

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: FS430723 Work Package 15 – Survey of Consumer Practices with Respect to Frozen Chicken Products	Reference:	FS107010
	Date:	4 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: Daniel Cameron	Tel:	
	E-mail:	<div style="background-color: black; width: 150px; height: 1.2em; margin-top: 5px;"></div>
Project Start Date:	5 th March 2021	
Project Completion Date:	12 th April 2021	
Specification/ Scope of Work:		
<p>Background – please include</p> <ul style="list-style-type: none"> - details of any previous research commissioned in this area by FSA or other organisations 		

This survey is part of an investigation into a spike in *Salmonella* cases linked to consumption of frozen processed chicken products. Other than this social science survey, the FSA is also funding a project that will be sampling these products at retail and testing them for *Salmonella* in order to understand the contamination levels.

There has been an increasing trend in the sales of frozen processed poultry, with 2020 sales increasing by 9% over 2019 sales. It is predicted that this trend will continue in 2021.

The FSA has issued precautionary advice to consumers purchasing these products (<https://www.food.gov.uk/news-alerts/news/precautionary-advice-on-cooking-frozen-raw-breaded-chicken-products-following-link-to-cases-of-salmonella>) due to ongoing *Salmonella* outbreaks.

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?

A number of recent *Salmonella* Enteritidis outbreaks have implicated frozen, processed chicken products such as chicken nuggets and popsters. The products of interest for this outbreak, and therefore this research, are namely coated (breaded or battered) frozen chicken products, which are 'cook from frozen'. There is less concern over raw frozen chicken products, such as chicken breast, thighs or legs. Some products of concern include:

- frozen chicken nuggets
- frozen chicken goujons
- frozen chicken dippers
- frozen chicken popsters
- frozen chicken fillets
- frozen chicken poppers
- frozen popcorn chicken
- frozen chicken kiev
- frozen chicken-burgers

These have been ongoing outbreaks, however cases have spiked in 2020, with around 400 infections detected by public health authorities. In order to understand the reason behind this spike, we are commissioning this social science survey focussing on how consumers transport, handle, store and cook these frozen poultry products within the home. The information from this survey is important as it will be used to identify risky consumer behaviour and will help with direct proactive consumer food safety messages to mitigate risk, in order to reduce infection numbers.

This aligns with the FSA's role in ensuring food is safe, and preventing food safety incidents.

This work is for internal FSA investigations only, and will help to rule-out, or identify consumer behaviours that are related to these outbreaks. The data collected will help to inform whether consumers are behaving in a way that puts themselves at risk, or whether the FSA should look elsewhere for the spike in cases (such as tracing cases to specific manufacturers).

Key research question/s:

The research should answer the following research questions:

- Which consumers are purchasing these products?
- How do consumers transport, store and cook these products?
- Do consumers follow packaging instructions when cooking and storing these products?
- Are consumers putting themselves at risk of Salmonella in the way they transport, store, cook and handle these products?
- Do consumers take appropriate action to protect themselves from risk by washing their hands, and avoiding cross-contamination when handling these products?
- Do children handle and cook these products? (Only adults will be included in the survey)

Methodology – please include (if available)

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

The FSA wishes to commission a survey on consumers who purchase these types of frozen chicken products. This should be achieved using the following steps:

1) Obtain indication of an 'incidence figure'

In order to gain an indication of an incidence figure, a one-off omnibus question should be commissioned to establish the proportion of the UK population (adults) that has

recently (i.e. in the last few months) cooked/consumed these frozen poultry products. Ipsos Mori should account for this separately in their quote.

The FSA will provide suggested wording for the incidence test survey question.

2) Adopting an appropriate sample size for the screener

The established incidence figure should then provide an indication of the total sample required to establish a survey with at least 2,000 participants (although, Ipsos Mori should indicate the maximum sample available for the budget indicated). For example, if 50% of the UK population are shown to have purchased these products (established as the incident figure), a 4,000 sample would be required to complete a screening question in order to achieve a *minimum of 2,000* sample for the survey. Respondents at the screener should be representative of the UK population, as FSS have an interest in this research also. At least 200 participants will need to live in Scotland. In their response, Ipsos Mori should detail the quotas for ensuring representation.

For the purposes of the work package response, Ipsos Mori should provide a quote based on a screener sample of 6,000 respondents and should provide further detail of how costs will be amended according to an increased or decreased screener sample size.

The FSA will provide wording for the screening question.

3) Establishing a survey sample

From the screener, an appropriate survey sample should be obtained. This should be at least 2,000 adults who have recently (i.e. in the last few months) cooked/consumed frozen chicken products, although Ipsos Mori should indicate the maximum sample size for the budget. At least 200 respondents should be from Scotland.

The FSA will provide a full list of survey questions (expected survey length is between 20 and 30 questions). Ipsos Mori will be expected to review and provide comments where questions could be improved; this input should be limited to reduce the total cost of this project.

Inclusion of demographic criteria

The survey should include the following demographic criteria as a minimum: age, gender, region (and country), household size, income, presence of children in household, presence of long-term health condition.

We welcome suggestions from Ipsos Mori on other suitable demographics.

These demographic breakdowns should be included as crosstabs in the final data tables.

Approach

The FSA have already discussed an omnibus approach vs an ad-hoc survey with Ipsos Mori. Using the information above, Ipsos Mori should provide a justification for the most appropriate methodology to take, including the impact on budget. If an ad-hoc survey is utilised, Ipsos Mori should also provide standardised demographic questions, and indicate the costs of including these in the survey.

Ethical considerations

This project is not considered high risk by the FSA, as it does not seek special or protected groups, neither does it seek sensitive information (such as recent illness). The usual protocols should be in place, and Ipsos Mori should identify any additional ethical considerations that will be in place if an ad-hoc survey is used, as opposed to the i-Omnibus.

Research process

- Would it be useful to observe any of the data collection?
- How will the questionnaire or topic guide be developed?

Observation of data collection is not appropriate in this project.

FSA will be designing the survey questions, with a final consultation with Ipsos Mori. FSA needs to be consulted before outputs are finalised.

Analysis and review

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

All quantitative data outputs should be analysed and presented as per Ipsos Mori's standard omnibus survey outputs with cross tabs by all identified sample demographics, and significance testing for comparison between groups and total sample. Comparisons by country must also be possible in the dataset. Indications of low base sizes should also be included as standard.

The FSA do not anticipate the inclusion of any qualitative (open-ended) survey questions. If any are required, the FSA will discuss analysis of this data with Ipsos Mori on a case-by-case basis. As a minimum, a full list of written responses should be provided to the FSA for internal analysis (via SPSS and or excel).

Ipsos Mori should provide a quote for a separate excel dataset for each of the following countries:

- EWNl
- All UK
- Scotland only

An individual price per dataset is needed so the FSA can discuss costs with Food Standards Scotland.

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

A full set of data tables should be provided, with crosstabs as outlined above for EWNl, Scotland and UK. A full, raw dataset should also be provided to the FSA in CSV/SPSS format.

Whilst the FSA does not require a full-written report, we require:

- PowerPoint slides to summarise methodology, key findings and key demographic differences – The FSA will decide if this should be at UK or EWNl level

- A brief executive summary report (no more than 5 pages). This should be similar to the PowerPoint in summary style but be of publishable quality – adhering to FSA accessibility guidance.

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

The FSA will be responsible for the dissemination of the outputs.

Timescale milestones – please include any hard deadlines

please consider all above stages

The final datasets should be returned to the FSA before the end of March – this is a hard deadline. Suggested timescales are presented below

Milestone	Milestone description	Milestone Date
Work package template	Finalise work package template document to clarify expectations of project and send to Ipsos Mori	10/02/21
Obtain research outline and quote from Ipsos MORI	Ipsos MORI respond to work package template through call off contract. FSA assess the bid and decide on	25/02/21

	whether to award.	
Contract issue	Contract issued by Procurement colleagues, agreed and signed	26/02/2021
Survey script finalised	Survey is drafted by FSA social science colleagues, and is reviewed and edited by key project stakeholders	26/02/2021
Initiation meeting	Objectives, timeline, sample and survey discussed with Ipsos Mori	Week commencing 01/03/21
Survey signed off by Ipsos Mori	Survey finalised and agreed by all parties before fieldwork commences	05/03/2021
Survey fieldwork	Fieldwork takes place	08/03/2021 to 19/03/2021
Final data sets	A final handover of the raw data from survey, including information on methods and results.	31/03/2021
Draft report	Draft executive summary and PowerPoint provided to FSA	05/04/2021

Final report	Final executive summary and PowerPoint provided to FSA	12/04/2021

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	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**

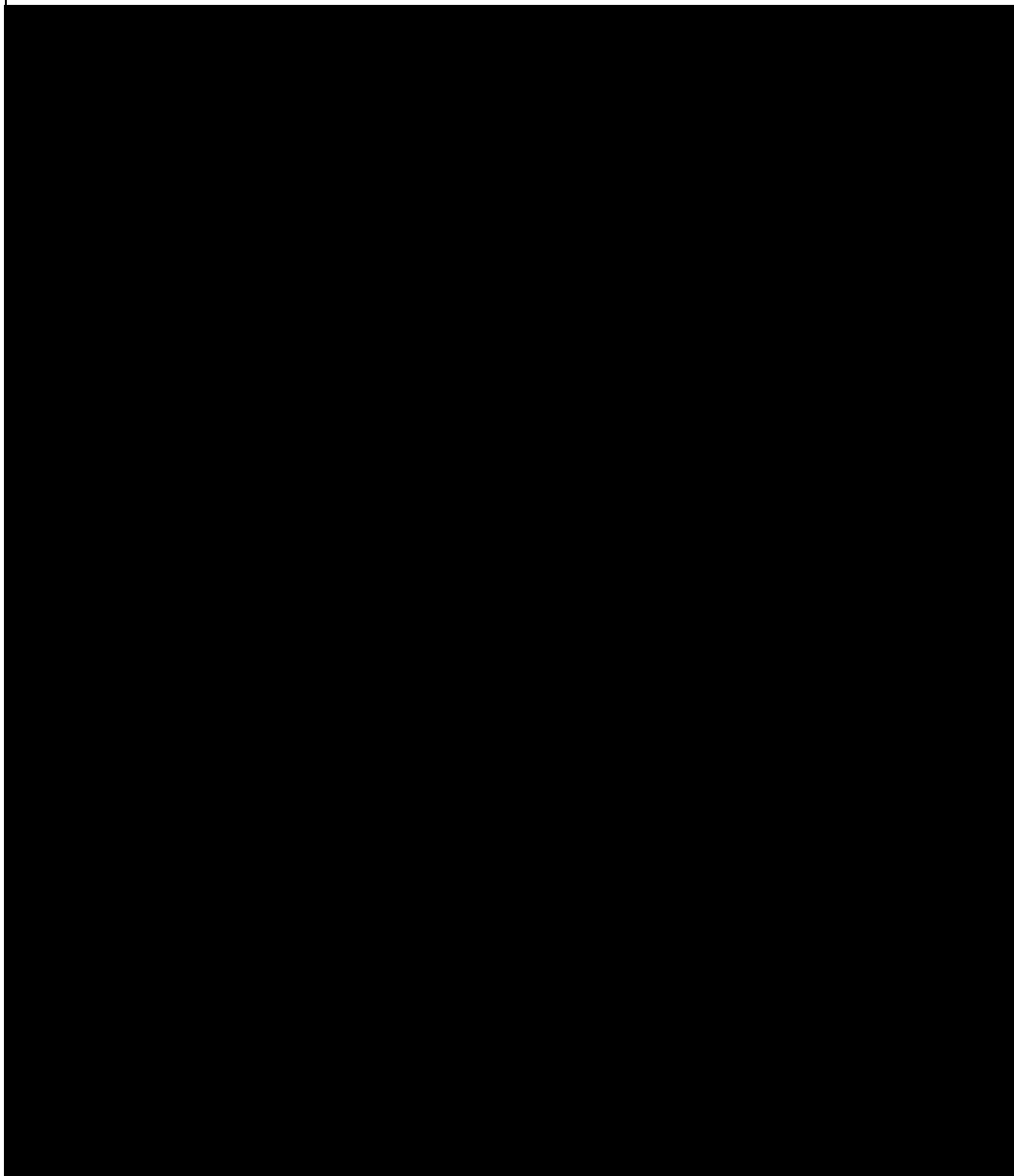
&

Please submit invoices to [REDACTED]
[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:



Annex A – Suppliers Response

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]	[Redacted]	[Redacted]
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Quality management – please set out you will embed quality management

Ipsos MORI we work to very strict quality control standards, including: **ISO 9001:2008, ISO 20252:2006, ISO 27001:2005.**

We are an **MRS Company Partner** and commit to complying with the MRS Code of Conduct throughout the organisation.

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.

We employ stringent **sample quality controls** to ensure panellists are:

- **Real:** double opt-in, and/address validation, device and geo location matching, Captcha, detection of data anomalies and patterns, matching against blocklists.
- **Engaged:** checks against speeding, straight-lining, verbatim quality evaluation; panellist history is monitored across survey.
- **Fresh:** limits on the number of surveys panellists are invited to, digital fingerprints to avoid duplication.
- **Unique:** duplicate email verification, contact details, digital fingerprints.

We have clear sign offs at each stage of the project and for each deliverable to ensure all work is done to the highest standard. The online survey, data tables and all outputs will be checked thoroughly by the iOmnibus and project team and will be signed off by the Project Director.

Our Polls for Publication team will review the questionnaire, report and any articles published. The Polls for Publication team is made up of experts in questionnaire design who will provide a balanced review of all published material – adding another layer of checks to our processes.

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

Please detail any assumptions you have made

We have reviewed the proposed timescales and can confirm we are able to meet them. We have assumed the questionnaire will be provided by FSA in near-finalised form, requiring advice and review from the Ipsos MORI project team.

Project-specific risks and proposed mitigation measures

Below we have listed project-specific risks and our proposed measures to mitigate risks.

Risk	Assessment	Mitigation measures
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<i>Delay in delivering outputs due to questionnaire not being finalised in time</i>	<p>Likelihood: Low</p> <p>Impact: Medium</p>	The iOmnibus runs daily. If the questionnaire is received later than expected, fieldwork and data outputs will be similarly delayed, but we do not expect other knock on effects.
<i>Unable to conduct fieldwork due to a lack of capacity on the iOmnibus</i>	<p>Likelihood: Low</p> <p>Impact: Medium</p>	Ipsos MORI's Access Panel has over 300,000 members. Surveys are run on the panel on a daily basis. The iOmnibus survey will be booked as soon as we have a clear indication of the required screener sample given the incidence found through Ipsos Digital Omnibus.
<i>Unable to achieve the desired sample size due to a low incidence</i>	<p>Likelihood: Very low</p> <p>Impact: Medium</p>	<p>The Ipsos Digital Omnibus one-question survey will give us an estimated incidence and inform the required screener sample required. If, once we run the main survey, we find a substantially lower incidence, we can release fresh sample in order to boost the achieved sample. With our iOmnibus running daily, we do not expect timings to be delayed substantially.</p> <p>Ipsos MORI will commit to costs based on the incidence found in the one-question survey, if the same question is used in screening the iOmnibus sample.</p>
Ethical considerations		

We take special care to ensure that we are ethical and transparent in all our dealings with our panellists, to ensure they are fully appraised of the implications of their membership of the panel, how their data will be stored and used, and to make it easy for them to contact us (or stop us from contacting them).

We use a “double opt-in” process for all panellists. Individuals wishing to join the Ipsos panel first complete the online recruitment survey and accept the terms and conditions of membership. We inform our panellists that Ipsos agrees to keep all personal information regarding its panellists confidential (their habits, preferences, personal addresses, etc.), and that this information is used only for Ipsos research. Likewise, panellists are requested to adhere to rules regarding the confidentiality of our surveys. Agreement to these terms and conditions provides the first “opt-in” to panel membership.

Once the recruitment questionnaire is completed, panellists receive an email and are required to click on a link to confirm they would like to participate in panel membership. This constitutes the second “opt-in”.

We ensure that it’s simple for panellists to opt-out, or unsubscribe, from the panel at any time. Opt-out information is provided at the time of recruitment, on the panel website, and in each email a panellist receives from us.

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.

All work will be carried out by Ipsos.

Sustainability – pls set out measures to maximise sustainability

Given current government guidelines, all internal and external meetings will be conducted virtually, removing the need for travel. All fieldwork will be conducted online.

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	The project is asking the public about their attitudes and behaviour regarding frozen chicken products.
Duration of the processing	February-March 2021
Nature and purposes of the processing	<p>The data for this survey will be collected online using Ipsos MORI's iOmnibus Access Panel. Upon completion of fieldwork compiled data will be provided to the research team.</p> <p>There is no personally identifiable data collected as part of the survey</p>
Type of Personal Data	The Ipsos MORI research team will not receive any personal data
Categories of Data Subject	Individuals aged 16-75 living in the UK who are members of the Ipsos MORI access panel.
Plan for return and destruction of the data once the processing is complete UNLESS requirement under union or member state law to preserve that type of data	The Ipsos MORI research team will not receive any personal data.

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?

No

The study is not high risk and all work is done on Ipsos MORI's access panel.

Please read each statement below. If the answer to any statement is 'no' please provide further details.

- 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?

Yes

As the work is done on Ipsos MORI's access panel, Ipsos MORI and FSA will be joint data controllers for data collection. Ipsos MORI will also be data processor. No personal data will be shared with FSA.

Yes

Please read each statement below. If the answer to any statement is 'yes' please provide further details.

- Will the FSA receive any personally identifiable participant data throughout the research project?
- Is the research study about FSA staff?
- 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.

No – to all questions

<ul style="list-style-type: none"> • 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? 	
<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 risk</i></p>
<p>Will we be seeking to recontact the participant?</p>	<p><i>No</i></p>
<p>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.</p>	<p>Participant information notice is not required as the work is done on the Ipsos MORI access panel, which has its own privacy policy.</p>
<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>Have you attached the financial template?: Yes</p>	

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Date: 03/03/2021

For completion by

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*

Completed by:

Date:

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 - 15
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Tender Title	Survey of consumer practices with respect to frozen chicken products
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Full legal organisation name	Market & Opinion Research International t/a Ipsos MORI
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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 (£)
<i>Ipsos MORI</i>	STD	£ 25,300.00
<i>Insert name of Organisation 2</i>	Please select	£ -
<i>Insert name of Organisation 3</i>	Please select	£ -
<i>Insert name of Organisation 4</i>	Please select	£ -
<i>Insert name of Organisation 5</i>	Please select	£ -
		£ -
		£ -
		£ -

**Total Project Costs
(excluding VAT) ****

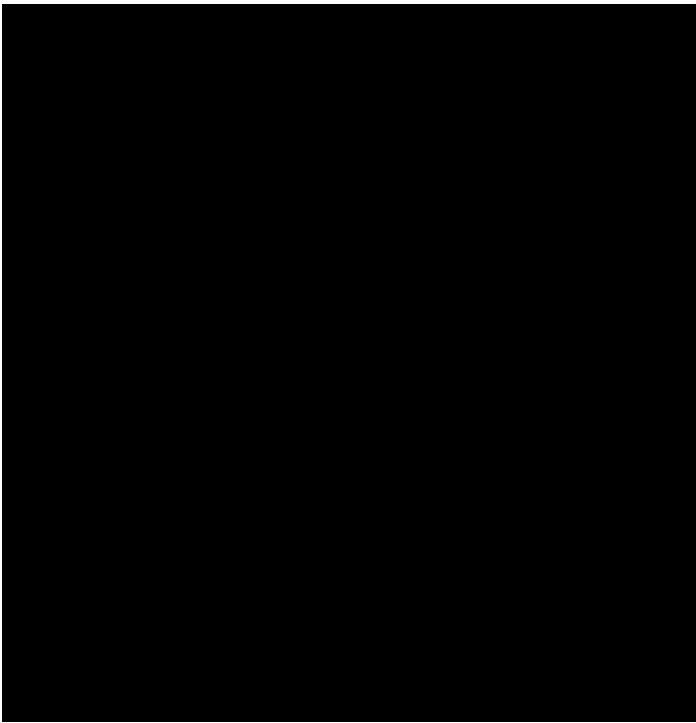
**£
25,300.00**

* 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	£ 25,300.00
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Staff Costs Table

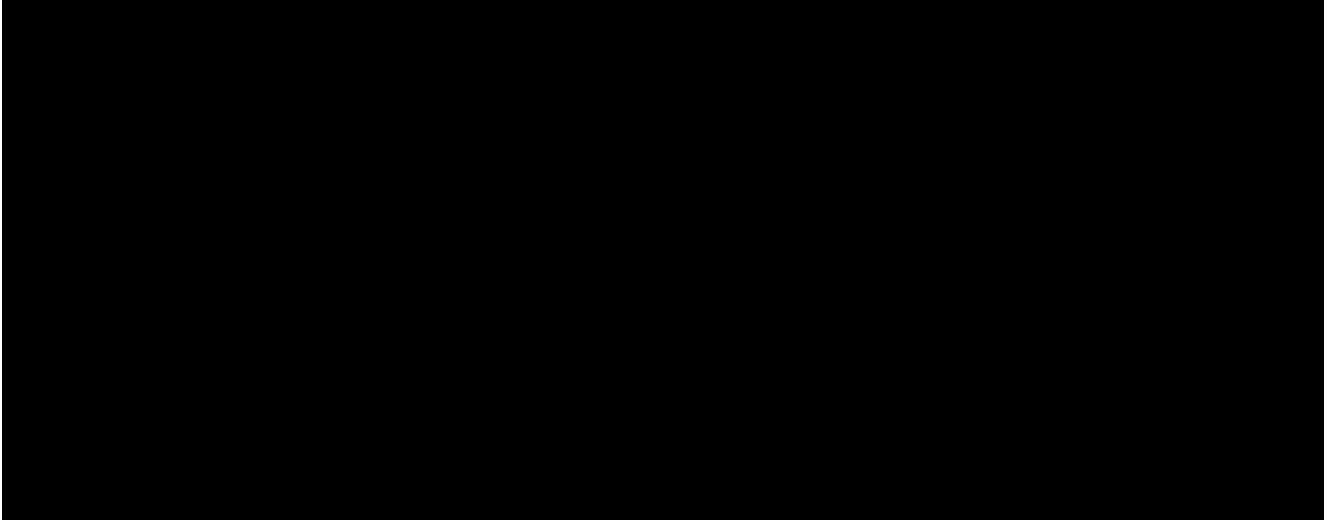
*This should reflect details entered in your technical application section 4C.

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

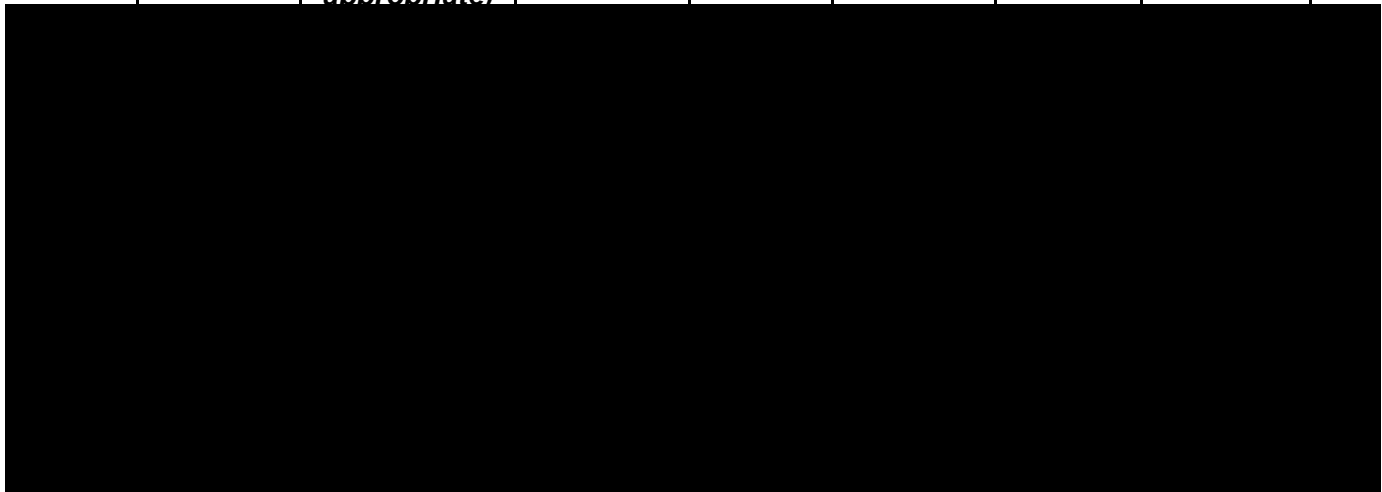
Please note that FSA is willing to accept pay rates based upon average pay costs. You will need to indicate where these have been used.

Consumable/Equipment Costs

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



Proposed Project Start Date	26-Feb-2021	Amount				
Invoice Due Date	Description as to which deliverables this invoice will refer to (Please include the deliverable ref no(s) as appropriate)	*Net	** VAT Code	§ Duration from start of project (Weeks)	§ Duration from start of project (Date)	Financial Year





Total	£ 25,300.00
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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

	Year 1		
Financial Year (Update as applicable in			Total

YYYY-YY
format)

Total
Amount

£	£	£
		25,300.00