APPENDIX D - CALL OFF AGREEMENT FORM

CALL OFF AGREEMENT FORM		
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.		
Project Title: Work Package 4 - Behavioural Trial – sustainable diet shift (part 1 of 2)	**Reference:**	FS430885
	Date:	16/12/2021
Buyer – Project Representative: [redacted]	**Tel:**	
	E-mail:	[redacted]
Supplier – Project Representative: [redacted]	**Tel:**	
	E-mail:	[redacted]
Project Start Date:	04/01/2022	
Project Completion Date:	08/04/2022	

Specification/ Scope of Work:

To be completed by the FSA. Please include as much detail as you can on the overall aims of the project, the audiences involved and the rationale for research.

1. Background and hypotheses	
Description	**This work spec is part 1 of the commissioned trial. Information about part 2 is included for info but is not part of this request**

	The ideas on this trial were guided by an internal social science evidence review on the current gaps around healthy and sustainable diets (e.g. decreasing animal-based food consumption specifically, or on increasing plant-based food consumption beyond fruit and vegetable). In essence, there is little evidence focused on sustainable diets and what works to shift public acceptability towards these diets compared to healthy diets, and even less on the co-benefits. Fiscal interventions, promotion and placement (choice architecture) interventions were found to be highly effective based on high quality evidence however the review highlighted that we need more real-world interventions, with evaluation, including measuring long-term effectiveness, cost-effectiveness, and unintended consequences e.g. spillover effects, substitution effects e.g. financial incentives have been shown to work but the longer term impacts are less clear. Additional to the identified gap of the long-term effect of interventions, the lack of research around lower socioeconomic backgrounds was also identified. One of the findings from the review was that men from lower socioeconomic backgrounds are most resistant to the sustainable diet shift. We have therefore decided to focus on a blue-collar audience to try and tap into this group. Alongside our internal review, our commissioned Meat and Dairy literature review also has guided the trial ideas which were discussed in a workshop with FSA colleagues and academics working in the area of sustainable diet shift. This led to a short-list of trial ideas, of which two were worked up into trial protocols under the previous Kantar contract. The two ideas were re-naming food to be more appealing and offering free samples. Due to practical constraints with our catering partner, the re-naming idea was not possible, so we refocused on one of the other ideas identified in the workshop, which was financial incentives. This trial will therefore focus on free samples and financial incentives for sustainable diet shift. Following on from Kantars design protocol which looked into offering free tastings of health and sustainable options to blue collar workers as a 2-arm parallel design, we would like to commission a study to run a trial looking at a 2-arm step-wedged design. One arm being discounts in the form of loyalty cards and the other a free sample. As the long-term effects of interventions are less clear, we will keen to fill this gap by collecting data for the following month post-intervention. Although social norms have consistently been found to influence food choice, our internal review found that there is little evidence on social norms influence on sustainability dietary

	behaviours. A natural intervention will be taking place during the duration of the trial, Veganuary. Dependent on the data that our catering company can provide us with, we plan to exploit this occurrence by collecting data, during January and the months leading up to our intervention to be able to assess if a societal event has an impact on purchasing behaviour on the sustainable and plant-based options and how long this effect lasts for. Please note, as this Veganuary analysis is subject to data availability, it should be quoted for as a modular extra. We would like to commission this trial in two parts: Part 1 (being commissioned) is the pre-trial work and baseline data collection. This should build on the design work, and take us up to the point of implementation. This should include at least: • Collection and analysis of trend data Jan-March to create 3 month baseline • All pre-trial and feasability work (e.g. costings, materials design, survey work) • Peer review and ethics approval of the trial • Modular Extra (Analysis of historic data to allow insights into the impact of Veganuary) Part 2 (yet to be commissioned) will continue on from part 1 and involve the running of the trial in the field and analysis. We have made this split to account for the practicalities of menu cycles, and Veganuary. Further details of what is included in each part is found in section 3, 5 and 6.
Existing evidence	Food production and consumption have a significant impact on the environment, being responsible for around a third of global greenhouse gas emissions and impacting a multitude of other environmental aspects such as biodiversity, deforestation and eutrophication.[1] Regarding meat consumption, one study suggests that the UK could reduce food-related emissions by up to 17% if people shifted from the average diet to the nationally recommended diet, which is lower in meat and dairy and

[1] Crippa, M., Solazzo, E., Guizzardi, D., Monforti-Ferrario.F., Tubiello, F.N., & Leip, A. Food systems are responsible for a third of global anthropogenic GHG emissions. Nature Food, 2, 198-209.

	higher in fruits and vegetables.[2] In general, animal-derived products have a greater impact on the environment, particularly ruminant animals such as sheep and cattle [3]. There is large potential for driving dietary changes in the UK, especially among lower socio-economic groups. In the UK, the lowest socio-economic groups consume up to 128 g/d less fruit and vegetables and 26 g/d more red and processed meat than the highest socio-economic groups.4 In the UK, National diet and nutrition survey data indicate a statistically significant difference in red and processed Meat consumption by SES determined between occupational groups for total red meat (F (7, 1993) = 3·93, P < 0·001), processed meat (F (7, 1993) = 2·78, P = 0·007), total red meat per 4184 kJ (1000 kcal) (F (7, 1993) = 4·56, P < 0·001) and processed meat per 4184 kJ (1000 kcal) (F (7, 1993) = 3·28, P = 0·002). A post hoc test revealed patterns that indicate a socioeconomic gradient in consumption of red and processed meat, which was particularly notable by occupational group. Those in higher managerial and professional occupations reported consuming significantly less red meat per 4184 kJ (1000 kcal) (37·24 g, ±26·32) than those in lower supervisory and technical occupations (47·35 g ±29·06), P = 0·004 and those in routine occupations (47·65 g ±31·31), P = 0·001.5. A study found lower consumption of fruit and vegetables among low-income consumers in the UK was not caused by difficult to access or affordability, therefore suggested that interventions should focus on motivation to eat a plant-based diet[6]. The exposure effect is the psychological phenomenon by which people tend to develop a preference for things merely

[2] Behrens et al. (2017) Evaluating the environmental impacts of dietary recommendations, PNAS

[3] Gerber, P.J., Steinfeld, H., Henderson, B., Mottet, A., Opio, C., Dijkman, J., Falcucci, A. & Tempio, G. 2013. Tackling climate change through livestock: A global assessment of emissions and mitigation opportunities. Rome: FAO. (also available at http://www.fao.org/3/a-i3437e.pdf).

[4] Maguire, E. R., & Monsivais, P. (2015). Socio-economic dietary inequalities in UK adults: an updated picture of key food groups and nutrients from national surveillance data. *British Journal of Nutrition*, *113*(1), 181-189. See also: Barton, K. L., Wrieden, W. L., Sherriff, A., Armstrong, J., & Anderson, A. S. (2015). Trends in socio-economic inequalities in the Scottish diet: 2001–2009. *Public health nutrition*, *18*(16), 2970-298; MASTER-TEXT (1pp Sum) (hscic.gov.uk)

[5] Clonan, A., Roberts, K., & Holdsworth, M. (2016). Socioeconomic and demographic drivers of red and processed meat consumption: Implications for health and environmental sustainability. Proceedings of the Nutrition Society, 75(3), 367-373. doi:10.1017/S0029665116000100

[6] Dibsdall, L. A., Lambert, N., Bobbin, R. F., & Frewer, L. J. (2003). Low-income consumers' attitudes and behaviour towards access, availability and motivation to eat fruit and vegetables. *Public health nutrition*, *6*(2), 159-168.

because they are familiar with them.[7] This effect has been demonstrated with all five senses. Touching and tasting a product can directly influence a consumer to buy a product. Customers who are prompted to touch a product may buy it more frequently than costumers who did not touch it.[8]

Therefore, we aim to increase exposure to plant-based foods during an intervention period, to see whether increased exposure increases the amount of plant-based meals that are ordered after the intervention is withdrawn. Exposure will be increased by:

- Offering free samples
- Building habits through loyalty card discounts

Offering free samples

Supermarkets and food vendors regularly offer samples of new products with the aim of influencing purchasing behaviour. However, limited research has been conducted on how product sampling can influence food choice behaviour. In terms of short-term effects on purchase, a study has found that offering free samplings of chocolate to customers immediately increased the sale of chocolates even if only for small purchases and for varieties other than the sampled one.9 Samples may have long-term effects, with one study finding that free samples can produce measurable long-term effects on sales that can be observed as much as 12 months after the promotion.[10]

Further research is therefore needed to assess the impact of free food tastings on food choice behaviour. Specifically, our trial aims to explore whether free samples of plant-based meals in a blue-collar canteen environment can increase the purchases of those foods.

Discounts via loyalty cards:

Price has always been a critical factor informing our decisions, especially when it comes to dietary choices. Discounts may

[7] Zajonc, R. B. (2001). Mere Exposure: A Gateway to the Subliminal. Current Directions in Psychological Science, 10(6), 224–228. https://doi.org/10.1111/1467-8721.00154

[8] Peck, J., & Childers, T. L. (2006). If I touch it I have to have it: Individual and environmental influences on impulse purchasing. Journal of Business Research, 59(6), 765-769. https://doi.org/10.1016/j.jbusres.2006.01.014

[9] Lammers, H. B. (1991). The effect of free samples on immediate consumer purchase. Journal of Consumer Marketing.

[10] Bawa, K., & Shoemaker, R. (2004). The Effects of Free Sample Promotions on Incremental Brand Sales. Marketing Science, 23(3), 345-363. https://doi.org/10.1287/mksc.1030.0052

	be particularly likely to influence purchasing choices. Horgen and Brownell (2002)11 ran an experiment in a cafeteria style restaurant and used price reduction as an incentive to encourage healthier diet choices. During the promotion, the price of the target items was decreased by approximately 20%–30%. The signs then listed the target items with their old and new prices. Sales increased during intervention periods with a price reduction compared to the baseline periods. This result is consistent with a general finding that, although sales promotions lead to significant sales increases over the short-term, this does not necessarily lead to changes in food-consumption patterns[12.] Berman (2006)[13] pointed out that a one-off discount may be inadequate to encourage repeat purchasing while loyalty schemes such as reward-point scheme that allows customers to receive discounts or points based on cumulative purchases attempt to increase total purchases through offering additional discounts, discounts or free goods when a consumer's purchases exceed a given level. Therefore, loyalty schemes may be more effective at encouraging long-term healthy and sustainable eating habits through cumulative consumption of plant-based foods. Chan et al. (2017)[14] found that behavioural rewards such as a reward-points program increased intention to purchase a healthy food more so than did financial discounts. In a supporting field trial, they also showed that healthy food sales were significantly higher during the reward intervention than the price intervention. Similarly, Chance et al. (2014)[15] also illustrated that promotions such as loyalty cards may be particularly effective because they linked a financial incentive with a sense of progress towards a goal, combining extrinsic and intrinsic motivation. Social norms

[11] Horgen, K. B., & Brownell, K. D. (2002). Comparison of price change and health message interventions in promoting healthy food choices. Health Psychology, 21(5), 505.

[12] Hawkes, C. (2009). Sales promotions and food consumption. Nutrition reviews, 67(6), 333–342.

[13] Berman, B. (2006). Developing an effective customer loyalty program. California management review, 49(1), 123–148.

[14] Chan, E. K., Kwortnik, R., & Wansink, B. (2017). Mchealthy: How marketing incentives influence healthy food choices. Cornell Hospitality Quarterly, 58(1), 6–22.

[15] Chance, Z., Gorlin, M., & Dhar, R. (2014). Why choosing healthy foods is hard, and how to help: Presenting the 4ps framework for behavior change. Customer needs and solutions, 1(4), 253–262.

	Social norms are implicit codes of conduct that provide a guide to an appropriate action e.g. what we choose to eat. There is ample evidence that social norms about eating have a powerful effect on both food choice. A review proposed that eating norms are followed because they provide information about safe foods. Norms are a powerful influence on behaviour because following them or not following them is associated with social judgement. It has been found that norm following is more likely when there is uncertainty about what constitutes of correct behaviour. Social norms may affect food choice and intake by altering self-perceptions and/or by altering the sensory/hedonic evaluation of foods[16]. Although social norms have consistently been found to influence food choice, an internal FSA review found there is a gap in the evidence on how promoting social norms can influence sustainability dietary behaviours.[17] Veganuary is an annual challenge run by a UK non-profit organisation that promotes and educates about veganism by encouraging people to follow a vegan lifestyle for the month of January. 582,538 people around the world signed up to be part of Veganuary 2021. Due to the nature of a vegan diet, it is more sustainable[18]. 21% of participants motivation for taking part in Veganuary was the environment. 61% manage to maintain a vegan diet during Veganuary and, 40% intended to continue a vegan diet and 75% said they plan to reduce the amount of animal products in their diet by 75%.[19] Veganuary is now a societal event and shifts the social norm to more plant-based and sustainable food choices. Veganuary is a natural intervention that we plan to exploit by collecting data to fulfil the identified gap in the literature, seeing if social norms can influence sustainability dietary behaviour and how long this effect lasts for.
Hypotheses / Key	<u>Arm one</u>

[16] Higgs S. Social norms and their influence on eating behaviours. Appetite. 2015 Mar;86:38-44. doi: 10.1016/j.appet.2014.10.021. Epub 2014 Oct 22. PMID: 25451578.

[17] Dr Brian Cook, LEAP, Oxford, correspondence regarding Nudging Consumers Toward Health and Sustainable Diets (June 2021)

[18] Behrens et al. (2017) Evaluating the environmental impacts of dietary recommendations, PNAS

[19] The official Veganuary 2021 Participant Survey

research questions	Null hypothesis: In a blue-collar environment, offering free tastings of healthy and sustainable plant-based food options will make no difference to the purchases of those foods, both at time of the trial, and once the intervention is removed Alternative hypothesis: In a blue-collar canteen environment, offering free tastings of healthy and sustainable plant-based food options will increase purchases of those foods, both at time of the trial, and once the intervention is removed <u>Arm two</u> Null hypothesis: In a blue-collar canteen environment, offering promotions (e.g. loyalty cards) on healthy and sustainable plant-based food options will make no difference to the purchases of those foods, both at time of the trial, and once the intervention is removed Alternative hypothesis: In a blue-collar canteen environment, offering promotions (e.g. loyalty cards) on healthy and sustainable plant-based food options will increase purchases of those foods, both at time of the trial, and once the intervention is removed. --- **(Modular extra)** Veganuary research – (only if we can get the necessary extra data) Research question: Does Veganuary have an affect on sales of plant-based options and is this effect sustained past the end of Veganuary.
Objectives	1. To provide research on FSA new vision that food is healthier and more sustainable 2. To understand the effectiveness of behavioural interventions to help shift diets to more sustainable diets.

2. Design plan (if any yet to be defined, please indicate)	
Type of project	Implementation

Study type	Field experiment
Timescale	Part 1 – end 6th April 2022 Part 2 – April 2022 - August 2022
Blinding	Single blinded as cafeteria staff will not be blinded to the condition of the cafeteria, as changes will be made to the cafeteria environment e.g. free samples given and loyalty cards implemented. Participants (workers having lunch in the canteen) will in effect be blinded as to the condition, as they will not be explicitly made aware that they are taking part in an experiment. However, they will notice the interventions as those will be visible to all staff eating in the canteen.
Study design	**Part 1** The trial protocol will design a two-armed stepped-wedge field experiment, with stratification by baseline sales of plant-based meal options and canteen size. From January 2022, data collection without an intervention will occur, to capture natural changes over time and to determine a trend until the end of the financial year to use as a multi-month baseline. *Additional Veganuary research* If compass can provide till data from January 2021. An interrupted time series analysis will be run allowing us to investigate whether Veganuary affected sales. If compass provide data before January 2021, testing if the effect is sustained past the end of Veganuary would be run. Survey data may possibly collected. If compass can not provide historic till data, Veganuary research will be ignored. Regardless of historic data, data collection will start in January 2022 to determine a trend. **Part 2 (anticipated)** Trial starts 29th of March as this is when the canteens new menu cycle starts. Data collected between March 29th and 23rd April would be used as baseline. The intervention would run between 24th April and 23rd May with 24th May and 18th June being the follow up period. All three months will be in the same menu cycle. On the last day of the intervention 'intercept interviews' (i.e. talking to customers on their way out of the canteen) will occur.

Randomisation	Random assignment to the treatment groups will occur at the cafeteria level, either being allocated the free sample or discount arm. During the canteen recruitment process, Kantar will collect key information on cafeterias – including number of daily customers, size, proportion of sales that is plant-based, and location. They will stratify on some of these to ensure the two treatment groups are similar in terms of key characteristics (e.g. baseline plant-based food consumption).This process will be executed via stratified random assignment (where each cafeteria is a strata), conducted using R's randomizr package. As part of the step wedged design, all canteens (in both arms) will take part in the intervention but the length of the intervention duration will be randomised: ¼ of canteens will start on day 1 (week 1) of the intervention, ¼ will start on day 8 (week 2), ¼ on day 15 (week 3) and ¼ day 22 (week 4). All interventions will end on the last day of week 4.
Peer Review	Brian Cook
Ethical considerations	We would like the trial to be approved by an ethical review board (e.g. at University affiliations), organised by Kantar as this a covert intervention. The study should adhere to GSR ethical guidelines. Additional ethical considerations specifically relevant to this study are detailed below. 1. It will not be possible to get informed consent from those eating lunch in the canteens as the purpose of the trail needs to be masked in order not to influence participants behaviour. The trial will not harm participants and there will be a social and health benefit. 2. Informed consent will be collected in the post-trial survey. Participants will offered information in a de-brief after the trail survey. 3. It is unlikely that personal data will be captured during this trial, however, full privacy notices and privacy impact assessments will be completed as and when necessary.

3. Variables (only fill in if requesting trial implementation)

Manipulated, or independent variable(s)	In the first arm, we will manipulate whether there is a tasting sample placed in proximity to the point of choosing the sustainable option. In the second arm, we will manipulate the price of the healthy and sustainable option (e.g. through a loyalty cards). Additional Veganuary research – nothing manipulated
Measured variables	<u>January 2022 – end of study</u> Daily sales of the plant-based meal option(s) targeted, and sales of the other meal options. <u>Primary outcome measure:</u> proportion of daily main meals sold that is plant-based. Secondary outcome measures (to check changes in primary outcome measure are caused by people switching to healthy and sustainable options, and that the intervention does not affect total sales): • N of sustainable options sold daily over the trial period (hypothesized to increase) • N of other options sold (hypothesized to decrease) • Total number of meals sold (to check if total sales decrease, assuming workers have the possibility of lunch elsewhere) The survey will collect data on: • perceptions of taste, • likelihood of ordering meals (and barriers or facilitators to ordering), • whether they ate the sample • whether those who chose the healthy and sustainable option were familiar with it/ how often they choose similar options • whether those who ordered the healthy and sustainable option on the day prior to survey completion were more likely to have had an afternoon snack (spillover effects) • whether those who ordered the vegetarian meal the day prior to survey completion were more likely to have had an unhealthy afternoon snack (spillover effects)

4. Sampling plan (if any yet to be defined, please indicate)

Existing data	Compass does have existing till data that they may be able to share with us. The usability of this data is yet to be determined.
Data collection procedures	**Part one** Till data will be collected from January to the end of the financial year to determine a trend. Part 1 may also include process data (e.g. surveys within canteens if useful ahead of part 2) <u>Additional Veganuary research (dependent on till data)</u> Dependent on if Compass can give us previous till data, data will be collected and analysed: • If 2021 January – 2021 December is provided: An interrupted time series analysis will be run, allowing us to investigate whether Veganuary affected sales. Or • If 2020 January – 2021 December till data is provided: additional to the interrupted time series, testing if the effect is sustained past the end of Veganuary would be analysed. **Part two** Cafeterias will be recruited via Compass. The inclusion criteria will be discussed with Compass. Criteria may include minimum number of employees on site, whether the canteen has taken part in a similar trial recently, whether Compass owns sales data, whether sales data can be centrally collected (e.g. through EPOS), whether contact information is available for the canteen manager or lead, and whether the canteen is available. All users of the cafeteria will be automatically considered as participants in the trial. Baseline data will be collected for four weeks preceding the intervention. The trial and associated data collection will then continue for 28 days. Data collected will include: - number of sales of the plant-based main each day

	- total main course sales each day After the intervention ends, we will record data for four weeks, in order to investigate whether any effect of the intervention continued after it was withdrawn. Survey data will be collected by email circulated to the staff. Additional data will be collected via 'intercept interviews' (i.e. talking to customers on their way out of the canteen) on the last day of the intervention in 2-3 canteens for each arm.
Sample size	We will like Kantar to provide us with the sample size rationale. We expect to need 30- 20 canteens in each arm.

5. Outputs and timeline / milestones (NB. all outputs must be in line with FSA brand guidelines and meet FSA accessibility requirements)

Please list any outputs expected from this research and an indicative timeline with milestones

Outputs should include:

Part 1 (pre-trial work)

- A peer reviewed and ethically approved trial protocol including:
  - Research aims and objectives
  - The challenge identified and potential solutions based on behavioural theory
  - The proposed intervention
  - Trial design including methodology for randomisation, sampling and recruitment, trial procedure, any plans for blinding, detailed analysis plan including power calculations
  - Any required survey work to support design
  - Ethical considerations and risks
  - Budget and timelines for running the trial

- Analysis of trend data of January – end of March trend showing baseline over time.
- Output on part 1 should allow for a simple transition to part 2
- Additional Veganuary analysis (if historic data allows)

Outputs for part 2 may include:

- Data tables + Analysis
- Presentation of findings
- Fully approved (ethics, peer review) protocol
- Detailed in-situ trial costings

<u>Proposed timescales for key deliverables:</u>

<u>Part 1</u>

Milestones for this financial year (April 6th 2022) Project commissioned

- Trial protocol
- Reviewed by ethics panel and peer review, with comments integrated into project plan
- Partner/canteens recruitment
- Data collection from January to March to collect a trend
- Full costings for part 2
- Preparatory work to allow for the start of part 2 e.g. preparation of materials
- Veganuary evaluation (only if data is available)

Outputs of part 1 should allow for a simple transition to part 2

Part 2 (anticipated)

Milestones for next financial year (April 2022/2023)

- Fieldwork (3 months) starting end of March and ending end of June 2022
- Analyse data
- Kantar send FSA data tables
- 1st draft of report to FSA
- FSA provide feedback to Kantar
- 2nd draft of report to FSA
- FSA provide feedback to Kantar
- Final report in August 2020
- Presentation of findings as a PowerPoint

We are open to Kantars suggestions on which milestones can be delivered in part 1 and 2

6. Any other comments or requirements

Finances:

This project (part 1 and part 2) will span over two financial years. This specification is for further specification for part 2 will follow subject to funding availability.

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 1 – Suppliers Response
Foreground IPR – Ownership	See Clause 20 Intellectual Property Rights in the overarching Contract
Personal Data (GDPR)	See Annex 1 – Suppliers Response
Price	See Annex 2 – 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.

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: 22/12/2021

Signed on behalf of Kantar:

Name: [redacted]

Signature: 

Position: EXECUTIVE DIRECTOR

Date: 21/12/21

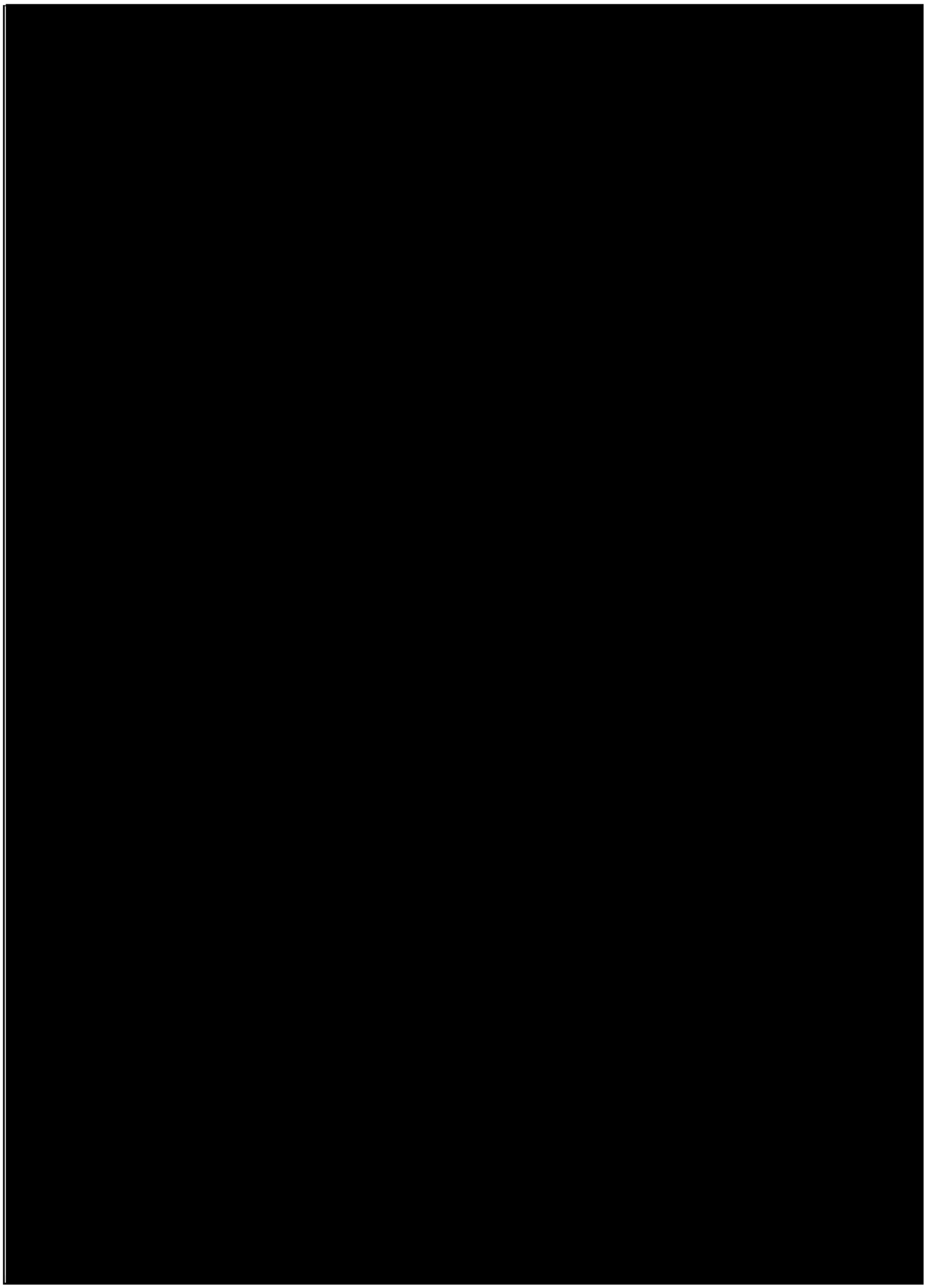
Annex 1 – Supplier Response

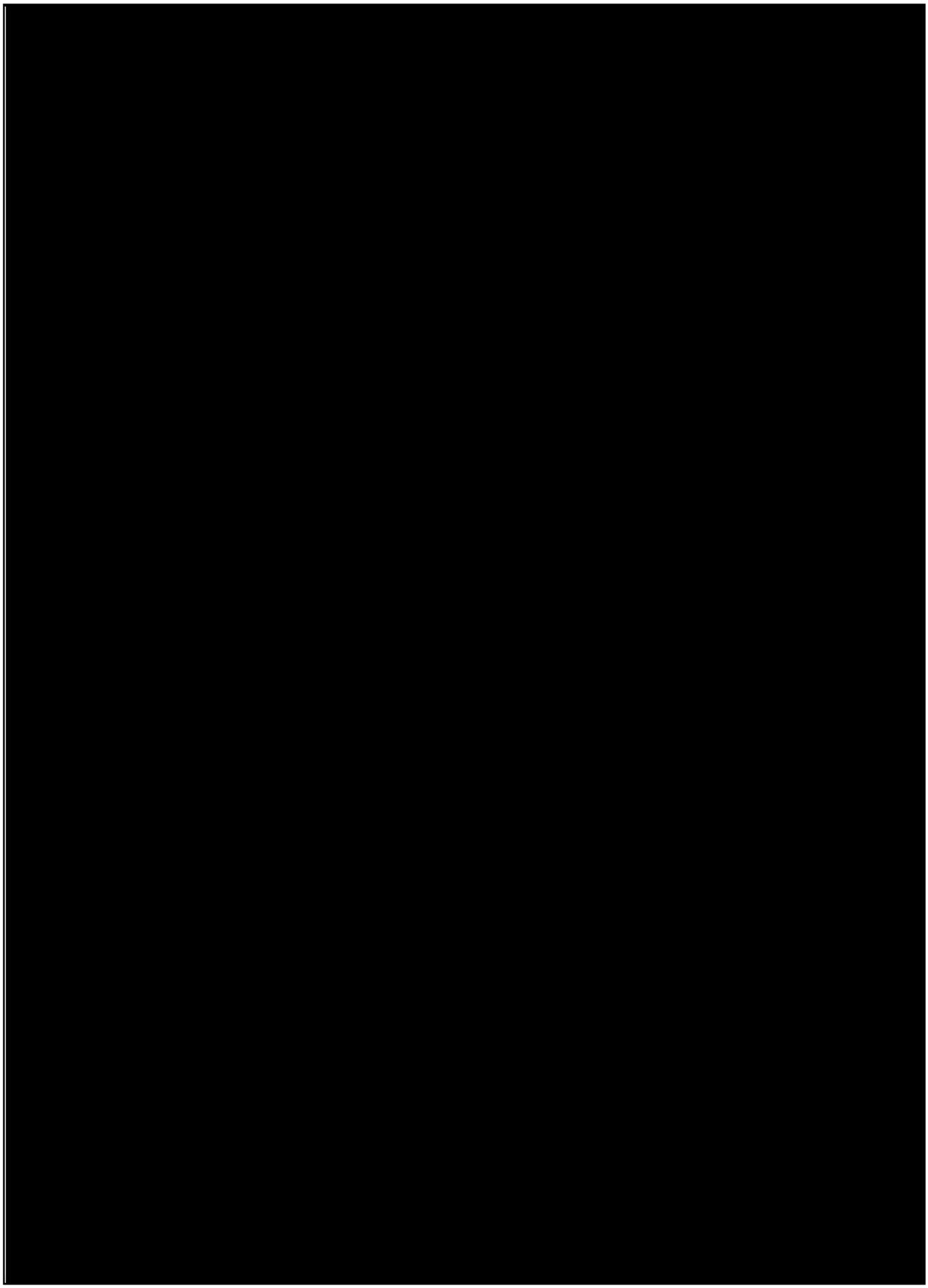
[redacted]

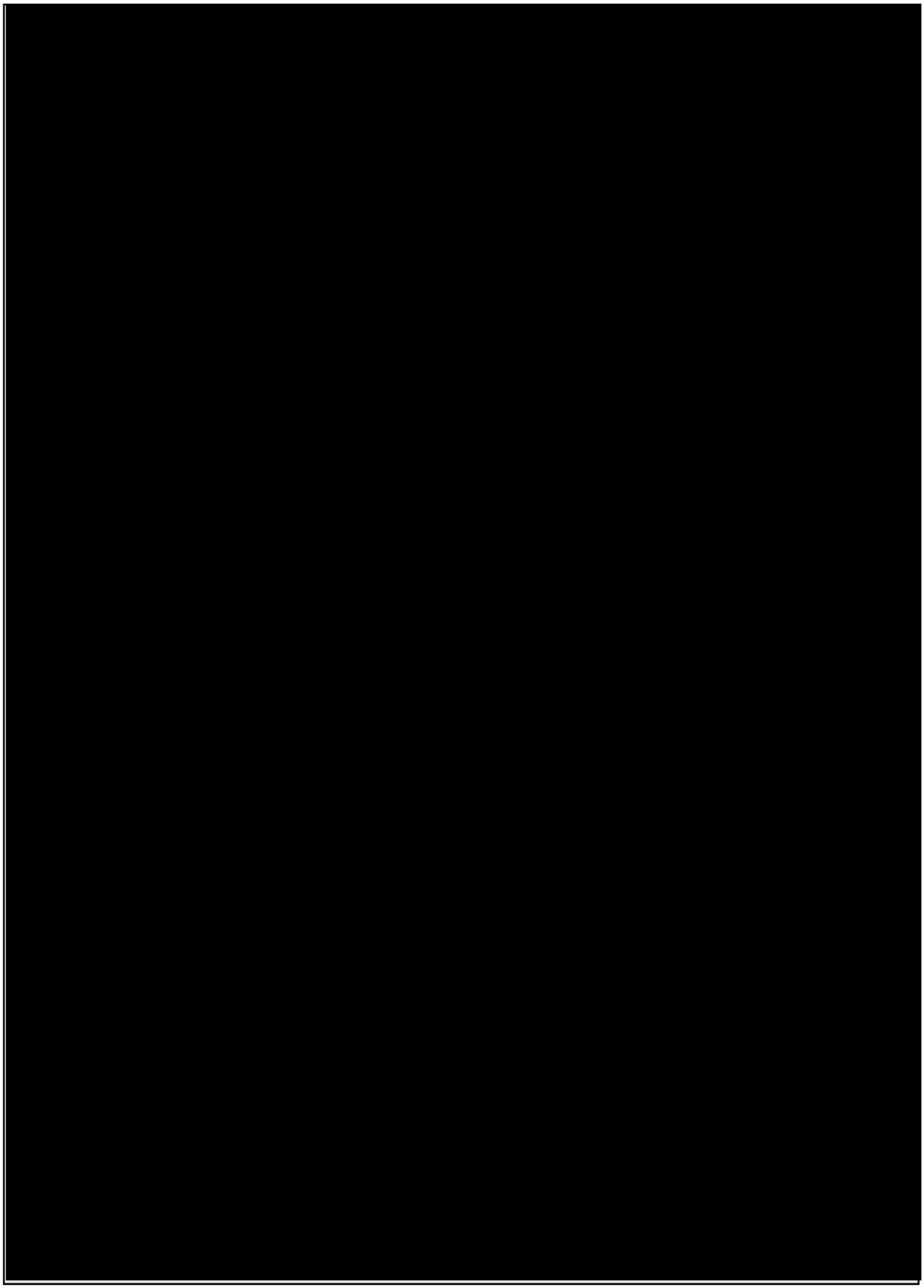
[redacted]

[redacted]

[redacted]







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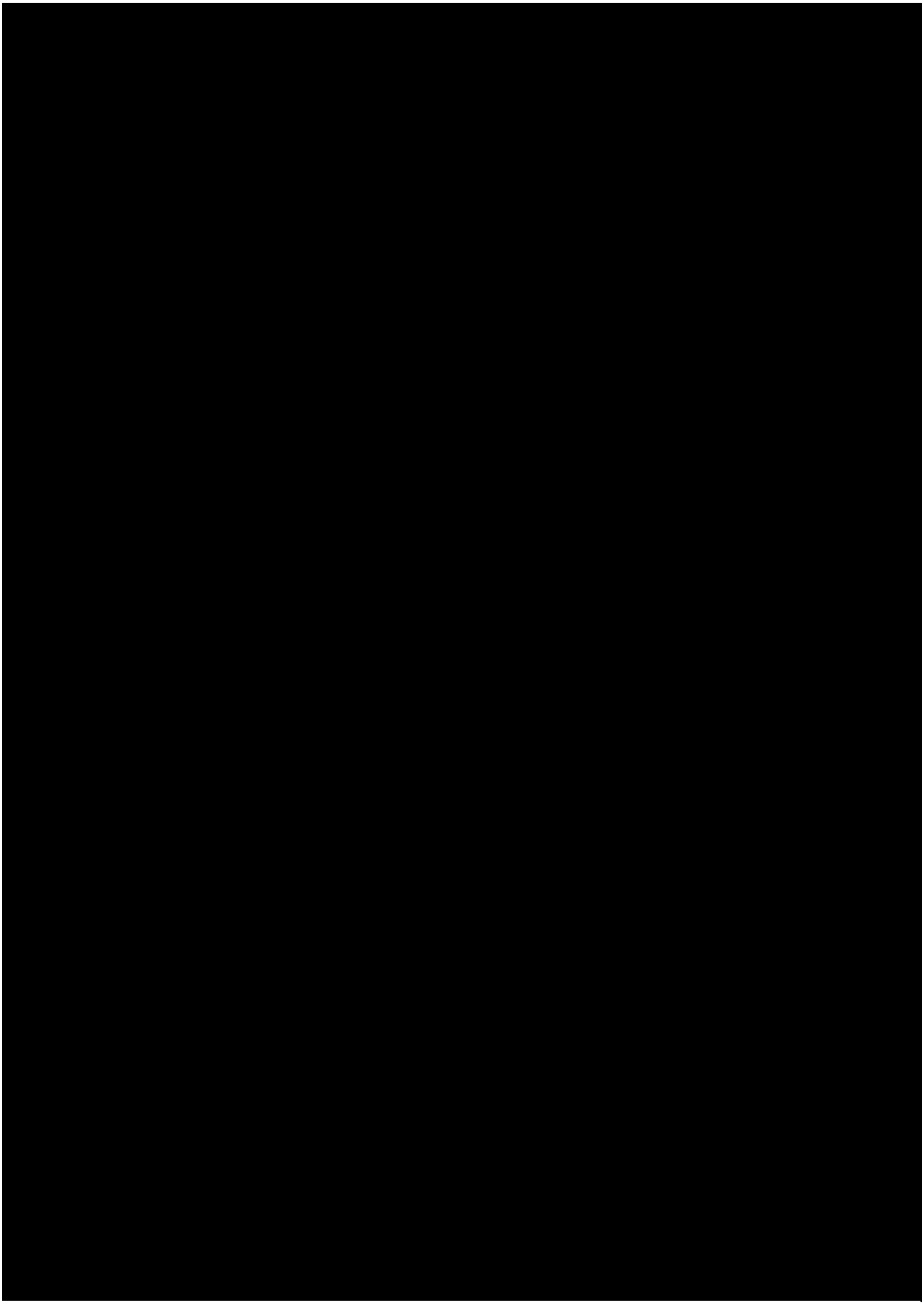

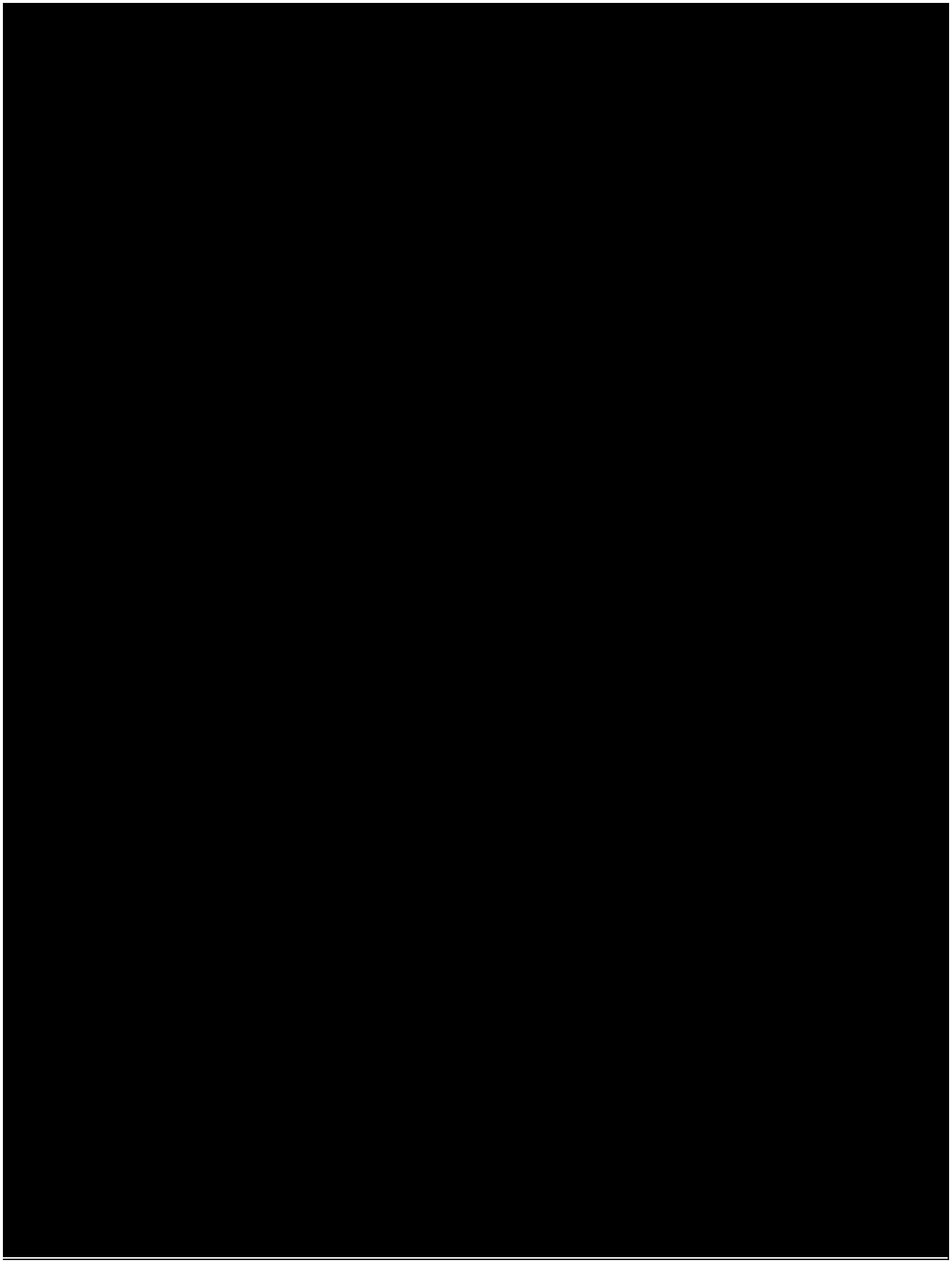

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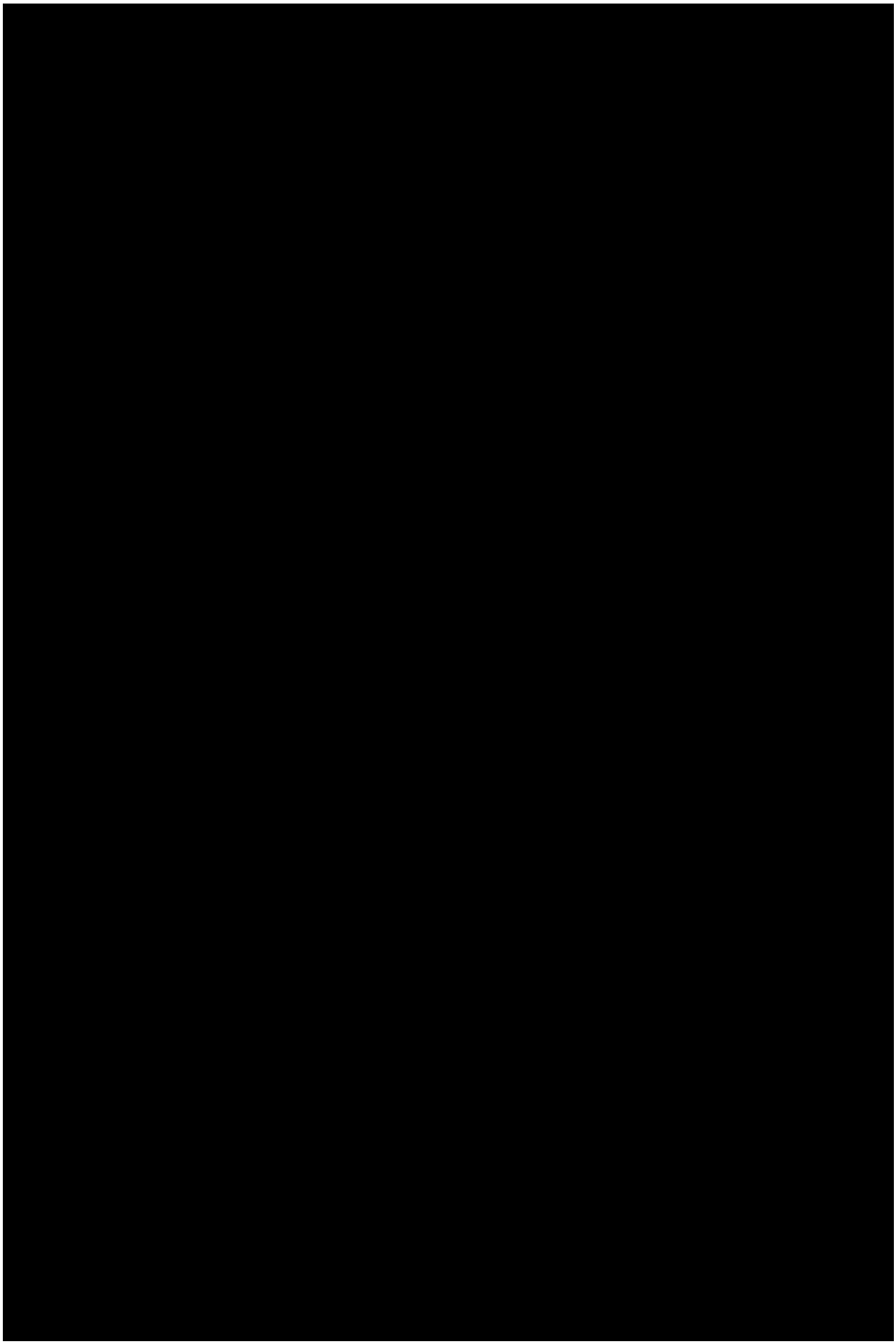

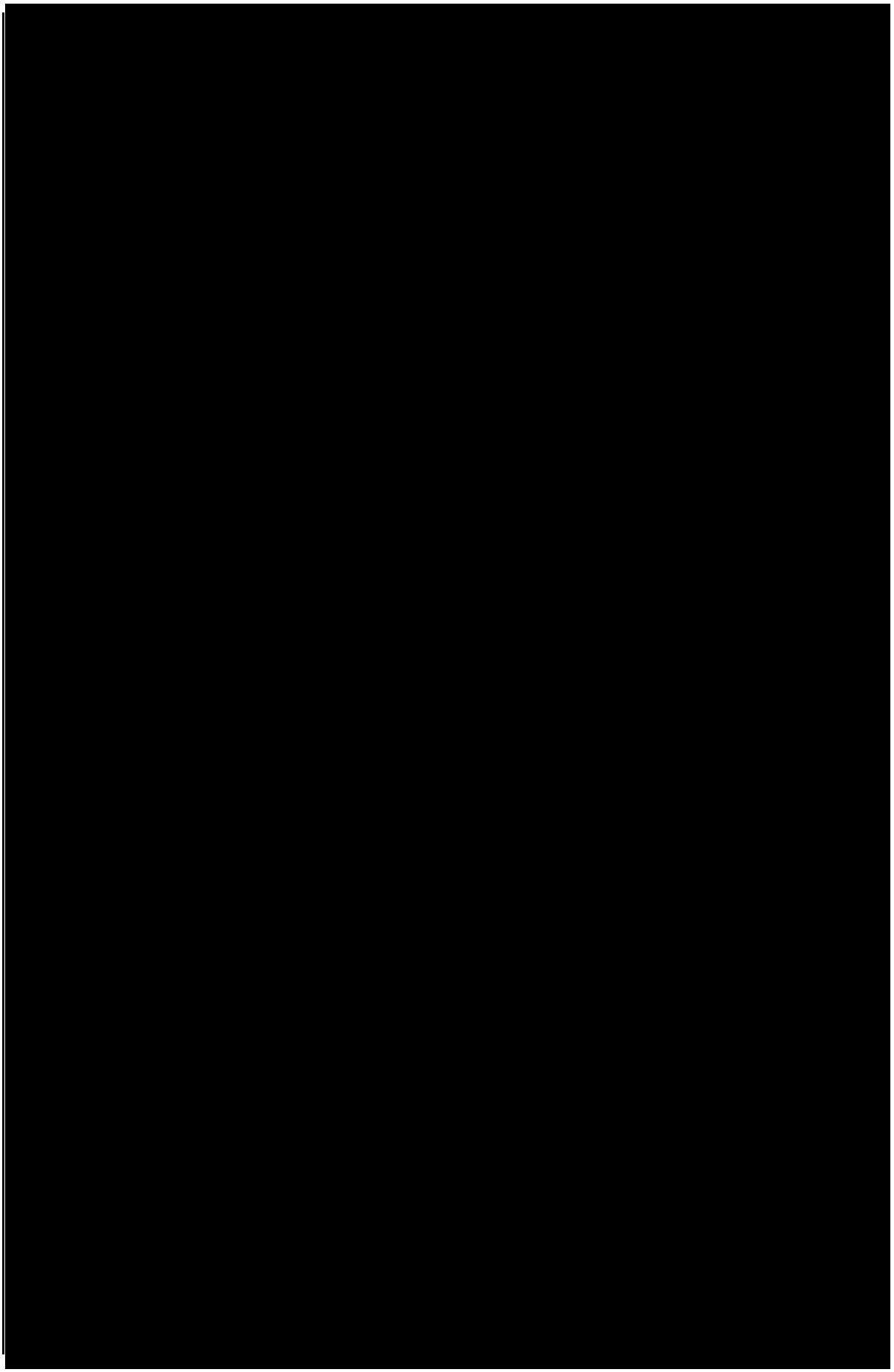

Annex 2 – Supplier Financial Template

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[redacted]

[redacted]	[redacted]	Total (£)
[redacted]	[redacted]	£ 89,490.00
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]
		[redacted]
		[redacted]

		[redacted]

Total Project Costs (excluding VAT) **	**£ 89,490.00**

* 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*)

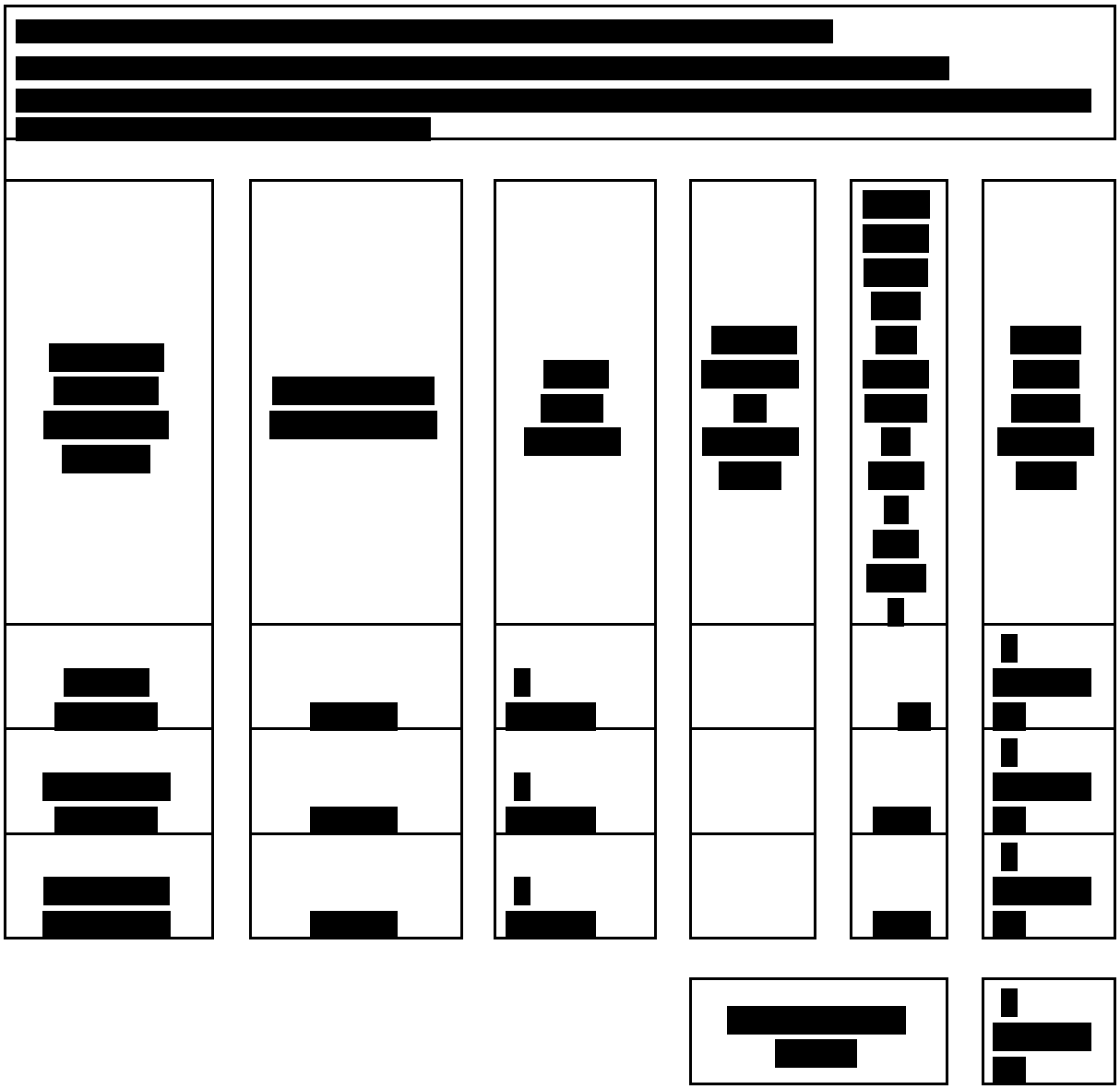
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]

Total Project Costs	**£ 89,490.00**

[redacted]
[redacted]

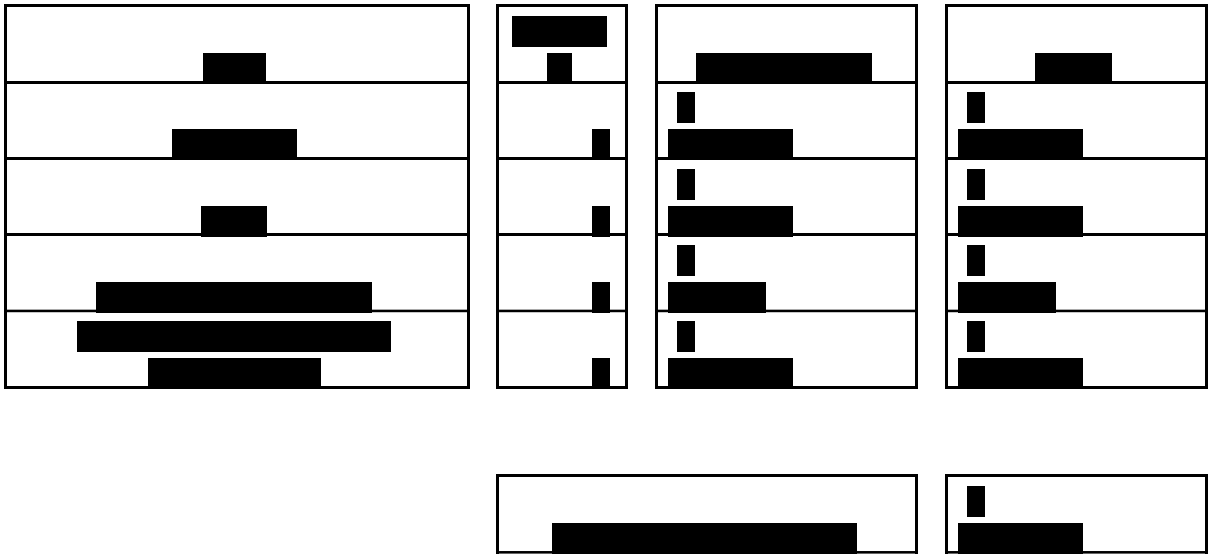
[redacted]

Staff Costs Table



Consumable/Equipment Costs

[redacted]



[redacted]

Total	**£ 89,490.00**

* 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

[redacted]

[redacted]	[redacted]	[redacted]	[redacted]	Total
[redacted]	[redacted]	[redacted]	[redacted]	**£ 89,490.00**