contractor may also be required to produce reports and executive summaries for each country (certainly in England, and potentially in Wales, Northern Ireland and Scotland, depending if samples are boosted). Although at Wave 3, each UK and country report was divided into different bulletins, it is envisaged that in the future single, longer reports will be produced with separate chapters rather than bulletins. However, tenderers are invited to comment on how best to present and disseminate findings. Options are set out in the Cost Matrix in Annex 1 and should be costed accordingly.

3.5.2. The FSA also requires as a core requirement for each wave, a development report covering cognitive testing and survey piloting, and a technical report. It is assumed that the costs for these will remain constant independent of survey lengths and country boosts, but tenderers should comment on this if they envisage otherwise.

3.5.3. As set out in the Cost Matrix in Annex 1, tenderers should consider a number of options, including the possibility of 60 minute interviews across all UK-countries, which would likely involve producing a longer UK report (although if a shorter interview is asked in one or more countries, then only the 45-minute questionnaire questions would be analysed and reported at UK level. Similarly, longer interviews in each country are likely to result in longer individual country reports. Tenderers should consider whether longer reports would result in additional costs and reflect this in completing the Cost Matrix in Annex 1.

3.5.4. Please note that all reports will be published on the FSA’s [www.food.gov.uk](http://www.food.gov.uk) website as an official statistic and so must be published in a timely manner, with high standards of data collection, analysis and reporting. The successful contractor will be expected to comply with the *Code of Practice for Official Statistics* and *Standards for Statistical Reports[[10]](#footnote-11)* and outputs will be reviewed by the FSA’s Head of Statistics. All reports will also be published as Government Social Research (GSR) publications, should meet the *GSR Code: Products[[11]](#footnote-12)*, and will be reviewed by the FSA’s Head of Profession for Social Science. In addition, all reports will be externally peer reviewed, either by the Food and You Working Group or another external expert. All outputs should meet the Agency’s minimum accessibility requirements, and be written to a high standard in clear English. Where relevant, outputs should be written in line with the FSA’s house style guide (Annex 3).

3.5.5. Usually, reports 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.

3.5.6. Copies of any draft and final reports should be provided in MS Word 97-2003 Document.

3.5.7. As outputs from this project, the FSA will also require a number of datasets, both for internal use and external publication. The Agency requires a non-anonymised full data set for FSA use (SPSS format), with linked and unlinked re-contact data (this has previously been provided in MS EXCEL format with unique identifiers but tenderers are invited to suggest the best way to capture this data). The Agency also requires an anonymised full data set (SPSS format) for publication through the UK Data Service ([www.ukdataservice.ac.uk](http://www.ukdataservice.ac.uk)) as well as an anonymised abridged data set (with certain data used to derive variables not included) (CSV format) for publication through the FSA’s [www.food.gov.uk](http://www.food.gov.uk) website and the Government’s open data portal [www.data.gov.uk](http://www.data.gov.uk). The contractor will also be required to produce accompanying user guides for the public data sets. The successful contractor will be provided with data sets from previous waves so that they can produce merged data sets from all waves. Contractors should consider any costs that would be incurred in producing and publishing the specified data sets, as set out in the Cost Matrix in Annex 1.

**4. Research Plan and Deliverables**

*4.1. Research plan*

4.1.1. Tenderers should provide a detailed project plan including the tasks and sub-tasks required to realise the scientific objectives.

4.1.2. In line with previous waves, an estimate of timings for Wave 4 of the survey is outlined below, but tenderers should provide further detail and comment on the feasibility of the timetable:

* October 2015 – tender appraisal and appointment of contractor
* November 2015 – project commences – start-up meeting, and finalised project plan
* November–December 2015 – questionnaire review and cognitive testing
* January-February 2016 – survey piloting and finalisation of questionnaire
* March 2016 – final preparations for fieldwork
* April-August 2016 – fieldwork
* September-October 2016 – data analysis and production of reports
* October 2016 – publication of UK-level findings (if applicable)
* October 2016 – optional debrief meeting, with presentation of findings
* December 2016 – publication of country-level findings

4.1.3. It is envisaged that Waves 5 and 6 of the survey will follow a similar timetable, but with the possibility for a longer lead-in time for survey development work. An indicative start point of September 2017 is suggested for Wave 5, and September 2019 for Wave 6. The project would conclude following the final publication of country-level findings for Wave 6, estimated around December 2020.

4.1.4. Tenderers’ proposed timetables should include these dates (where feasible), dates for outputs and other key dates as appropriate (with critical dates marked accordingly). The timetable must allow sufficient time for the agency to comment on all draft research materials including questionnaires, approach letters, as well as reporting (see Section 3.5.5.). The timetable should also include indicative dates for a start-up meeting, any interim meetings as necessary, and an optional final debrief meeting (with presentation) for each wave.

4.1.5. Tenderers should also take into account time required to prepare and publish data sets, as set out in Section 3.5.7.

*4.2. Deliverables*

4.2.1. Summarising Section 3 of this specification, the Agency requires the following deliverables. Each item is marked *confirmed* if a core requirement or *tbc* if subject to confirmation on appointment of a contractor and subject to review on a wave by wave basis:

* Initial start-up meeting, finalised project plan, and interim meetings as necessary (confirmed)
* Questionnaire development report – cognitive testing and piloting (confirmed)
* Regular progress reports on fieldwork (achieved interviews and non-response) (confirmed)
* UK findings – main report (tbc)
* UK findings – executive summary (tbc)
* UK-level data tables (tbc)
* England findings – main report (confirmed)
* England findings – executive summary (confirmed)
* England-level data tables (confirmed)
* Wales findings – main report (tbc)
* Wales findings – executive summary (tbc)
* Wales-level data tables (tbc)
* Northern Ireland findings – main report (tbc)
* Northern Ireland finding – executive summary (tbc)
* Northern Ireland-level data tables (tbc)
* Scotland findings – main report (tbc)
* Scotland findings – executive summary (tbc)
* Scotland-level data tables (tbc)
* Technical report (confirmed)
* Non-anonymised full data set for FSA use (SPSS format), with linked and unlinked re-contact data (confirmed)
* Anonymised full data set and user guide for UK data service (SPSS format) (confirmed)
* Anonymised abridged data set and user guide for FSA website and data.gov repository (CSV format) (confirmed)
* Optional debrief meeting, with presentation of findings (tbc)

**5. Organisational experience, expertise and staff effort**

5.1. Tenderers should complete the tender application form, providing evidence of up to three relevant projects that the project lead applicant and/or members of the project team are currently undertaking or have recently completed.

5.2. 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.

5.3. Tenderers should also give an indication of staff time to be spent on the project (for all staff outlined in section 5.2).

5.4. 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.

**6. Project Management**

6.1. 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.

6.2. On appointment, the successful contractor will be required to attend a start-up meeting with the Agency (estimated to take place in early November 2015). A finalised project plan will be required shortly after this meeting.

6.3. Tenderers should note that given the importance and complexity of the survey, the FSA has established the Food and You Working Group to act in an advisory capacity on key aspects of all stages of the survey. In addition to providing input to all stages, and peer reviewing all research materials and outputs, the Working Group meets several times a year to provide high-level strategic decisions and direction. The Working Group comprises of survey and subject experts and will be supported by key Agency personnel.

**7. Risk Management**

7.1 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.

**8. Quality Management, Ethics, Data Protection, Dissemination and Exploitation, and Sustainability**

*8.1. Quality Management*

8.1.1. Tenderers should provide details of the measures that will be taken to manage and assure the quality of work. Please include details of the

quality assurance policy in place and how this will ensure the quality of the project.

8.1. Tenderers should take note of the FSA’s quality assurance processes as set out in sections 3.5.4. and 3.5.5.

*8.2. Ethics*

8.2.1. Tenderers should identify any ethical issues relevant to this project, and give details of how any specific risks will be addressed. In addition, tenderers should provide details of any ethical review and research governance arrangements that would apply to the project.

8.2.2. Tenderers should refer to the GSR Ethics Checklist where relevant (Annex 4), as the contractor will be required to work with the Agency to complete this at the beginning of the project.

*8.3. Data Protection*

8.3.1. Tenderers should refer to the Framework Standard Terms and Conditions on data security and outline in tenders any specific issues related to this project, and detail how these will be managed. The FSA would like to draw particular attention in the terms and conditions to the commissioning authority’s role as the ‘data controller’ and the contractor’s role as the ‘data processor’.

8.3.2. The successful contractor will be required to complete the FSA’s data assurance questionnaire at the beginning of the project.

8.3.3. Please note that the successful contractor 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 managed, held and transferred securely.

8.3.4. This project is likely to involve the transfer of large data files between the FSA and the successful contractor, which may not be suitable for transfer via email due to size and data security issues. Tenderers should therefore detail proposals for the transfer of data between the FSA, the contractor and any subcontractors, for example, through a secure file transfer platform, or another appropriate secure method.

8.3.5. As set out in paragraph 3.5.7. the Agency requires a non-anonymised full data set which it can use for its own analysis and research purposes. The Agency also requires sufficient documentation (including syntax of main and derived variables) to allow Agency analysts and external researchers to replicate analysis included in the outputs. The dataset will require encrypted identifiers for each record, with a separate file to link these to names and contact details, which would be held securely by the Agency. Tenderers must set out what documentation they would provide to accompany the dataset.

8.3.6. As the FSA is the data controller, it may wish to use the data for further research at a future date. Re-contact questions and supporting documentation 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 SSRU and IT Security staff.

8.3.7. Contractors are responsible for ensuring that all necessary permissions are acquired for the use of data, visuals, or other materials throughout the life of 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.

*8.4. Dissemination and Exploitation*

8.4.1. In addition to the publication of reports and data as specified in this document, 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.

8.4.2. The Agency is committed to openness and transparency. All project reports will be published on our open access [www.food.gov.uk](http://www.food.gov.uk) website. In line with the Government’s Transparency Agenda which aims to encourage more open access to data held by government, the Agency is also developing a policy on the release of underpinning data from all of its science- and evidence-gathering research projects. Underpinning 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.

8.4.3. 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.

*8.5. Sustainability*

8.5.1. The FSA is committed to improving sustainability in the management of operations. Procurement looks to its suppliers to help achieve this goal. Tenderers should demonstrate their approach to sustainability, taking into account economic, environmental and social aspects. This will be considered as part of the selection process and tenderers must upload their organisation’s sustainability policy or policies into the eligibility criteria in e-PPS.

**9. Costs**

9.1. Annex 1 sets out a Cost Matrix that covers all potential options outlined in the specification above. In addition to completing the standard financial template, tenderers should complete this Matrix with cost estimates for each element and option (see Cost Matrix notes for further details).

9.2. The Cost Matrix asks that costs for all options are provided independent of each other, but the Agency envisages that, in reality, certain combinations of options may result in economies of scale. Therefore, the ‘Scenarios’ section in Annex 1 presents three likely scenarios, and tenderers should estimate costs for each of these options (broken down by their elements) and consider whether, and at what stage, any economies of scale would arise.

9.3. The Cost Matrix and ‘Scenarios’ sections ask for costs per wave, with the assumption that costs for options at each wave will remain constant. However, if tenderers believe that costs for individual options will change between waves, they should specify this in their response and consider how best to estimate and reflect these costs.

9.4. Note that the survey development and data reporting elements have been divided into individual deliverables, but the Agency does not necessarily require individual costs for each of these deliverables. It may be more appropriate for tenderers to provide an estimate for each phase overall. Similarly, with the exception of the optional debrief meeting, tenderers are invited to reflect costs for general project management costs either as a separate element, or incorporated into costs for the other elements. These general costs could include travel and subsistence, institutional overheads, admin costs and any other costs not included elsewhere.

9.5. As an additional consideration, the Agency is currently exploring the possibility of obtaining external co-funding for future waves of Food and You. Tenderers should suggest a model for costing individual questions or question modules that could be used as a basis for future 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.

9.6. For ease of appraisal, in completing the financial template as part of their proposals, tenderers should use costings for Scenario 1, as the most likely scenario. Costs should be provided for the entire project (i.e. Waves 4-6, and tenderers should specify whether they are assuming costs will be the same per wave, or whether they envisage changes to costs per wave (assuming the same scenario).

9.7. All costs should be provided exclusive of VAT and should clearly state whether VAT will be charged.

9.8. Note that payments will be made against key milestones and a 20% retention will be held against delivery of the final report. A proposed payment schedule is required, please use the financial template provided (assuming costs for Scenario 1 in Annex 1, as set out in Section 9.4. of this specification).

**10. Form of Responses**

10.1. Applications should be submitted as a single tender on ePPS covering all the requirements outlined above.

10.2. In order to facilitate the tendering and appraisal process, tenderers are invited to submit an indication of their intention to tender to FSA.Procurement@foodstandards.gsi.gov.uk by 17 September 2015.

1. **PROCUREMENT TIMETABLE**

Table 1 details an **estimated** project timetable for the project. Tenderers should however be aware that the Agency needs to acquire the evidence outlined in this ITT in a timely manner and you should justify your timings in your work plan.

|  |
| --- |
| **TABLE 1. ESTIMATED PROJECT TIMETABLE** |
| **EXPECTED DATE** | **INVITATION TO (ITT) TENDER**  |
| 18 August 2015 | Invitation to Tender (ITT) issued by the Agency  |
| 19 August 2015 | ITT Clarification period opens\* |
| 10 September 2015 | ITT Clarification period closes\*\* |
| 17 September 2015 | Deadlines for intentions to tender to FSA.Procurement@foodstandards.gsi.gov.uk  |
| 29 September 2015 | Closing date for submission of ITT responses\*\*\* |
| W/C 5 October2015 | Evaluation of ITT responses |
| W/C 12 October 2015 | Appraisal panel meeting held to consider clarified ITT responses |
| W/C 19 October 2015 | Tenderers notified of outcome of appraisal and preferred Tenderer (or Tenderers) identified |
| W/C 26 October 2015 | Clarification meeting with the preferred Tenderer(s). Agreement of Final Specification; Project Plan; Price and Contract Terms |
| W/C 2 November 2015  | Contract awarded and signed |
| November 2015  | Project commences – start-up meeting, finalised project plan |
| November – December 2015 | W4 survey development work, questionnaire review and cognitive testing |
| January – February 2016  | W4 questionnaire piloting |
| March 2016 | W4 final preparations for fieldwork |
| April 2016 – August 2016 | W4 fieldwork |
| September – November 2016 | W4 analysis and reporting |
| October 2016 | W4 publication of UK-level findings (if applicable) |
| October 2016 | W4 optional debrief meeting, with presentation of findings |
| December 2016 | W4 publication of country-level findings |
| 2017 – 2020 | Delivery of Waves 5 and 6. It is envisaged that Waves 5 and 6 of the survey will follow a similar timetable, but with the possibility for a longer lead-in time for survey development work. An indicative start point of September 2017 is suggested for Wave 5, and September 2019 for Wave 6. The project would conclude following the final publication of country-level findings for Wave 6, estimated around December 2020. |

\* If a Tenderer wishes to raise any points of clarification over the procurement process, the actual project objectives or any other query these must be raised through the ePPS system by the date specified.

\*\* Queries will not be answered after this date.

\*\*\* Submissions must be uploaded onto the ePPS system before the closing date and time.

**Further Information**

For any technical queries, points of clarification regarding this specification, queries regarding the use of the ePPS system or the procurement procedures please submit through the clarification tab in the electronic Public Procurement System (ePPS).

**Closing Date**

Tenders should be submitted on the ePPS system **by the date specified on the ePPS System.**

**Tenders received after this time will not be considered or evaluated.** **Please allow sufficient time to upload your tender and all supporting evidence before the closing date.**

**Notification of Submission of Tender**

On successfully submitting your tender you should see a popup box appear on the screen indicating that your tender has been successfully submitted and quoting a reference number. In addition you will receive an automatic email from ePPS with a reference number.

# EVALUATION OF TENDERS

# The Tenderers Application consists of the:

# Technical envelope (80% of overall value), in which applicants should detail the approach, the work plan and their ability to undertake the work, and

# Financial envelope (20% of overall value), in which applicants should outline all costs to conduct the proposed work, and

# Any other relevant supporting information

# Tenders will be evaluated by FSA internal appraisers and external experts using a numerical system. The table below shows the weightings that have been allocated to each section of the application form and these will be used by the appraisers:

|  |
| --- |
| **TABLE 2. EVALUATION CRITERIA FOR SELECTION OF SUCCESSFUL TENDERER** |
| **CRITERIA** | **PERCENTAGE WEIGHTINGS** |
| TECHNICAL CRITERIA – **80% overall Value** | Made up of |
| 1. Tender summary and objectives
 | 5% |
| 1. The scientific approach/scope of work
 | 25% |
| 1. The plan and deliverables
 | 10% |
| 1. Organisational experience, expertise and staff effort
 | 15% |
| 1. Project management
 | 10% |
| 1. Risk management
 | 5% |
| 1. Quality management
 | 10% |
| FINANCIAL CRITERIA – **20% overall value** | 20% |

## The Technical Envelope

The Technical envelope is split in to 7 sections for evaluation. Guidance on how to complete each section is provided within the actual application form.

A numerical appraisal scoring system will be used to assess the information given in the Technical envelope of the tender. Appraisers will allocate a score of 0, 30, 60, 80 or 100 to each part of the Technical envelope, depending on the quality and relevance of evidence provided. The scores will then be subjected to the weightings given in Table 2.

All technical criteria will be evaluated as follows:

|  |  |
| --- | --- |
| SCORE | DESCRIPTION FOR SCORE OF EACH CRITERIA |
| 100 | Tender fully meets or exceeds the criteria set  |
| 80 | Tender would require minor modification but almost fully meets the criteria with only a few gaps in the evidence remaining  |
| 60 | Tender would require some modification but addresses most of the criteria, but may not be detailed enough and/or has several gaps remaining |
| 30 | Tender would require significant modification due to significant gaps  |
| 0 | Tender does not meet the specification or policy |

## The Financial Envelope

The Financial envelope is split in to 5 sections. Guidance on how to complete each section is provided within the actual application form.

A numerical appraisal scoring system will be used to assess the information given in the Financial envelope of the tender. Appraisers will allocate a score of 0, 30, 60, 80 or 100 to the Financial envelope, depending on the quality and relevance of evidence provided. The scores will then be subjected to the weighting given in Table 2.

**Requirement for the financial envelope**

Please complete the Finance template provided based on Scenario 1 in Annex 1 to the Evidence Specification. Please provide estimates for all three waves and provide justification if there you foresee costs differing between waves (assuming the same scenario). Costs should be quoted excluding VAT for the purpose of comparison of tenders. The Agency’s financial year runs from 1 April to 31 March. All costings should be recorded in line with this timescale.

**Evaluation of the financial envelope**

Financial criteria will be evaluated as follows:

|  |  |
| --- | --- |
| SCORE | DESCRIPTION FOR SCORE OF THE CRITERIA |
| 100 | There is full justification for the levels of staffing and the overall resources are appropriate. The tender is the best value for money for the work proposed to meet the specific evidence requirement advertised |
| 80 | There is some justification for the levels of staffing and the overall resources requested. The tender is reasonable value for money for the work proposed to meet the specific evidence requirement advertised. |
| 60 | Limited rational is given for the resources requested and/or the tender does not offer very good value for money, but is not poor value |
| 30 | The tender is relatively poor value for money with little/no justification for costs or resources requested. |
| 0 | The tender costs are not considered value for money and the applicant provided no rationale for costs or resources requested |

1. See the FSA Strategy 2015-2015 <http://www.food.gov.uk/sites/default/files/Strategy%20FINAL.pdf> and Strategic Plan 2015‑2020 <http://www.food.gov.uk/sites/default/files/FSA%20strategy%20document%202015-2020_April%202015_interactive%20%282%29.pdf> [↑](#footnote-ref-2)
2. Further information about the CAS can be found at: [http://tna.europarchive.org/20111116080332/http://www.food.gov.uk/science/socsci/surveys/foodsafety-nutrition-diet/](http://tna.europarchive.org/20111116080332/http%3A//www.food.gov.uk/science/socsci/surveys/foodsafety-nutrition-diet/). [↑](#footnote-ref-3)
3. See SSRC 2008 report, *Monitoring Public Attitudes and Behaviour – A Review of the Agency’s Consumer Attitudes Surveys* <http://ssrc.food.gov.uk/sites/default/files/mnt/drupal_data/sources/files/multimedia/pdfs/ssrc0822v1.pdf> [↑](#footnote-ref-4)
4. See the FSA Strategy to 2015 [http://webarchive.nationalarchives.gov.uk/20120206100416/http://food.gov.uk/multimedia/pdfs/strategy20102015.pdf](http://webarchive.nationalarchives.gov.uk/20120206100416/http%3A/food.gov.uk/multimedia/pdfs/strategy20102015.pdf) [↑](#footnote-ref-5)
5. [↑](#footnote-ref-6)
6. The successful contractor will be expected to comply with the *Code of Practice for Official Statistics* and *Standards for Statistical Reports* <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html> [↑](#footnote-ref-7)
7. Tenderers should note that sample numbers may be subject to change depending on whether the survey is run in particular UK countries and whether samples are boosted in each of these countries, as outlined later in the specification. [↑](#footnote-ref-8)
8. See pp. 3-5 of Food and You Wave 3 Technical Report for sample design <http://www.food.gov.uk/sites/default/files/food-and-you-2014-uk-bulletin-technical-report.pdf> [↑](#footnote-ref-9)
9. For example, as an estimate, based on 2011 census data, Scotland made up 8.38% of the total UK population, which would equate to around 210 of 2,500 interviews. Not running the survey in Scotland would therefore result in a sample of around 2,290 interviews across England, Wales and Northern Ireland. However, the actual sampling technique is based on adult populations, so tenderers should follow previous methods as set out in the technical report and calculate sample numbers based on adult population measures. Tenderers should use the most recent robust measure of UK population that they believe is appropriate. [↑](#footnote-ref-10)
10. <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html> [↑](#footnote-ref-11)
11. <http://www.civilservice.gov.uk/networks/gsr/gsr-code> [↑](#footnote-ref-12)