

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>		
Project Title: FS301048 Work Package 16 – The impact of climate change on consumer food behaviours	Reference:	FS107010
	Date:	8 th March 2021
Client – Project Representative: <div style="background-color: black; width: 100px; height: 1.2em; margin-top: 5px;"></div>	Tel:	
	E-mail:	<div style="background-color: black; width: 150px; height: 1.2em; margin-top: 5px;"></div>
Supplier – Project Representative: <div style="background-color: black; width: 100px; height: 1.2em; margin-top: 5px;"></div>	Tel:	
	E-mail:	<div style="background-color: black; width: 100px; height: 1.2em; margin-top: 5px;"></div>
Project Start Date:	8 th March 2021	
Project Completion Date:	30 th June 2021	
<p>Specification/ Scope of Work:</p> <p>The Food Standards Agency (FSA) puts evidence at the core of its regulation food hygiene and standards and seeks to incorporate the latest research into policy. To ensure the FSA has access to the most recent evidence and specialist thinking, the FSA has input from independent experts in Scientific Advisory Committees to inform FSA policy. One of these committees, the Advisory Committee for Social Science (ACSS), provides input on matters relating to social science’s contributions to the delivery of the FSA’s objectives.</p>		

The ACSS conducts its work primarily through working groups and has recently incorporated a new working group focused on climate change and consumer behaviour. The working group will advise on how consumer behaviour may change as a result of climate change (e.g. dietary changes as a result of increased temperature), with future discussions informed by the [evidence report from the Climate Change Risk Assessment](#) due in the summer of 2021. The development of better understanding of the key issues and debates will help concentrate the working group's attention on the greatest value-added area of research.

Relevant work previously commissioned by the FSA includes a 2015 report, which touches on consumer behaviour: [Food and Climate change: A review of the effects of climate change on food within the remit of the Food Standards Agency](#).

Objectives – please include

- why you wish to commission this work*
- how the outputs from this work will be used*
- what difference / impact you anticipate the research will make*
- how does this align to FSA strategic priorities?*

The commissioning of work will reduce the burden for dedicated resources from the ACSS secretariat at a time where there is significant pressure throughout the organisation. In combination with the reach and access to climate change and social science specific expertise through the proposed supplier, the ACSS secretariat will directly benefit from leveraging additional external capacity compared to attempting an in-house solution.

In addition, as a result of the pandemic, the ACSS is forecasting an underspend for the end of the year – a pattern reflected across much of the organisation. Therefore, through utilising the added financial capacity, it allows a significant piece of work to take place and be developed by the working group before the Climate Change Committee Evidence Review is published.

The work will be instrumental in providing a clear picture of the possible areas of change that climate change could provoke in consumer behaviour, and will shape future research and the working group objectives. The development of better understanding of the key issues and debates will help concentrate the working group's attention on the greatest value-added area of research.

The evidence provided by this project will allow the FSA to pre-emptively incorporate possible future consumer behaviour as a result of climate change into the policy cycle. With climate change forecasted to progressively affect more and more different aspects of consumer's lives, the opportunity to understand the causes and consequences of change will allow forward thinking risk assessment to ensure the continued high level of safety in the food system.

Key research question/s:

- How might climate change affect consumer behaviour with respect to food?
What food-relevant behaviour might be affected by climate change?
- What would an appropriate framework for understanding consumer behaviour changes look like? What would be the key considerations/tenets that should be covered in a framework?

Potential behaviours in scope include:

- **Consumption in terms of diet and buying practices/behaviours, e.g.:**
 - Meat reduction
 - Meat analogues and synthetic meat
 - Low carbon diets
 - Seasonal produce
 - Preference for reduced plastic packaging
 - Local / farm shops / meal kits and grocery delivery boxes, rather than big chains
 - Food with higher environmental standards – e.g. organic produce, lower carbon meats
- **Food related behaviour/practices within the home/domestic space, e.g.:**
 - Food storage
 - Energy efficient cooking practices
 - Preparation
 - Waste avoidance in the home (e.g. leftover storage and use)
- **Eating outside of the home, e.g.**
 - Choice of venue
 - Menu items
 - Re-usable containers for takeaway food and drink

Methodology – please include (if available)

- 1. *sampling considerations***
- 2. *recruiting considerations (identifying and recruiting your cohort)***
- 3. *ethical considerations***

With a wide universe of evidence to draw upon and the potential scope of the working group, using a collaborative workshop for experts to highlight key debates or thinking through presentations and discussions is an efficient way to address the research questions. A workshop will be held with interested independent experts to explore the impact of climate change on consumer behaviour and draw on multiple sources of expertise, e.g. academic and NGO.

The ACSS secretariat have confidence that the opportunity to help shape the FSA's approach to future work will incentivise external workshop participants. Further incentive is provided through the workshop participants having demonstrable impact from their work through the provision of evidence to inform the ACSS Climate Change Working Group. More detail on this approach is requested in response to this work package.

The project will include the ACSS working group on climate change and will draw together relevant expertise to inform the resulting briefing document. The following stages have been discussed with the supplier:

- 1. Identification of experts:** Expert contacts of the ACSS, FSA, Ipsos and ADAS will be approached. Initial communications will flag the FSA's potential areas of interest and ask if existing contacts can signpost us to those with the very specific expertise areas needed. While Ipsos and ADAS have a number of different expert contacts, the range and specificity of relevant behaviours are likely to need some 'snowballing' of this kind.
- 2. Pre workshop:** The most relevant academics and experts will be asked to complete pre-workshop tasks. Two potential pre-workshop tasks discussed:
 - Responding to a short online questionnaire to identify the breadth of expertise areas covered by experts/attendees and which will allow for collection of interested parties and raising awareness in the research community. This approach will assist with a "snowballing" approach to

ensure reach in the academic community. Questions will be agreed between the FSA and the supplier.

- Preparing a submission to work as a discussion or presentation point for the workshop content following on from the initial questionnaire. For example, a request might lay out the FSAs current remit, and they might be asked to respond to this with how they think their area of expertise is likely to impact this going forward. It would also be useful to ask how pertinent an issue is – i.e. trending behaviours/issues - to get an idea of where the group might aim to focus their work.
3. **Workshop Stage 1:** Academics and experts working in the area of sustainable/ environmental behaviours / behaviour change present their research /evidence-based opinion. Presentations will focus on how and why consumer 'behaviours' which are relevant to the FSAs remit may be affected by the public's climate/environmental concerns, by policies to mitigate or adapt to climate change, or by climate change itself. Presentations will be followed up with Q&A/ discussion across the FSA WG and other academics/experts.
 4. **Workshop Stage 2:** Collective discussion regarding results of the pre-workshop task and the presentations in stage 1, and what a typology of relevant consumer behaviour may look like.

Research process

- would it be useful to observe any of the data collection?*
- how will the questionnaire or topic guide be developed?*

As described above. Topic guides will be developed in collaboration with FSA project leads who will also participate in the workshop.

Analysis and review

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

Complete and detailed notes of the workshop and breakout rooms should be taken to facilitate the subsequent outputs. The meeting should be recorded to allow for review of participants' discussions as well as a method for interactive collaboration and the elicitation of ideas/discussion points. The final briefing document should either incorporate in full, or provide reference to, pre-workshop submissions by presenters.

Key themes should be synthesised and areas for further research and development should be highlighted.

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

- 1. Planning document** for the workshop, including potential attendees, plans for the pre workshop task, and topic guides for stage 2 discussion. Technological considerations should also be noted, i.e. which platform(s) will be used, testing/ensuring access etc. When available, summary of pre-engagement activities and presentation abstracts for stage 1 should also be included (likely second draft).

Delivery: 23rd March (9th April second draft)

Responsibilities: ADAS/MORI will develop in consultation with research leads. Comments from the working group and wider FSA colleagues will be provided on the first draft by the 30th March and addressed in a subsequent draft delivered by 9th April.

- 2. Delivery of Workshop.** Given the necessary remote nature of this activity, online workshop platforms/software should be used by the supplier to facilitate discussions.

Delivery: w/c 26th April

Responsibilities: ADAS/MORI will facilitate the workshop. Detailed notes, submitted presentations, and recordings of the sessions should be taken by ADAS/MORI and made available to the FSA to facilitate any future review.

- 3. Report** of the workshop, including proposed typology, identifying key evidence sources relating to the 2 main research questions and potential areas for future consideration by the ACSS.

Delivery: 20th May (10th June second draft).

Responsibilities: ADAS/MORI will draft. Comments from the working group and wider FSA colleagues will be provided by the 28th May and addressed in a subsequent draft delivered by 10th June. The final report will be published on the FSA website and disseminated through FSA, CSS, IPSOS/ADAS networks.

- 4. Presentation** of findings to ACSS/FSA. This presentation should cover the methodology, findings, developed framework, conclusions and avenues for future research. Suggestions from the supplier for the potential for developing additional related media are welcomed (e.g. a highlights video).

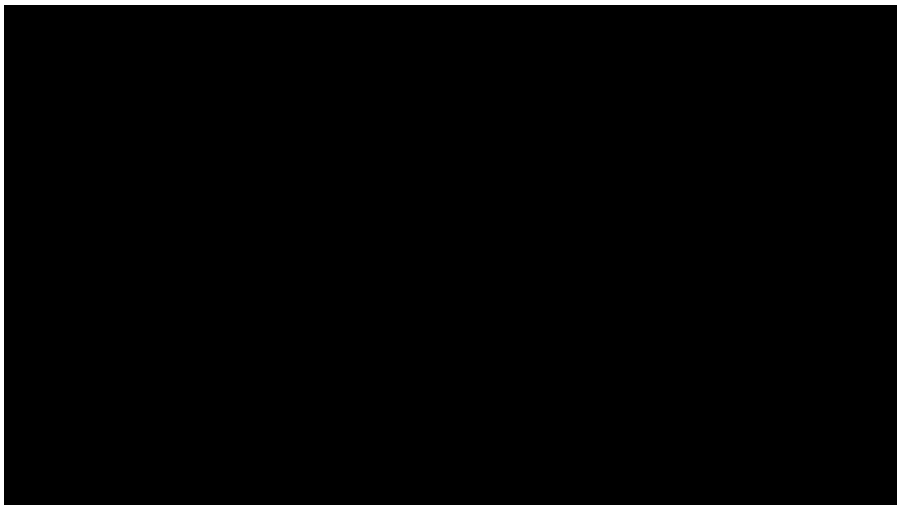
Delivery: June TBC

Responsibilities: ADAS/MORI will develop in consultation with research leads.

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

- The final workshop report (output 3) will be published on the FSA and the ACSS websites, and disseminated through FSA, ACSS, IPSOS/ADAS networks.
- The outputs will be used by the FSA to develop the terms of reference for the climate change working group, and inform discussions on identifying key consumer behaviour responses that may come from the Climate Change Committee Evidence Review
- The final report will be shared by IPSOS/ADAS with all attendees and presenters for wider dissemination

Any outputs marked for future publication should meet the FSA's accessibility and branding guidelines. Guidance and template attached for reference. Further guidance is available on request.



Timescale milestones – please include any hard deadlines

please consider all above stages

Provisional timescales for outputs

Output	Timing
1: Planning docs	Draft by 23/03
2: Workshop	TBC w/c 26/04/2021
3.Workshop Report	Draft by 20/05/21
4.Presentation	TBC/06/2021

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	ADAS
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**

&

Please submit invoices to [REDACTED]
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.

Further details can be found at Schedule 5 'Invoicing Procedure & No PO/ No Pay' in the Call Off Contract.

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:

[REDACTED]

Date: 17/03/2021

Signed on behalf of Ipsos Mori:

Name:

[REDACTED]

Signature:

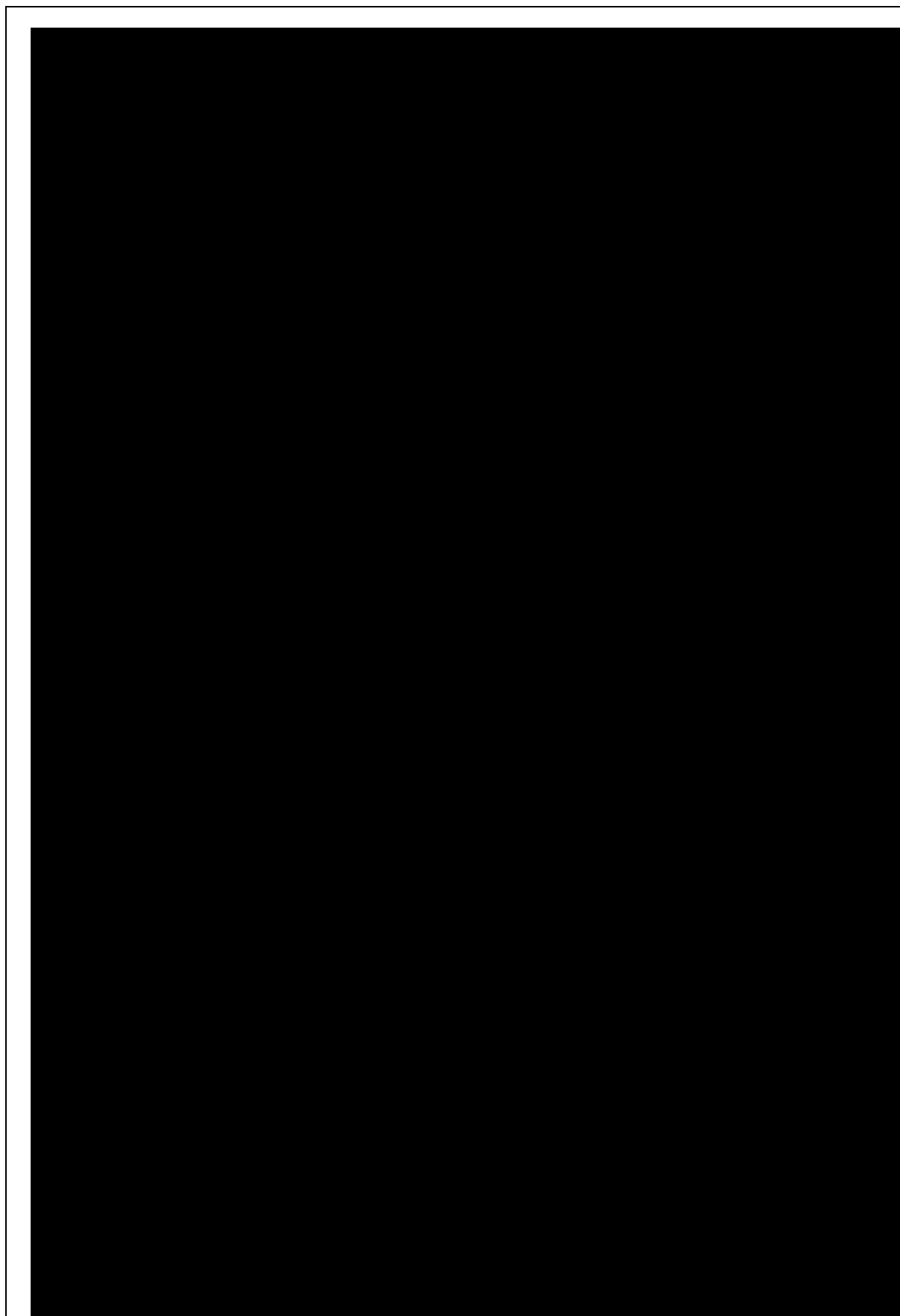
[REDACTED]

Position:

[REDACTED]

Date: 16/03/2021

Annex A – Suppliers Response



This draft of the planning document will be developed after the online

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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potential dates and times for the workshop, and availability to attend these will be

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Quality management – please set out you will embed quality management

For both Ipsos MORI and ADAS UK Ltd quality management and assurance are crucially important in our project delivery and research outputs. Together we will work collaboratively with the FSA on the study design, delivery and outputs. Our starting point will be to ensure we have a common understanding of how the study should run. At the inception meeting we will discuss and finalise the finer points of the design, approach to material development, project and risk management arrangements, deliverables and timings. After the meeting, a revised, detailed timetable will be produced which will clearly identify where the FSA's input will be required, and the nature and extent of involvement.

The project director will oversee the work and will be accountable for ensuring the quality of all outputs, and delivery to agreed timelines. The respective Ipsos MORI and ADAS project managers will act as a single point of contact, to ensure the right level of co-ordination and control across the project. They will also ensure that the relevant members of staff fulfil their sign-off obligations for key milestones. This includes arranging for fieldwork and all outputs to be delivered on time and to a high standard.

We will agree a schedule for regular (at least weekly) contact with the FSA by telephone and email throughout the project to provide clear updates on progress, address emerging issues quickly and provide feedback to inform operational needs. We will also be available to discuss any emerging issues, and to join face-to-face (or video-call) meetings at key milestones.

Both Ipsos MORI and ADAS are focused on delivering quality and continuous improvement. Good research requires exhaustive quality procedures which are put into practice. We work to very strict quality management processes and standards, many of which *exceed* that required for the industry. These include:

- **ISO 9001:2008**, international general company quality standard with a focus on continual improvement through quality management systems.

- **ISO 20252:2006**, International market research specific standard that supersedes MRQSA (BS 7911) & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project.
- **ISO 27001:2005**, International standard for information security designed to ensure adequate and proportionate security controls are in place
- **MRS Company Partnership;**
- **Fair Data** - In order to demonstrate our commitment to ensure personal data is processed fairly, ethically and in compliance with all relevant Data Protection & Privacy laws, including the Data Protection Act, we have signed up to the “Fair Data” accreditation scheme.



We have an integrated quality, compliance and information security management system, our ‘Business Excellence System’ (BES). Its objectives are:

- To provide assurance to Ipsos MORI’s clients that we will deliver reliable and robust research findings by, among other measures, meeting the requirements of the international quality standard for market research (ISO 20252); and

To minimise risk to the business by focussing on quality and continuous improvement.

Delivery timescales – Please provide a detailed plan of when you will deliver the specified outcomes

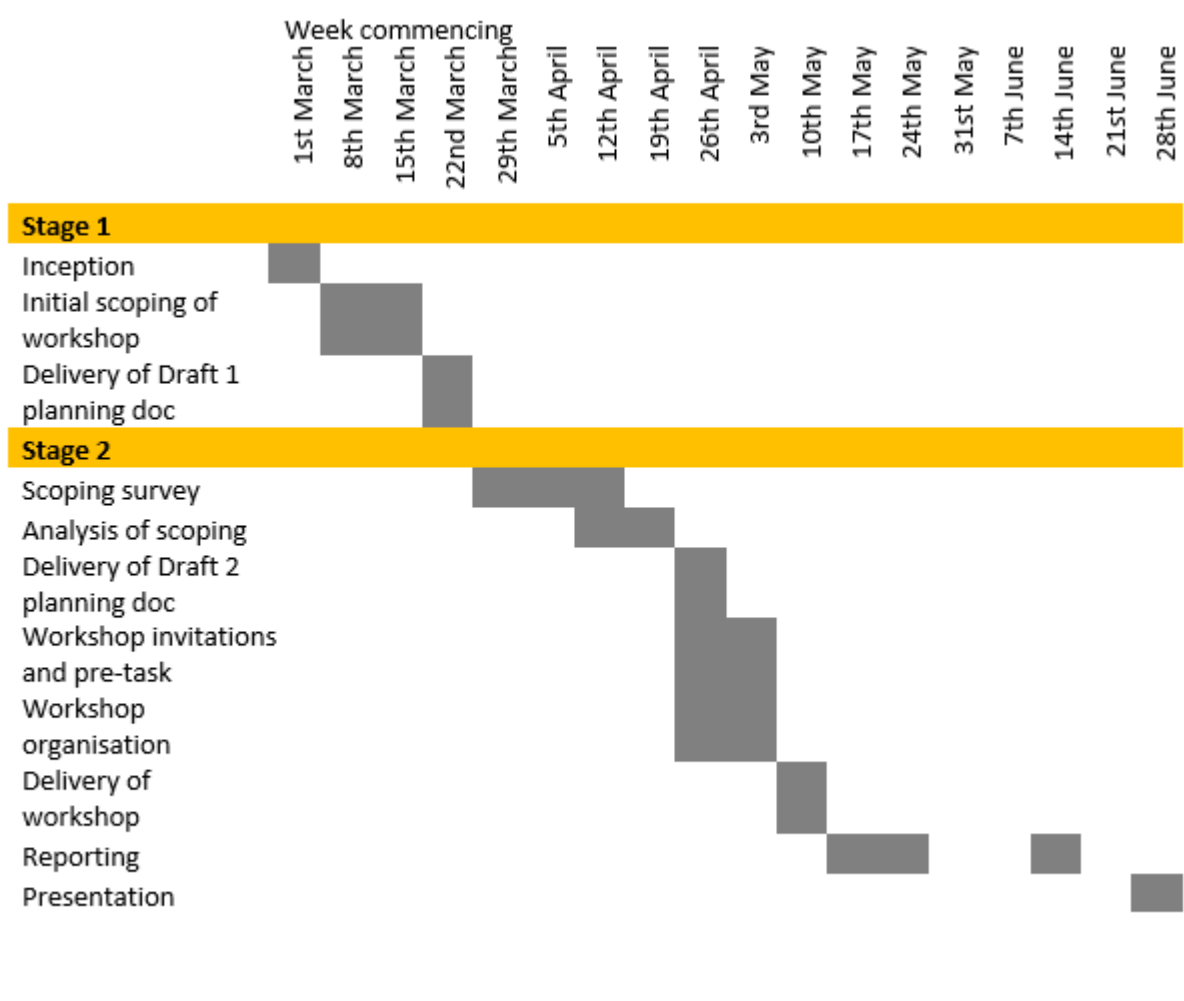
Please detail any assumptions you have made

We have assumed a rapid start to the project, with much of the detailed planning for the workshop being done in the first three weeks from inception. On 23rd March, the detailed Draft 1 planning document will be delivered, alongside a matrix list of potential invitees to the scoping survey. This document will include key outputs such as the script for the scoping survey, and a draft agenda.

To ensure the smoothest running of the workshop, we have suggested splitting the writing of the planning document into two distinct phases, with the final document now including full details of the planned workshop, including the agenda and abstracts for the planned presentations.

Because of the time needed for the scoping survey to be completed and snowballed, we believe it will be important to move back the date of this second draft to later in the project process.

Indicative timetable



Project-specific risks and proposed mitigation measures		
Risk	Assessment	Mitigation measures
Staff absence	<p>Likelihood: Low</p> <p>Impact: High</p>	<p>The project relies on team members with the right balance of skills and practical experience.</p> <p>In the event that any of our proposed project team members become unable to work on the assignment as planned (e.g. due to illness or other unforeseen circumstances), we will re-organise our delivery team and draw on other expert staff. With the skills and experience across our company we are in the fortunate position of being able to offer robust contingency cover.</p>
IT failure	<p>Likelihood: Low</p> <p>Impact: High</p>	<p>The scoping work, team working with the FSA, and the workshop itself relay on online connectivity. Loss of connectivity (being a more prominent risk with remote working under pandemic restrictions) or loss of data</p>

		<p>could have a major impact on project timescales.</p> <p>Ipsos remote working is supported by secure VPN to ensure all data is backed-up regularly. Furthermore, protocols are in place to ensure that regularly backup reports and data on the network, computer hard drives and data storage device as appropriate.</p> <p>The workshop team will set up contingency plans for technological failures. Presenters will be made aware of the procedures should they experience their own technical issues.</p>
<p>Risk of not getting enough expert engagement in the workshop</p>	<p>Likelihood: Medium</p> <p>Impact: Medium</p>	<p>Ipsos and ADAS will work with the FSA to ensure that communications about the workshop, and the scoping survey itself are engaging and not burdensome for potential experts. The scoping survey will be kept short and will be easy to complete. Participants will have the option to pause and be given a link to return to the survey if they need to break off part way through.</p> <p>All communications relating to the project will be succinct and engaging, and will clearly lay out the potential benefits of involvement to potential expert contributors and attendees. We are confident</p>

		that the opportunity to influence the FSAs future work and provide evidence of impact will be a strong incentive to academic engagement.
Risk of GDPR or data breaches	<p>Likelihood: Low</p> <p>Impact: High</p>	<p>As with all Ipsos MORI projects, careful attention is given to ensure any personal data is handled with respect to GDPR requirements and regulations.</p> <p>While experts in this project will be participating in a professional capacity, their contact information is still considered personal data. All personal information will be transferred using Ipsos MORI's secure data transfer system: Ipsos Transfer.</p> <p>All personal information will be securely destroyed using digital shredding software at the end of the project.</p> <p>Informed consent will be gained from participants for the collection of personal data and for this data to be shared with the FSA team.</p> <p>Prior to the commencement of the study, Ipsos MORI and ADAS will ensure a data flow is created that details when, how and why the data will be collected, used, and shared.</p>

		More information is included in the ethical considerations section below.
Escalation of COVID-19 in the UK	<p>Likelihood: Medium</p> <p>Impact: Low</p>	<p>Both Ipsos MORI and ADAS have robust systems in place to enable remote working, as described above. This will limit the impact of any escalation of the COVID-19 pandemic, or restrictions on movement as a result of local lockdowns.</p> <p>All expert engagement and the workshop itself will take place remotely, online. This removes the need for travel time.</p> <p>We will retain a list of potential replacement contributors to the workshop should this be required due to drop-outs linked to illness or changes in personal circumstances.</p>
Ethical considerations		
<p>The focus of this activity and the workshop are not considered to be sensitive or emotive topics of discussion. The research will be conducted in line with standard ethics, and with an awareness that whilst this topic may not be deemed sensitive but that the activities, specifically the workshop, may unintentionally cause distress. In the unlikely event of participant distress the researchers will follow appropriate steps (Ipsos and ADAS Distress protocol) to ensure best practice care and aftercare.</p>		

Subcontractors please specify on the need for, and selection/appointment of sub-contractors. Please confirm any Subcontractors used have been engaged in accordance with IPSOS Approved Supplier processes and provided the necessary safeguards around the data in accordance with GDPR/UK GDPR.

ADAS are acting as subcontractors to Ipsos MORI as part of the overall call-off contract.

Workshop participants will not be paid for their involvement in the workshop, and so will not be considered subcontractors.

Sustainability – pls set out measures to maximise sustainability

Preparation for the workshops is desk-based, whilst the workshop itself will be virtual, minimising the need to travel. In addition all materials will be electronic with minimal use of paper and energy.

GDPR – Please complete the below table detailing personal data that will be processed as part of this work package. Additional questions are also provided beneath the table to provide additional assurances.

Description	Details
Subject matter of the processing	<i>The processing is needed in order to ensure that Ipsos MORI can effectively provide the agreed services to the FSA.</i>
Duration of the processing	<i>Information will be processed throughout April to June. Professional contact details will</i>

	<p><i>be retained by the FSA, with explicit participant consent, to enable the working group to contact relevant experts in the course of their work.</i></p> <p><i>This is based on the assumptions presented in this work package, particularly around sign-off and fieldwork deadlines.</i></p>
Nature and purposes of the processing	<p><i>Ipsos, ADAS and the FSA will each compile a list of potential contacts who are already known to them in a professional capacity. Invitations to participate in a scoping survey will be sent directly by each organisation.</i></p> <p><i>Professional contact details will be gathered through the online Scoping Survey with explicit consent for contact by Ipsos, ADAS and the FSA in the course of organising the workshop. Consent will also be sought for the FSA to retain contact details, with the aim of enabling dialogue between these professionals and the FSA. Ipsos and ADAS will process these details in order to invite participants to the workshop, and contact them regarding logistics.</i></p>
Type of Personal Data	<i>Name, email address, job title, subject areas of interest</i>
Categories of Data Subject	<i>Professionals, academics and other experts, in their professional capacity</i>
Plan for return and destruction of the data once the processing is complete UNLESS requirement	<i>Data will be retained by Ipsos for the duration of the project. It will be passed to the FSA, where</i>

under union or member state law to preserve that type of data	<i>professional contact details will be retained indefinitely if stakeholders wish to be kept updated on the working group's activities. Explicit consent for this will be recorded, and options to opt out and have details removed from FSA databases offered with each contact made.</i>
Please respond to remaining questions in this table to provide further assurances of data protection. Completion of this section is only required for primary data collection, or desk-based research that uses personal or sensitive data.	
Will Ipsos Mori complete a PIA for this project?	<i>No. This project involves stakeholders operating in a professional capacity, and will not collect personal data or opinions.</i>
<p>Please read each statement below. If the answer to any statement is 'no' please provide further details.</p> <ul style="list-style-type: none"> Is the research being carried out solely to fulfil the objectives set out by the FSA? This means that Ipsos Mori, or any sub-contractors, will not use the research data for any other purposes. Does Ipsos Mori accept that it is the data processor (not data controller) for the research data collected? Is the data that is collected in the Project proportionate to achieve the required research outcomes? 	<i>Yes – to all</i>
<p>Please read each statement below. If the answer to any statement is 'yes' please provide further details.</p> <ul style="list-style-type: none"> Will the FSA receive any personally identifiable participant data throughout the research project? Is the research study about FSA staff? 	<i>The spreadsheet of survey responses, including contact details for</i>

<ul style="list-style-type: none"> • Is the study about any other party where we may not have consent (e.g. FSA stakeholders/local authority contacts)? • Will the work package involve collecting children's data? The Data Protection Act states that under 18s class as children, but those 13 or over have a right to consent. • Will any of the data be used to make a decision about the individual? • Will the study involve combining information from other sources and linking it directly to individual responses in a way that the individual may not expect or may object to? • Will we be re-using/re-purposing any old research personally identifiable research data that the data subject may not have consented to? 	<p><i>those who wish to be identified to the FSA, will be passed to the FSA once this phase of the research is complete. Explicit consent for this step will be sought and recorded.</i></p>
<ul style="list-style-type: none"> • Is this research likely to cause damage, distress or harm to someone (e.g. physical harm, financial loss or psychological pain) as a result of the topics discussed and audience involved? Please assess the level of risk as Low, Medium or High and include what mitigating actions will be taken if the answer is 'Medium', or 'High'. 	<p><i>Low</i></p>
<p>Will we be seeking to recontact the participant?</p>	<p><i>Yes</i></p> <p><i>As part of the online survey stage, participants will be asked to opt into recontact to organise participation in the workshop. This will be a survey question as part of the online survey.</i></p> <p><i>Contact details will be securely held by Ipsos MORI and securely transferred to the FSA using encrypted zipped data files and Ipsos Transfer.</i></p> <p><i>In all communications, the individual will be given the opportunity to</i></p>

	<i>opt out of the research by contacting the research team.</i>
Please provide a date by which the participant information notice will be provided to the FSA. If participant notice is not required, please state why.	<i>TBC – likely w/c 22nd March as required</i>
<p>Total Cost – Please provide the total cost for this work package. Please provide a detailed breakdown of costs in the financial template which is to be submitted alongside this Project Proposal Document. This should include payment milestones (where applicable)</p>	
<p>The total cost for this project is £26,650 +VAT:</p> <p>• [REDACTED]</p> <p>i [REDACTED]</p> <p>Have you attached the financial template?: Yes</p>	
<p>Completed by:</p> <p>[REDACTED]</p>	
<p>Date:</p> <p>26th February 2021</p>	

For completion by [REDACTED] or [REDACTED]
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I confirm that the assurances provided under the GDPR section of this form have been reviewed and that:

- *further advice will be sought from the FSA KIMS team before data collection commences*
- [REDACTED] and [REDACTED] spoke to [REDACTED] in KIMS team to discuss project risk. Risk was deemed to be low, and therefore project can continue with reassurances provided in the work package.

Completed by: [REDACTED]

Date: 05.03.2021

Annex B – Suppliers Financial Template

Application form for a project with the Food Standards Agency Commercial Template

Applicants should complete each part of this application as fully and as clearly as possible

Brief instructions are given in the boxes at the start of each section.

Some boxes have **blue** text and this indicates that the value is calculated automatically

Some boxes are shaded **red** and these boxes **must** be completed

Guidance notes on completion of fields can be removed from view by pressing the ESC key

Please submit the application through the Agency's eSourcing portal by the deadline detailed within the specification.

Tender Reference	FS107010
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Tender Title	The impact of climate change on consumer food behaviours
--------------	--

Full legal organisation name	Market & Opinion Research International t/a Ipsos MORI
------------------------------	--

Main contact title	
Main contact forname	
Main contact surname	

Main contact position	
Main contact email	
Main contact phone	

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

Yes

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

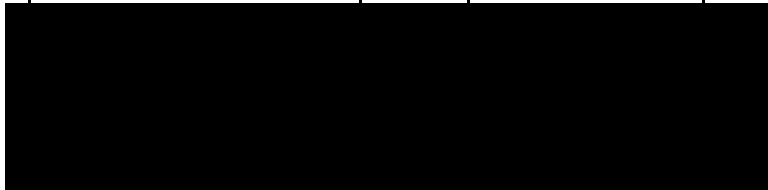
Please state your VAT registration number:

443 932 121

Project Costs Summary Breakdown by Participating Organisations

Please include only the cost to the FSA.

Organisation	VAT Code *	Total (£)
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Total Project Costs (excluding VAT) **	£ 26,650.00
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* Please indicate zero, exempt or standard rate. VAT charges not identified above will not be paid by the FSA

** The total cost figure should be the same as the total cost shown 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)

Staff Costs	£ [REDACTED]
Overhead Costs	£ -
Consumables and Other Costs	£ [REDACTED]
Travel and Subsistence Costs	£ -
Other Costs - Part 1	£ -
Other Costs - Part 2	£ -
Other Costs - Part 3	£ -
Other Costs - Part 4	£ -

Other Costs - Part 5	£ -
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Total Project Costs	£ 26,650.00
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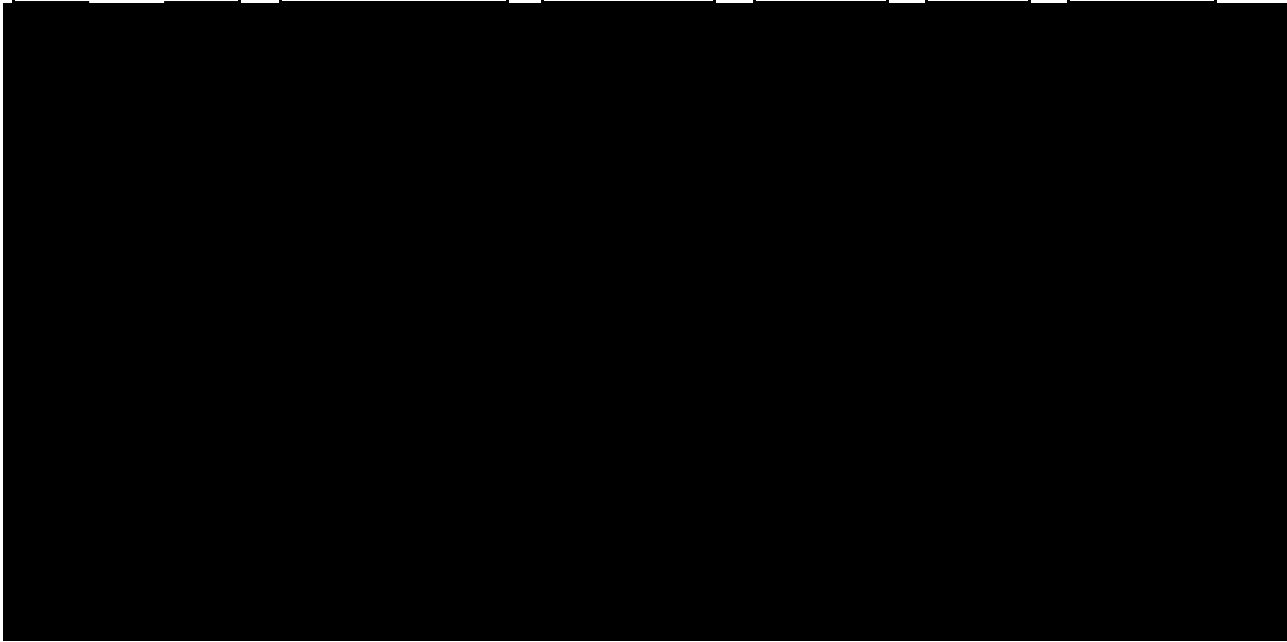
Staff Costs Table

*This should reflect details entered in your technical application section 4C.

Please insert as many lines as necessary for the individuals in the project team.

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)



**Total Labour
Costs**

£
[Redacted]

Consumable/Equipment Costs

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

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The Pricing Schedule

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

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

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

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

Proposed Project Start Date	03-Mar-2021	Amount				
Invoice Due Date	Description as to which deliverables this invoice will refer to (<i>Please include the deliverable ref no(s) as appropriate</i>)	*Net	** VAT Code	§ Duration from start of project (Weeks)	§ Duration from start of project (Date)	Financial Year

Total

£
26,650.00

Totals Agree

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

Summary of Payments

Financial Year (Update as applicable in YYYY-YY format)	Year 1		
	2020-21	Retention	Total
			£ 26,650.00
Total Amount			