

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 32 – Consumer Attitudes to Food Sold Online	Reference:	FS107010
	Date:	20/01/2022
Client – Project Representative: [REDACTED] [REDACTED] [REDACTED] [REDACTED]	Tel:	
	E-mail:	[REDACTED], [REDACTED]
Supplier – Project Representative: [REDACTED]	Tel:	
	E-mail:	[REDACTED]
Project Start Date:	20/01/2022	
Project Completion Date:	15/04/2022	
<p><u>Background</u></p> <p>The objective of the Achieving Business Compliance (ABC) programme is to ensure that the regulatory system keeps pace with changes in the food system. This is through designing a responsive regulatory approach that makes the best use of technology, data, relationships and innovative methods, to ensure that food is safe for consumers. The programme also places an emphasis on working with businesses, local authorities and other partners to achieve this aim. Some elements of the programme will be looking to understand the way in which online businesses operate, identify opportunities to add assurance and work together to raise compliance using a range of activities including new data services and standardised</p>		

operating models. To make sure that we focus our activities in areas of the food business landscape that is most impactful we wish to understand the way in which consumers chose to purchase food online, their appetite for risk and what influences their purchasing decisions. This research and understanding will inform both our policy making and engagement activities and will allow us to define and develop new regulatory approaches.

Findings from the FSAs COVID-19 consumer tracker, provides evidence on the proportion of consumers ordering food online in England, Wales and Northern Ireland (October 2021):

- 43% reported having an online delivery from a supermarket in the last month.
- 40% reported having a food delivery from an online food ordering company (e.g. Deliveroo, Just Eat, Uber Eats) in the last month.
- 16% reported purchasing food through an online marketplace such as Facebook marketplace, Etsy, Gumtree, Instagram, Nextdoor etc. in the last month.
- 11% reported having food delivered through a food sharing platform (e.g. Olio) in the last month.

An internal review of the evidence we currently have available relating to consumer insights and behaviours when purchasing food from online marketplaces and regulation related to online purchasing is attached in the Annex.

Although statistics suggest more consumers are now purchasing food online, the FSA currently has little evidence on what considerations consumer make when choosing to purchase food online, their appetite for risk and what risks they believe there are when buying online.

We are currently doing some work and research to try and quantify the size and scope of online marketplaces (e.g. Facebook Marketplace) – some of the output and insights may inform the questions to be asked and/or the participants to recruit.

This research will be used to build the evidence within this area, and potentially inform regulation changes and the need for further research.

Objectives

The overarching aims of this research are to understand consumers attitudes towards risk and their perceived risks of purchasing food online.

Within this research we would like to explore the following research questions:

Perceptions of and attitudes to risk

- Do consumers trust the food they buy online? What factors lead to consumers trusting the food products they buy online? (e.g. comments/reviews, FHRS rating, etc.)
- What are the drivers for consumers of purchasing food online?
- What factors do consumers consider in terms of risk when purchasing food online? (e.g. comments/reviews, FHRS rating, etc.)
- What are the perceived risks when purchasing food online with regards to:
 - The authenticity of the food (the product is what it says it is)
 - The safety of food
 - Food hygiene
 - Delivery risks
- How do consumers weigh up the drivers and risks of purchasing food online?
- Does the platform/website consumers are buying from influence their perception of risk?
- Do consumers have different perceptions of risk depending on the type of food purchased? (i.e. what are consumers views on purchasing high risk products (i.e. ready to eat foods which support the growth of bacteria such as cooked meat products and dairy produce) and lower risks food (i.e. foods which are stable at room temperature such as tinned foods)?
- Is the perception of risk different for other food products purchased online such as pet food?
- Are there any differences in online food shopping behaviours, in terms of the types of products purchased, the websites/platforms used and the perceived level of risk, between different groups within the population?
- Does social media influence the types of food purchased and where they are purchased from (either directly through the platform or from another website)?
- Which payment methods are used when purchasing food online? (e.g. card/credit card payments made through the website; cash on collection, etc.)

Consumer assumptions about the regulation of online food

- What assumptions do consumers make about the controls and regulations that are in place for food brought online? Where do consumers think responsibility for food safety lies (e.g. with the FSA, the platform/website or the seller)?
- How confident are consumers in being able to identify when a food product is non-compliant?
- What do consumers do if a risk with a product is identified (e.g. a food hygiene or safety risk or the item is not as described)? What do consumers understand about their routes to complain?

- What do consumers think should be available as a process for complaint?

Barriers to online shopping

- What are the barriers for consumers purchasing food online?
- Are consumers able to get all of the product information they require when buying online?
- For those who have a hypersensitivity, does this act as a barrier to purchasing food online?
- For consumers who are risk adverse/ adverse to buying food online, what do they think may make them feel more confident to buying food online?

Scope

The scope of the research should include all online businesses where food can be purchased from. This includes:

- Food purchased online through supermarkets
- Food purchased online directly from the website of the food business (worldwide).
- Online delivery services (e.g. Deliveroo, Just Eat, etc.)
- Social media platforms (e.g. Facebook, Instagram)
- Food sharing apps (including those where no payment is exchanged) (e.g. Too Good to Go, Olio)
- Other online selling platforms such as Amazon Marketplace, Amazon Fresh and eBay.

The FSA is interested in exploring the perceived risks of purchasing food from a wide range of online businesses. After broad views have been captured, where possible, we would like to focus in on perceptions related to purchasing food from social media platforms.

As part of the research, we would like to explore consumers views of risk across a broad spectrum of foods including high risk foods (i.e. ready to eat foods which support the growth of bacteria such as cooked meat products and dairy produce) and lower risks food (e.g. pre-packaged and tinned items which are stored at room temperature).

Methodology

We propose that up to 10 online focus groups with consumers are conducted to provide an in-depth understanding consumers attitudes to buying food online and the perceived risks. In your response, please provide detail of the number of groups and the size of group you propose.

We suggest there are a similar number of groups from each country (e.g., 4 in England, 3 in Wales, 3 in Northern Ireland).

Sampling considerations

- Consumers in England, Wales and Northern Ireland should be included within the research.
- Consumers who have purchased food online and those who haven't should be included in the research to capture a range of views.
- A screening question should be added on consumers attitudes to risk to ensure there is a mix of people who have a high and low risk appetite. We welcome views from Ipsos on any alternative ways to do this.
- It is important that a diverse range of consumers are included within the research. Each group should be roughly representative across the following proposed demographics:
 - Working Status
 - Social Grade
 - Rural/Urban Geography
 - Age group
 - Ethnicity
 - Gender

Ethical considerations

- Informed consent should be gained from all participants.
- All findings should be anonymised so that participants cannot be identified.
- As a burden is being placed on consumers to take part in the research, it may be appropriate to offer a financial incentive. Any proposed incentives should be included in the financial response to this work package.
- The supplier will need to create a safe, non-judgemental environment during the workshops to enable consumers to be open about their shopping habits, especially if they may be seen as unsafe (e.g. buying counterfeit goods, purchasing foods beyond their use by date). Please can Ipsos outline how they will incorporate this into both the workshops and approach letters/correspondence.
- The research may identify some purchasing behaviours which are unsafe for the consumer (e.g. buying counterfeit goods, purchasing foods beyond their use by date). Ipsos and the FSA will need to agree a support consumers if this occurs in the research and we welcome suggestions in your response.

Research process

Ipsos to generate the topic guides for the workshops. The FSA social sciences team and programme stakeholders will review and provide comments ahead of the research commencing.

Pilots to be timetabled in as the initial stages of data collection. We suggest running the first workshops as proposed, and then taking on board any issues and implementing changes for future groups.

To allow for quotations to be used within the report and presentation we request that the workshops are recorded (with appropriate informed consent).

Analysis and review

The contractor should detail their proposed approach to analysis of qualitative data.

We would like to understand any difference in opinions/attitudes between consumers in England, Wales, and Northern Ireland. Where there are differences between the three countries, we request that these are drawn out and highlighted within the report.

Similarly we would like any differences between different groups in the population to be drawn out in the reporting (e.g. any differences seen between different ethnic groups, between those living in urban and rural areas, between different age groups or between consumers of different socioeconomic status).

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

The findings should be presented in a written report (in a 1-3-25 style with methodology and fieldwork materials in the annex) and presentation.

The outputs should be appropriate for publication on the FSA website as well as internal use.

The FSA will review all outputs, suggesting alterations and amendments, before final versions are approved for sign-off. Project timescales should be appropriate to account for this review process.

All outputs should be anonymised before being shared with the FSA.

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

Ipsos to present research to ABC team and wider stakeholders, when final outputs are available. Ipsos to generate this presentation (as stated above).

Timescale milestones –

Please find below a proposed timetable for the project. Please outline in your response the appropriateness of the various milestones. If the timeline below is not appropriate, please suggest an amended timeline in your response.

Project Phase	Deliverable	Due Date
Project initiation	FSA submit work package template to Ipsos Mori	20 th December 2021
	Response expected from Ipsos Mori to work package template	By the 10 th January 2022
	Final-sign off of work package template	11 th January 2022
	Initial meetings with project team	w/c 10 th January 2022
Fieldwork	Participant recruitment and preparation (including topic guide design)	January 2022

	Fieldwork	Start of February 2022
Report	Analysis and report writing	February/March 2022
Completion	Draft outputs (report and presentation) to FSA for review	w/c 14th March 2022
	FSA return draft output to Ipsos with comments and suggested amendments	w/c 21 st March 2022
	Final outputs to FSA	28 th March 2022

Annex



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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	Criteria UK and Take Note. See Annex A – Suppliers Response for further details.
Deliverables:	See Annex A – Suppliers Response
Foreground IPR – Ownership	See Clause 15 – Intellectual Property Rights in overarching Contract
Personal Data (GDPR)	See Annex A – Suppliers Response

Price	See Annex B – Suppliers Financial Template
Payments & Invoicing	<p>Please submit invoices to [REDACTED] for work with FSA.</p> <p>Please include the referring FSA purchase order number in the email title and within the invoice to allow Invoice/Purchase Order matching. Note that invoices that do not include reference to FSA Purchase Order number will be returned unpaid with a request for valid purchase order through email.</p> <p>Further details can be found at Schedule 5 'Invoicing Procedure & No PO/ No Pay' in the Call Off Contract.</p>
<p>We confirm receipt of this Form seeking approval for the above project to proceed. We agree to provide the goods and/or services requested according to the terms and conditions set out in the Call Off Contract between the FSA and Ipsos MORI</p>	
<p>Signed on behalf of the FSA:</p> <p>Name: [REDACTED]</p> <p>Signature: [REDACTED]</p> <p>Position: Commercial Category Manager</p> <p>Date: 21/01/2022</p> <p>Signed on behalf of Ipsos Mori:</p> <p>Name: [REDACTED]</p> <p>Signature: [REDACTED]</p> <p>Position: Research Director</p> <p>Date: 20/01/22</p>	

Annex A – Suppliers Response

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¹ FSA (2021) What we know about consumer attitudes to online purchasing: An evidence review of online food purchasing and consumer trends

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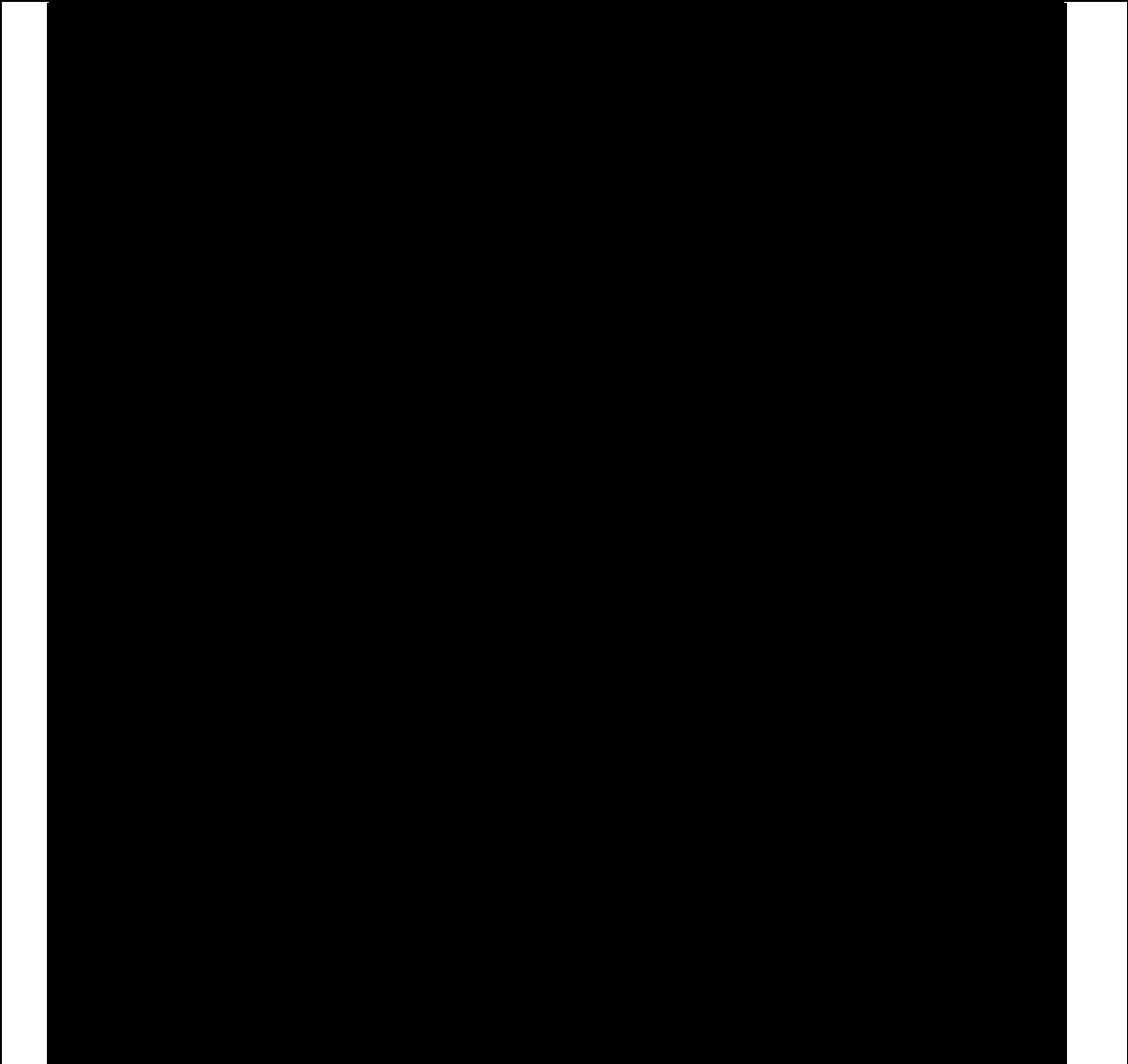
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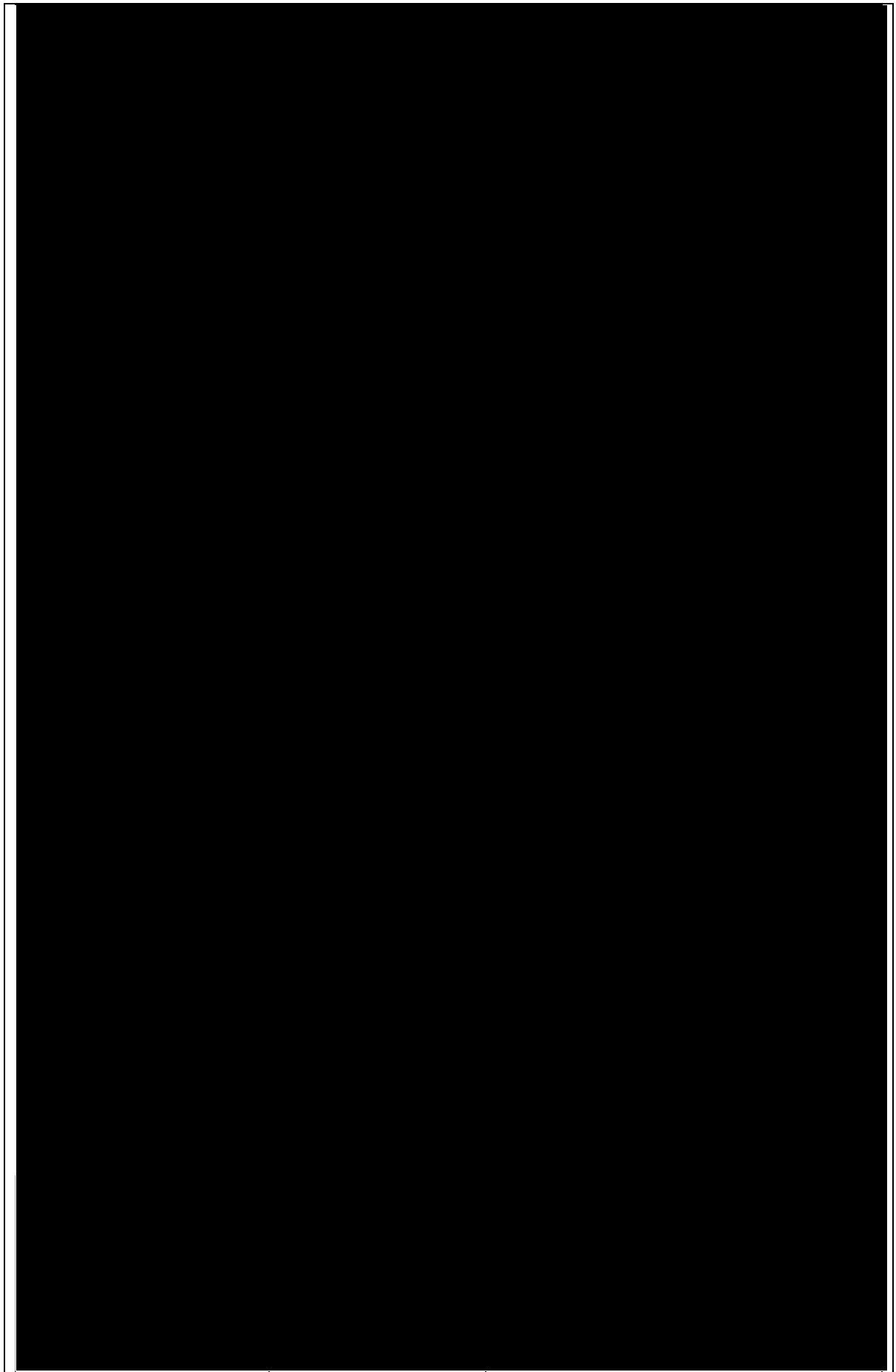
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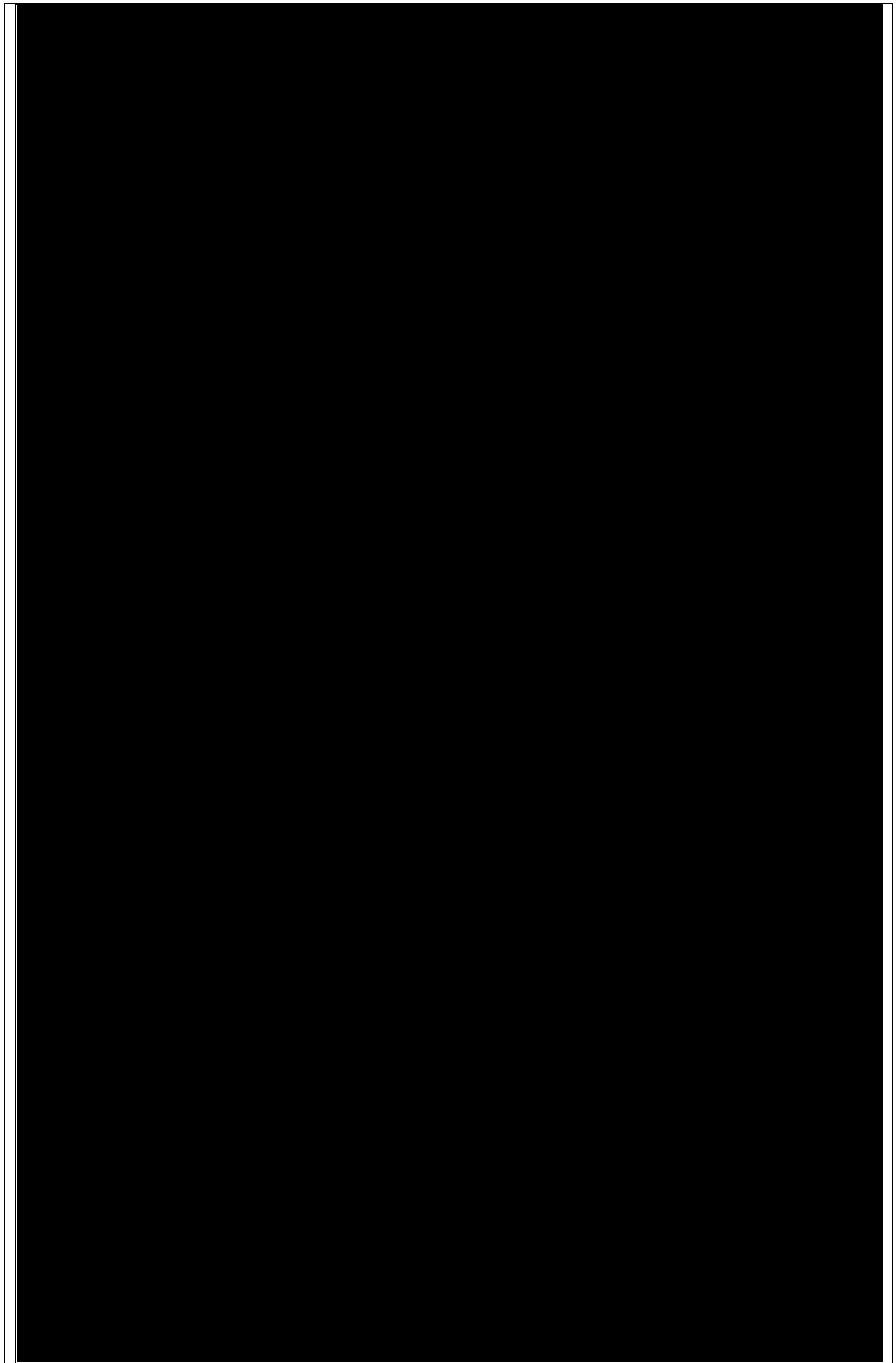
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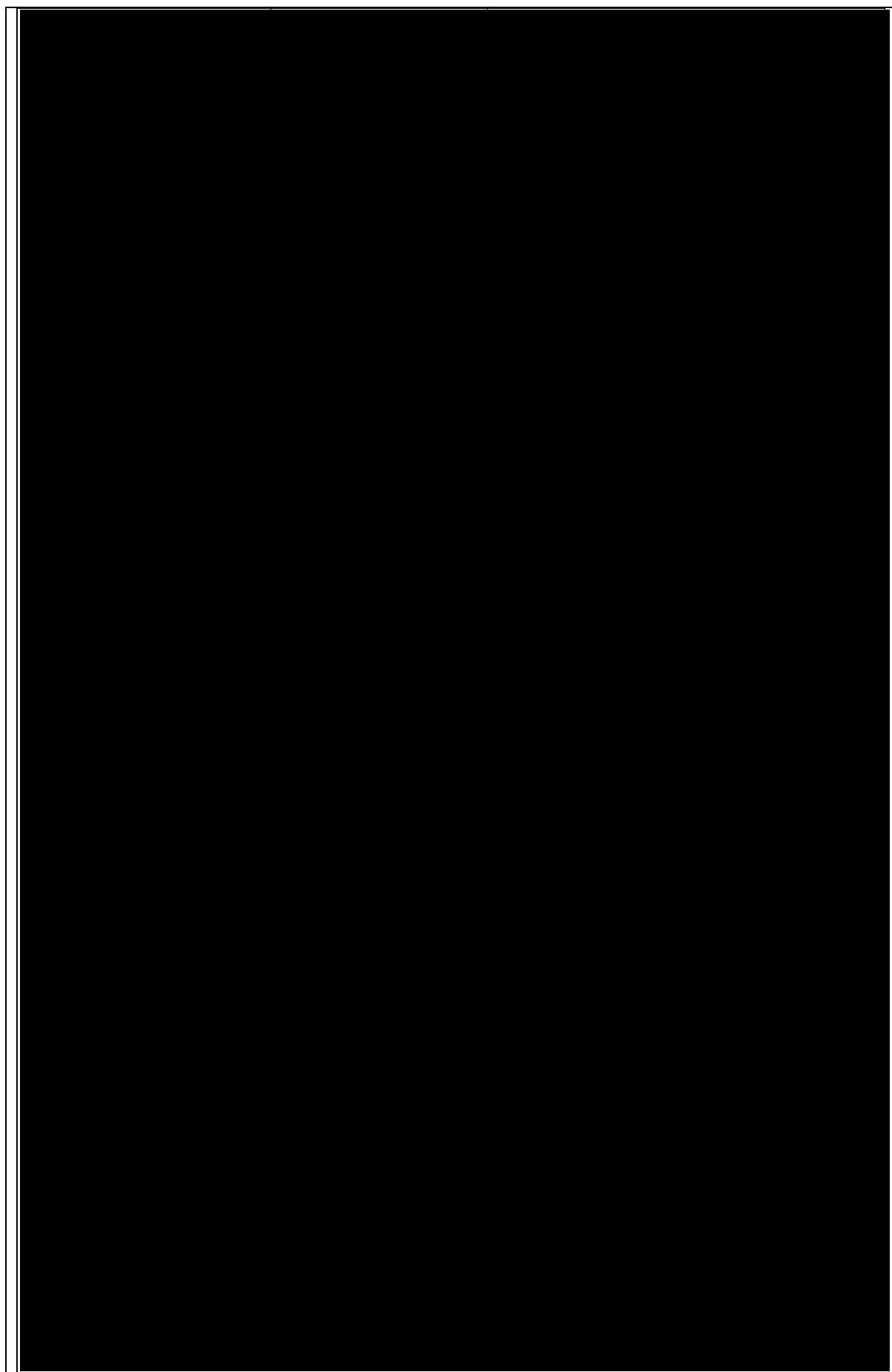
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| U.S. respondents | 95% | 85% | 10% | 10% |
| Non-U.S. respondents | 90% | 10% | | |

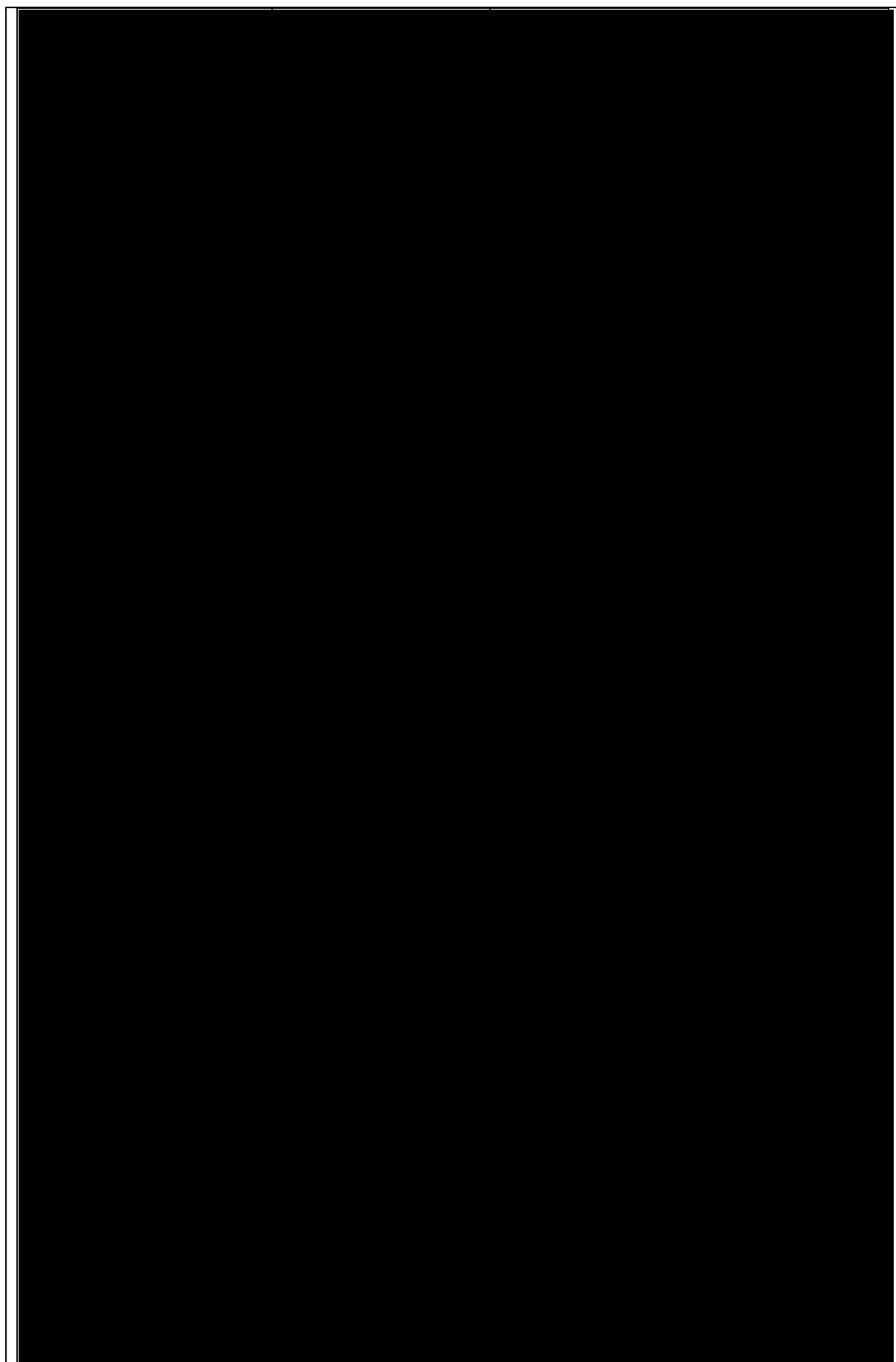
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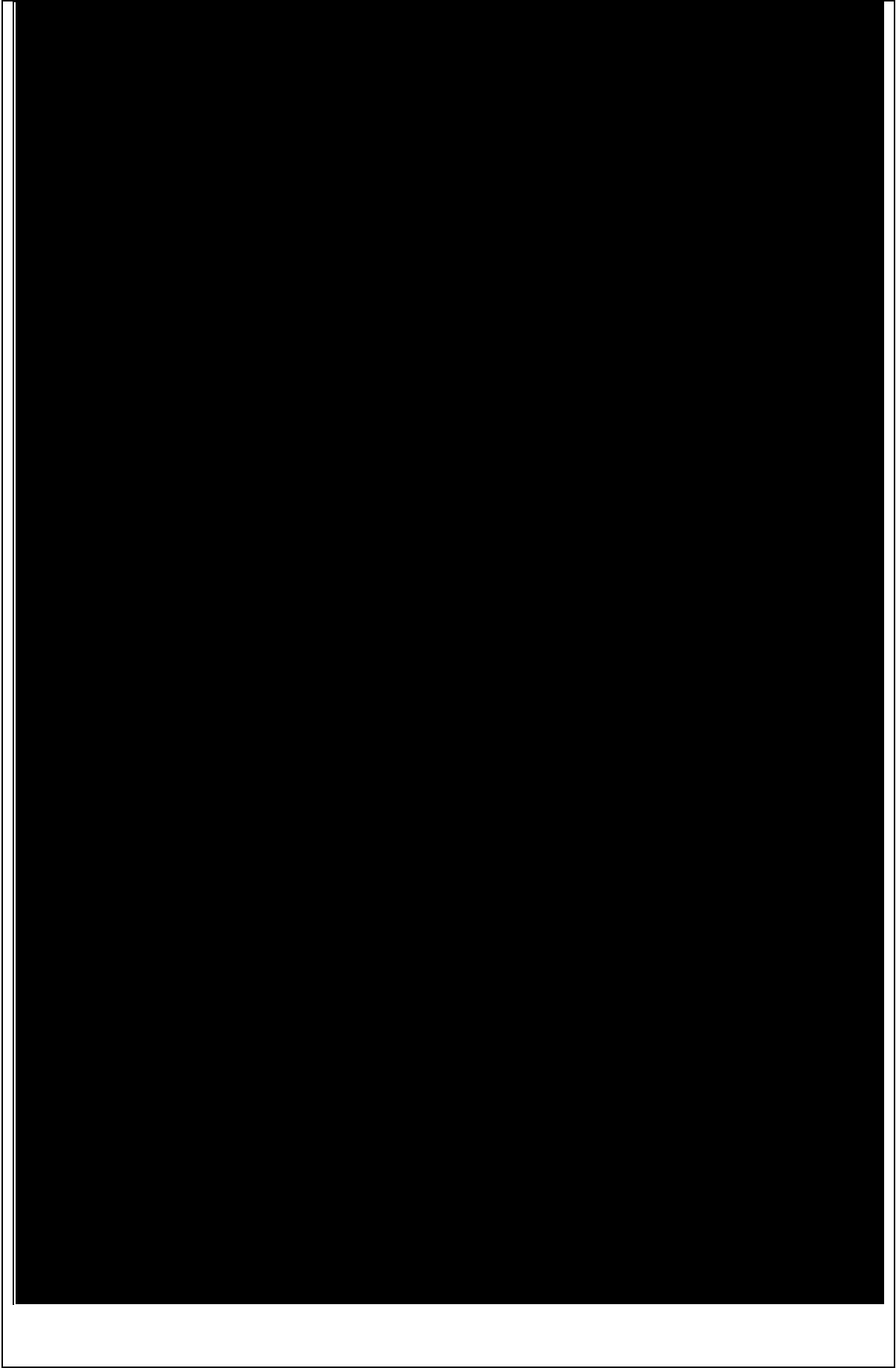










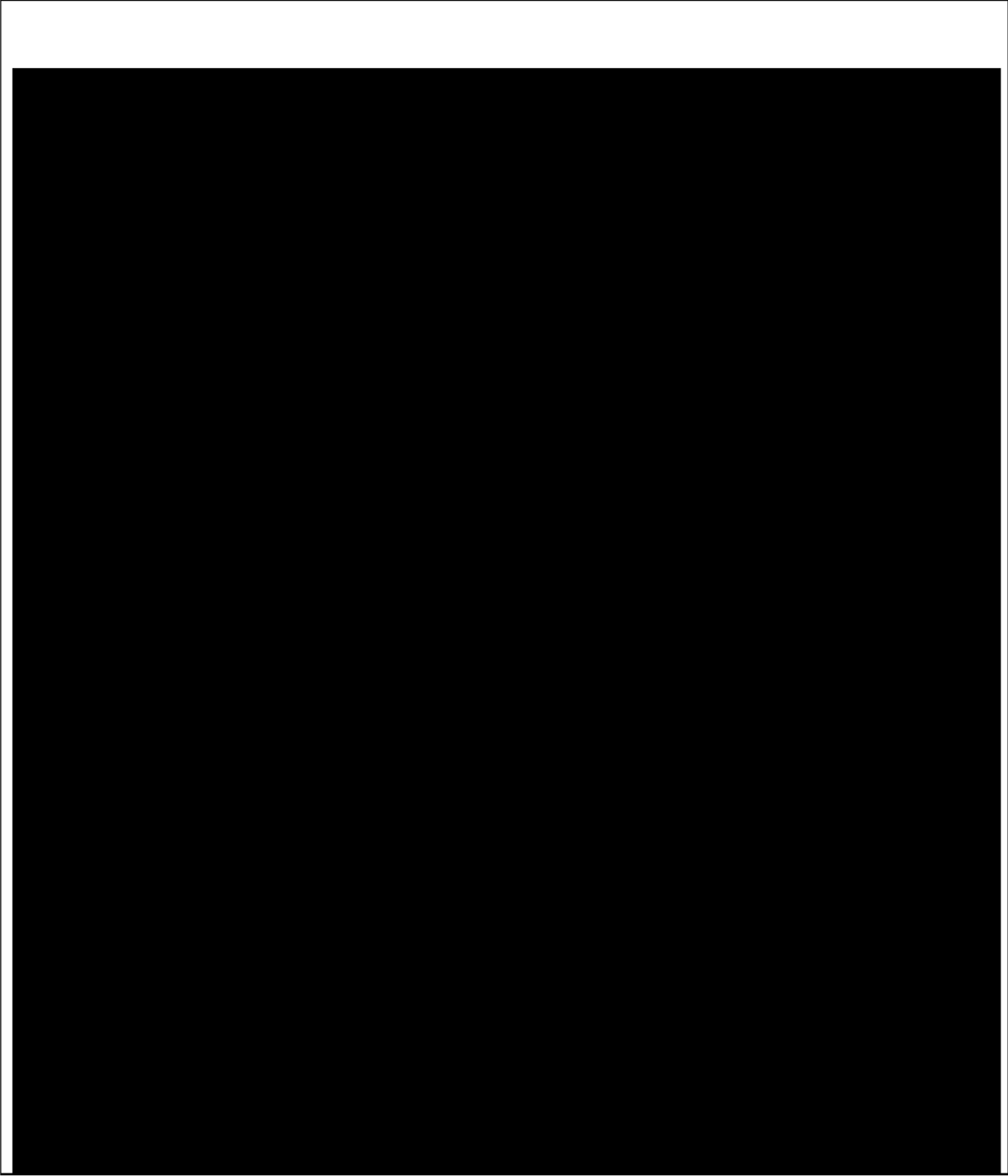


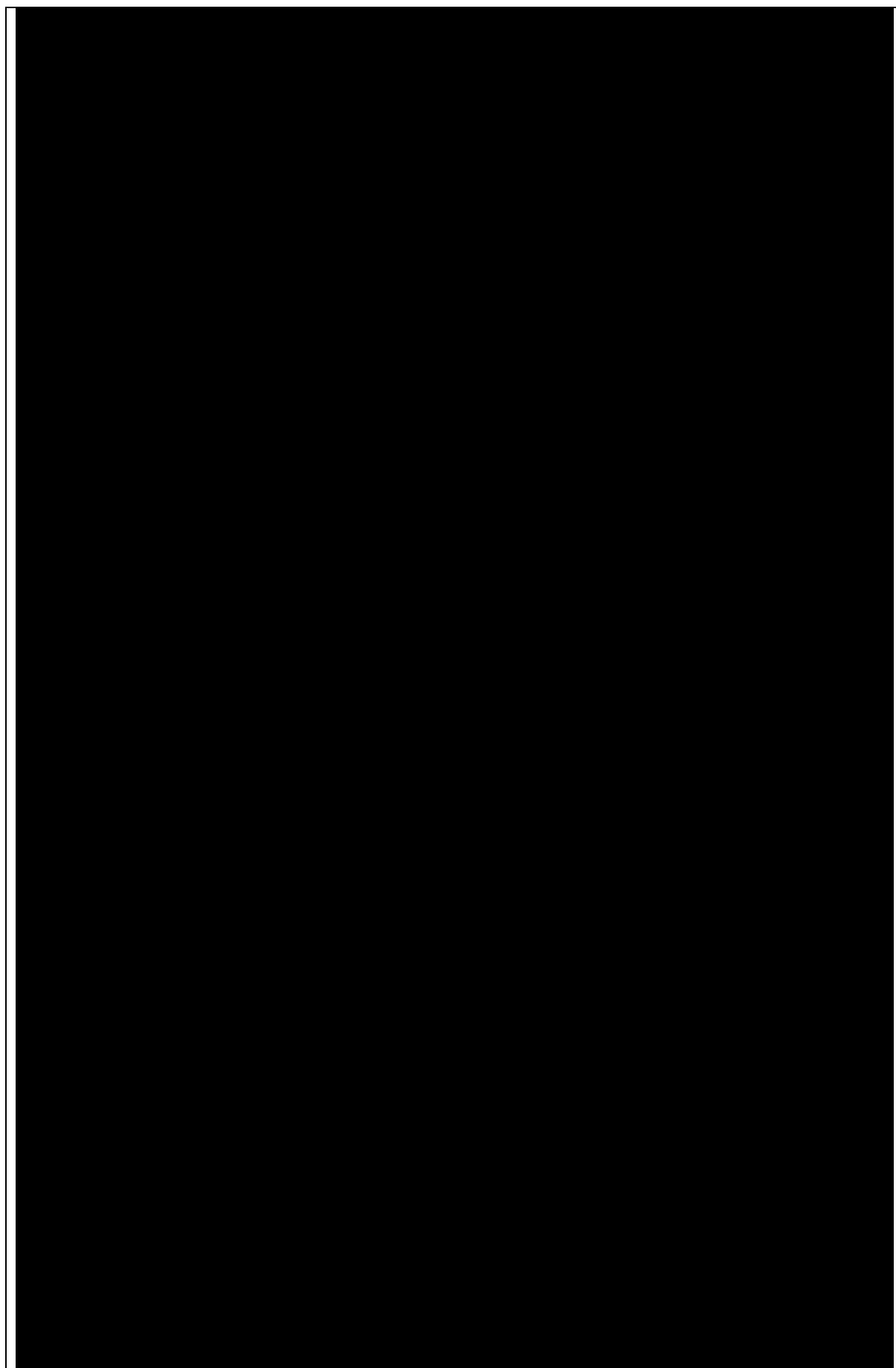
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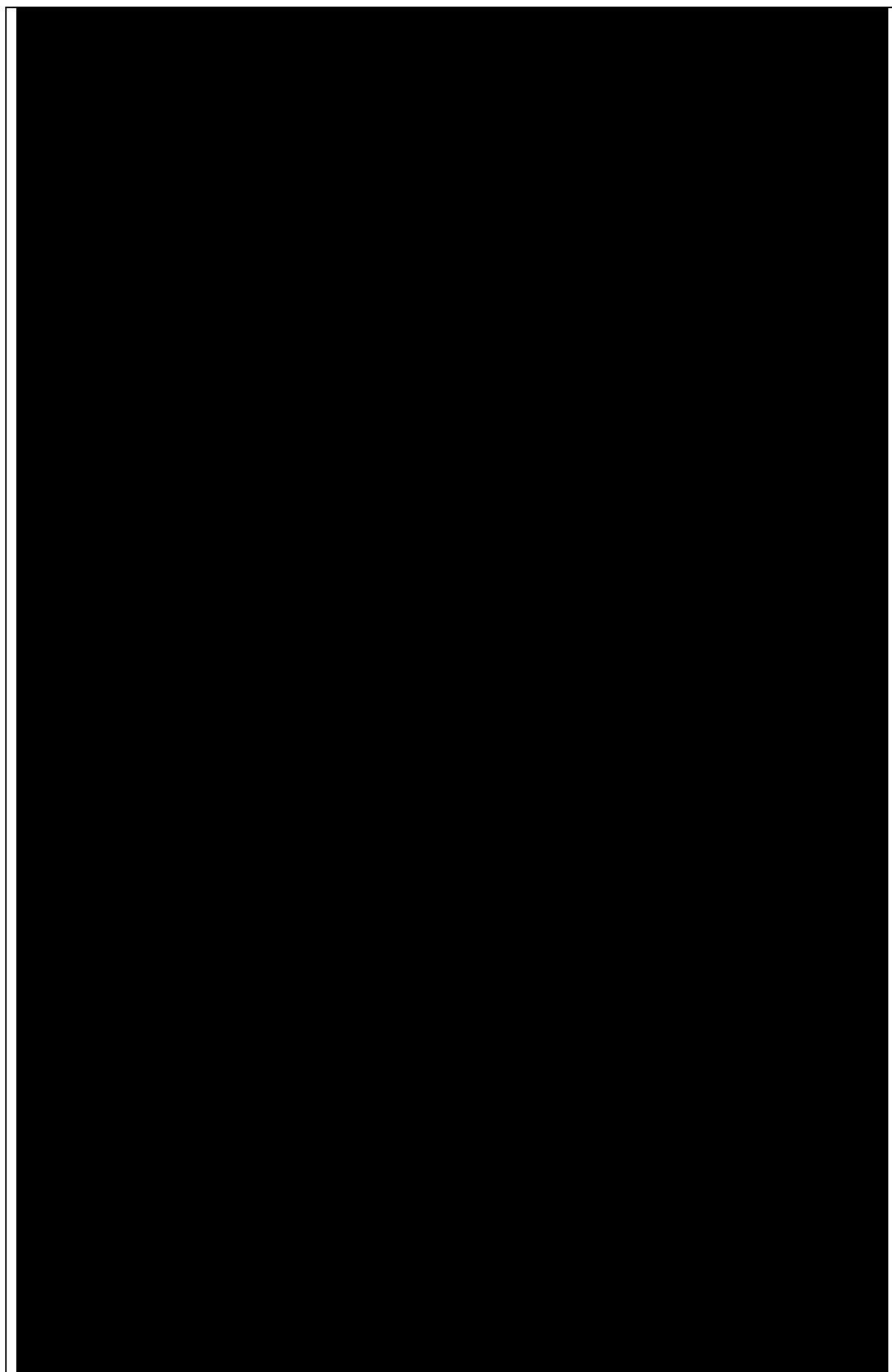
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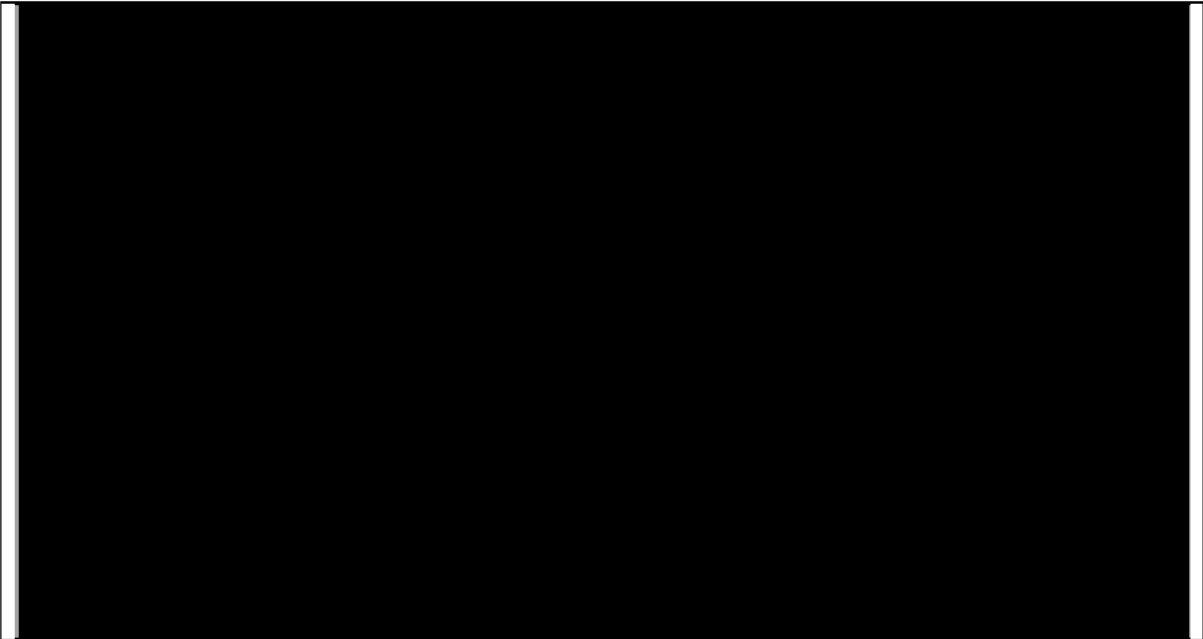


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** The total cost figure should be the same as the total cost shown below and in the Schedule of payments tab.

Project Costs Summary (Automatically calculated)

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The Pricing Schedule

Age Group	Gender	Percentage of Respondents Vaccinated
18-24	Male	~95%
	Female	~98%
25-34	Male	~85%
	Female	~95%
35-44	Male	~92%
	Female	~95%
45-54	Male	~88%
	Female	~92%
55-64	Male	~82%
	Female	~88%
65+	Male	~78%
	Female	~85%

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