

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: Work Package 30 – Consumer Insights Tracker	Reference:	FS107010
	Date:	14/12/2021
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: 150px; height: 1.2em; margin-top: 5px;"></div>
Project Start Date:	14/12/2021	
Project Completion Date:	31/03/2022	
<p>Background – please include</p> <p>This consumer insights tracker seeks to combine the previous monthly COVID-19 consumer tracker and the weekly CO2 survey into a single ongoing monitoring survey of key consumer issues.</p> <p>The COVID-19 tracker has been extended several times, and although it contains several useful questions for ongoing monitoring, many of the questions have become obsolete or could be reviewed and improved. Likewise, the CO2 survey was designed to meet a specific purpose (CO2 shortage incident), which is now under control. By combining these surveys into a single consumer insights tracker, the FSA can monitor</p>		

key consumer issues over the winter period (and potentially afterwards). Combining these surveys means that the existing COVID-19 tracker survey and CO2 survey will cease to exist, and the new combined 'consumer insights tracker' will replace them.

The focus of this new combined survey will be the following topic areas:

- Food insecurity
- Food affordability/food prices
- Food availability
- Stockpiling
- Consumer confidence in the food industry (food supply chain, FSA and Gov), including specific concerns on/confidence in:
 - Food prices/ food affordability
 - Food availability
 - Food safety
 - Food quality

Additional questions/topics may be added by the FSA according to business need.

Objectives

This survey fits into the FSA's 'wider consumer interests' programme of research.

The FSA wishes to introduce this new combined survey for several reasons:

- To review and improve both the COVID-19 and CO2 trackers and better align these to inform FSA Strategy and priorities
- To provide internal stakeholders including our Executive management team (EMT) with regular (fortnightly) consumers insights data – particularly over the winter period
- To overlay 'real world events' with findings from our consumer insights tracker (e.g., if News articles suggest a shortage of Christmas Turkeys, to see how this impacts data on shortages, stockpiling, consumer concerns and consumer confidence in the food industry in the consumer insights tracker)

The list of topics that the 'consumer insights survey' wishes to capture (listed above) are intentionally broad. This new survey is not designed to explore specific issues, such as the impact of COVID-19 or CO2 shortages on consumers.

Some questions of the survey will be run fortnightly whilst others will be run monthly. The FSA may choose to amend this schedule as per business need, with the possibility of increasing the frequency to weekly.

Methodology – please include (if available)

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

To maintain the timeseries with the previous tracking surveys, we would like to continue to use the i: Omnibus approach that has been used for the FSA's COVID-19 and CO2 tracking surveys. The sample should be 2,000 respondents each wave, representative of EWN1. Due to the fortnightly nature of this tracking survey, exclusions should be applied so that the same participants can not complete the survey in succession (similar exclusions were applied to the CO2 survey).

Research process

The full list of survey questions will be written by the FSA and shared with Ipsos MORI. The FSA welcomes feedback and improvements to all survey questions, but continuation of the timeseries should be prioritised and weighed up against changes to the survey questions.

Analysis and review

Standardised data tables including significant testing (as per COVID-19 tracker) should be provided to the FSA each wave, including a full flat data file (SPSS- .SAV and excel/csv). Crosstabs and data compilations for these tables should be agreed with FSA in advance, and alterations to each wave may be made according to need.

Any open-ended responses should be provided to the FSA as a full list of responses.

The FSA would also like to receive a timeseries excel file (as was previously conducted for the COVID-19 tracker) every 2 months as a minimum (4 waves, assuming a fortnightly survey schedule).

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

The FSA will require a PowerPoint presentation (produced by Ipsos MORI) to summarise each wave of the data. The PowerPoint should focus on key findings, with an executive summary at the beginning and timeseries charts later in the deck. An example of the recent slides we've been using for CO2 can be used as a template, as the FSA may add findings from other data sources into the PowerPoint (FSA have

shared the slides with Ipsos via email). A final slide template should be agreed between Ipsos MORI and FSA.

In line with our open and transparent policy, the FSA will need to publish the data soon after data is collected (although no specific plans have been made at this stage). The FSA may choose to produce any publications in-house, but this will depend on available resource at the time. Therefore, in their response, Ipsos MORI should provide a separate quote to produce a written report, suitable for publication, in the FSA's branding and accessibility guidelines. The FSA may utilise this service on an ad-hoc basis if/when publications are required.

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

FSA will be responsible for dissemination of this data across internal stakeholders and across government.

Timescale milestones –

The FSA propose that the survey is commission fortnightly until January 2022, and then moves to a monthly survey cycle – as outlined in the table below. This schedule will remain under review by the FSA and may be increased/decreased according to business need.

Some flexibility can be allowed for the delivery of PowerPoints in the first wave, but data tables must be delivered on time due to internal deadlines.

Wave	Survey sign off	Survey into field	Delivery of data tables	Draft slide deck	Delivery of final slide deck
Wave 1 – monthly, all questions	9th Nov	12 - 16 Nov	16-Nov	18-Nov	19-Nov
Wave 2 – fortnightly qus	23rd Nov	26 - 29 Nov	02 Dec	3-Dec	6 Dec
Wave 3 – monthly, all qus	7th Dec	10 - 13 Dec	14-Dec	16-Dec	17-Dec
Wave 4 – fortnightly qus	14th Dec	17 -20 Dec	5-Jan	6-Jan	7-Jan
Wave 5 – monthly, all qus	4th Jan	7- 10 Jan	11-Jan	13-Jan	14-Jan

Wave 6 - fortnightly	18th Jan	21 - 24 Jan	25-Jan	27-Jan	28-Jan
Wave 7 - monthly	8th Feb	11-14 Feb	15-Feb	17-Feb	18-Feb
Wave 8 - monthly	8th March	11-14 March	15-Mar	17-Mar	18-Mar

The FSA anticipate will continue to monitor this data until end of March 2022. At the end of March 2022, there will be a break clause in this contract to allow the FSA to determine the need for ongoing monitoring.

At any time, the FSA may choose to reduce the frequency of the survey (for example to monthly rather than fortnightly) and may reduce or alter the survey questions commissioned.

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</p>

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: Commercial Advisor

Date: 15/12/2021

Signed on behalf of Ipsos Mori:

Name:

[Redacted]

Signature:

[Redacted]

Position: Associate Director

Date: 15/12/2021

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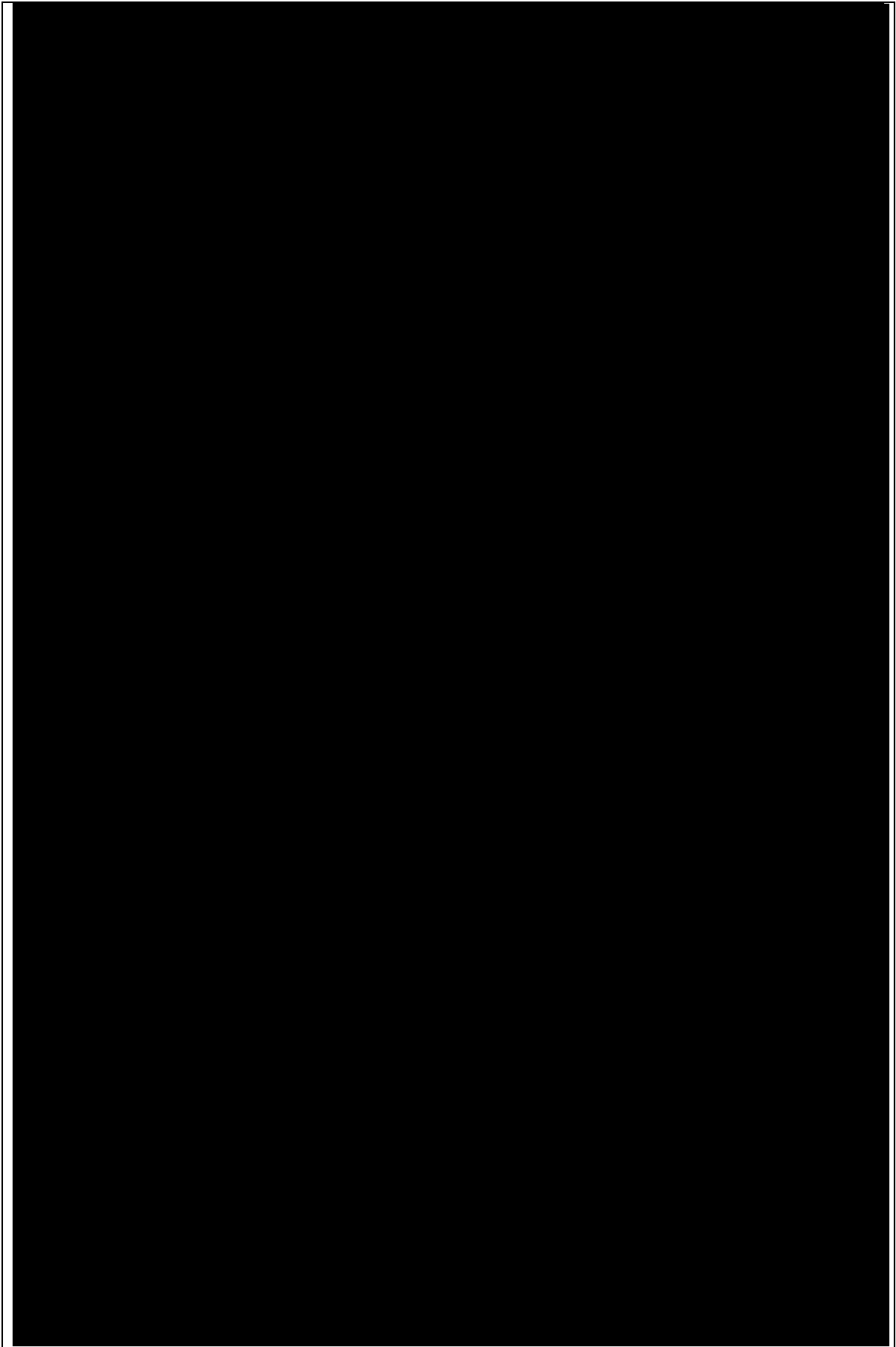
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<p>Project Costs Summary Breakdown by Participating Organisations</p> <p>Please include only the cost to the FSA.</p>
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Total Project Costs (excluding VAT) **	£ 53,610.00
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* 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)

Total Project Costs	£ 53,610.00
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COST OR VOLUME DISCOUNTS - INNOVATION

Volume discounts have been applied to the fieldwork costs incurred in Waves 2-8

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