

APPENDIX D - CALL OFF AGREEMENT FORM



CALL OFF AGREEMENT FORM		
<p>This Form is to be used by the Client when requesting that work be undertaken within the terms of the Call Off Contract. The Parties agree that each completed and approved Form will form part of and be interpreted in accordance with the terms and conditions of that Call Off Contract.</p>		
<p>Project Title: WP27 Comms Message Testing</p>	<p>Reference:</p>	<p>FS107010</p>
	<p>Date:</p>	<p>08/02/2022</p>
<p>Client – Project Representative: [REDACTED]</p>	<p>Tel:</p>	
	<p>E-mail:</p>	[REDACTED]
<p>Supplier – Project Representative: [REDACTED] [REDACTED]</p>	<p>Tel:</p>	
	<p>E-mail:</p>	[REDACTED] [REDACTED]
<p>Project Start Date:</p>	<p>08/02/2022</p>	
<p>Project Completion Date:</p>	<p>30/04/2022</p>	

Background – please include

- details of any previous research commissioned in this area by FSA or other organisations

The FSA’s communication strategy aims to motivate positive behaviour change and help the public understand risk and best practice. Several pieces of work have

been carried out over the last few years to test and develop effective approaches to comms messaging (See: [2014 Messaging Report](#), [2020 risk communication toolkit](#) and [supporting research](#))

Earlier this year, Social Science published the paper '[Qualitative consumer research to explore communications on food safety messaging \(2021\)](#)'. This work aimed to enhance the FSA's understanding of current behavioural drivers and attitudes towards communicating food safety messages and how these may vary by audiences.

Four over-arching communication approaches were tested via 30 two-hour long video-enabled focus group and 20 one-hour long telephone depth interviews.

Participants from the general population were stratified by age and life-stage across England, Wales and Northern Ireland. Participants from Chinese, Black African, Black Caribbean, Pakistani and Indian minority communities were specifically represented to explore cultural differences in message reception.

Participants were shown and asked to respond to up to six pieces of stimulus materials – short food safety messages accompanied by stock images, designed to test theoretical approaches to communicating food safety.

Qualitative findings were analysed using the COM-B framework and used to develop a [Food Safety Communications Toolkit](#) which provides a framework for communicating food safety to consumers.

The toolkit sets out the key principles, general guidance on use of images, language, tone and phrasing, and how audiences may respond. It is intended to be used as a reference document alongside the FSA Risk Communication Toolkit and [Consumer Segmentation](#).

Feedback from colleagues in Comms is that whilst the toolkit is useful, much of their messaging work requires a quick turnaround in order to keep the public informed with the most up-to-date safety guidance. Examples of this type of messaging include [advice on cooking breaded chicken and salmonella in 2020](#) and [advice on cooking frozen vegetables following a Europe-wide listeriosis outbreak in 2018](#).

As such, the types of consumer focus groups used to review and test messaging in a research setting are not possible in practice due to time and resource constraints, and as the FSA are duty bound to communicate issues as soon as practically possible.

Commercial marketing approaches offer alternatives to traditional consumer focus groups such as online surveys and aggregators, virtual focus group platforms, rapid live A/B testing and Agile approaches such as Continuous Exploration.

This work will build on previous findings and existing guidance as well as best practice methods from the commercial sector to design a new, efficient, and usable approach for developing and testing food safety messaging.

Objectives

The objectives for this piece of work are as follows:

1. Conduct a rapid evidence assessment to understand best practice in terms of framing messages regarding consumer food behaviours.
2. Develop, test and optimise a package of pre-tested COM-B led messages for a range of issues, based on prior research findings that can easily be adapted by colleagues in FSA Communications on demand.
3. Develop a functioning, quick and cost-effective rapid message testing process, running a test using a real FSA campaign/news message and reporting on lessons learnt
4. Co-create accessible and simple guidance for communications and social research colleagues on how to use the pre-tested message framing and testing process.

Key research question/s:

1. What are the most effective framings for comms messages from the FSA?
2. How can messages be tested quickly and effectively prior to being issued?
3. What do the comms team need from a message testing platform and process?

Methodology – please include (if available)

- **sampling considerations**
- **recruiting considerations** (identifying and recruiting your cohort)
- **ethical considerations**

The following is a suggested approach to achieve the objectives.

1. Scoping Workshop

The first stage of this work will be to run a workshop with FSA stakeholders to understand user needs for both objectives.

Stakeholders to include: FSA Comms team, working group members from prior research.

Data to gather: what kinds of messages are being issued (cluster typology)? What are the key current and upcoming topics that require FSA messaging? Who are the intended audiences? What formats and channels are most often used? What sort of timescales do Comms work to? What kind of testing process would be easiest and most effective to use? Key metrics for evaluating messaging (e.g., attention, information, confidence, motivation, fear).

The scoping stage should also include an audit of recently issued FSA comms to understand the current baseline.

2. Framing/Templates development

The contractor, in collaboration with the FSA team, will develop a number of potential templates and frames including key sentences, phrases and visuals that can be lifted and adapted for future comms messages. These will be based on the existing Toolkit and principles, examples of previous comms campaigns run by the FSA and other government departments, the COM-B framework, and other relevant literature.

These will be tested against the agreed key metrics with consumer audiences, representative across a range of socio-demographic groups and devolved nations (based on prior segmentation and messaging research).

Testing could be via online workshops or depth telephone interviews or could include elements of an online testing platform (e.g., as part of a pilot for stage 3)

Effective frames and templates will be made available alongside explanations and guidance for their use. For example, a quick reference matrix (audience x type of message x platform).

3. Develop Comms Message Testing Platform

Alongside stage 2, we are keen to develop a platform for rapid and cost-effective testing of messaging.

The selected platform should allow comparison of messages (Text and images) on a consistent set of evaluation metrics (to be identified during Stage 1).

Key criteria to consider in the selection of a provider include turnaround time, number of respondents guaranteed, audience segmentation/reach, reporting, price (set up and per round of testing).

After selecting/commissioning a platform, a process will be developed and documented for requesting and conducting testing. This will be introduced to the comms team and other internal stakeholders.

4. Pilot of Templates and Platform

Following development in stages 2 and 3, and prior to final sign off, the templates and testing platform will be piloted with an example comms message.

Ethical and reputational concerns

Materials for Stage 2 and the pilot in Stage 4 will be signed off by the FSA prior to being presented to members of the public.

Limiting excess burden on Comms team stakeholders throughout this work

Research process

The FSA social science and comms teams will be involved throughout this piece of work, as key stakeholders for workshops, the development of framings and to sign off on the testing platform and process to ensure it meets business requirements.

Analysis and review

- please set out any preferences or requirements on how you want data to be analysed

Metrics for testing to be agreed with FSA in stage 2.

Outputs – (NB. all outputs must be in line with FSA brand guidelines and meet FSA accessibility requirements)

- Rapid evidence review, tying together existing FSA evidence with wider research in the communications field.
- Report and package of pre-tested lines and templates.
- Online rapid testing platform
- Supporting guidance for selecting template based on type of message, intended audience, and channel, and on procedures for using the testing platform.

How will the outputs of this research be disseminated for effective/maximum impact?

A plan will be developed to best communicate the work and the testing platform to ensure that it continues to be used by the Comms team.

Timescale milestones

The following is a suggested timeline:

Project start – October 2021

Stage 1 (Scoping workshop) – October 2021

Stage 2 (Develop framing) – November/December 2021

Stage 3 (Platform) – December/January 2022

Stage 4 (Pilot) – February 2022

Final outputs – 31 March 2022*

*main milestone is delivery of draft report and material by end of March 2022.

Special Terms:

To include any terms or conditions not covered in the overarching contract or any terms amended for the purposes of this Call Off Agreement

Sub-Contractors	N/A
Deliverables:	See Annex A – Suppliers Response
Foreground IPR – Ownership	See Clause 15 – Intellectual Property Rights in overarching Contract
Personal Data (GDPR)	See Annex A – Suppliers Response
Price	See Annex B – Suppliers Financial Template
Payments & Invoicing	<p>Please submit invoices to [REDACTED] for work with FSA.</p> <p>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.</p> <p>Further details can be found at Schedule 5 'Invoicing Procedure & No PO/ No Pay' in the Call Off Contract.</p>

We confirm receipt of this Form seeking approval for the above project to proceed. We agree to provide the goods and/or services requested according to the terms and conditions set out in the Call Off Contract between the FSA and Ipsos MORI

Signed on behalf of the FSA:

Name: [REDACTED]

Signature: [REDACTED]

Position: Commercial Category Manager

Date: 18/02/2022

Signed on behalf of Ipsos Mori:

Name: [REDACTED]

Signature: [REDACTED]

Position: Associate Director

Date: 18/02/2022

Annex A – Suppliers Response

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Have you attached the financial template?: yes

Completed by: [REDACTED]

Date: 08/02/2022

For completion by [REDACTED]

I confirm that the assurances provided under the GDPR section of this form have been reviewed and that:

[please delete as appropriate]

- *research can commence on the assurances provided*
- *further advice will be sought from the FSA KIMS team before data collection commences*

Completed by: [REDACTED]

Date: 3/2/22

Annex B – Suppliers Financial Template

Tender Reference	FS900197
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Tender Title	Comms Message Testing
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Full legal organisation name	Market & Opinion Research International t/a Ipsos MORI
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Main contact title	██████████
Main contact forname	██████████
Main contact surname	██████████

Main contact position	Associate Director
Main contact email	██
Main contact phone	07976 906027

Will you charge the Agency VAT on this proposal?	yes
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yes

Please state your VAT registration number:	443 932 121
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Project Costs Summary Breakdown by Participating Organisations

Please include only the cost to the FSA.

Organisation	VAT Code*	Total (£)
<i>Ipsos MORI</i>	STD	£ 99,350.00
Total Project Costs (excluding VAT) **		£ 99,350.00

* 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 (Automatically
calculated)**

Total Project Costs	£	99,350.00
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Total	£ 99,350.00
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* Please insert the amount to be invoiced net of any VAT for each deliverable
 ** Please insert the applicable rate of VAT for each deliverable
 *** 20% of the total project budget is withheld and will be paid upon acceptance of a satisfactory final report by the agency.
 §The number of weeks after project commencement for the deliverable to be completed

Summary of Payments

	Year 1	Year 2	
Financial Year (Update as applicable in YYYY-YY format)	██████████	██████████ ██████████	██████████
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