

VARIATION TO CONTRACT FORM

This is to confirm the variation of our Contract as per Clause 3.3 – Supply of Services. All other aspects of the Contract remain unchanged.

Contract title : Purchasing of take-home food and drink data for households in NI

Contract Reference : FS304003

Variation No : 1

Date : 14th October 2019

Between : The Food Standards Agency (the Customer) and Kantar World Panel (the Supplier)

1. The Contract is varied as follows:

Price Duration Price and Duration Scope of Work Key Personnel Other

Overview

Scope and Price:

The Parties agree that the additional services at detailed at **Annex A** will be provided under the terms of this contract.

2. Words and expressions in this Variation shall be given the meanings given to them in the Contract.

3. The Contract, including any previous Variations, shall remain effective and unaltered except as amended by this Variation.

Signed:

For the Customer

Signature: 

Name: Mark Croft

Title: Procurement Category Manager

Date: 15th October 2019

For the Supplier

Signature: 

Name: T R Kidd

Title: Managing Director

Date: 14th October 2019

Annex A – Additional Services to be Provided

Provision and Analysis of Take Home Food & Drink Purchases on Promotion in Northern Ireland

Promotions sub analysis - Research proposal

Strategic Background

Six in ten adults and one in four children in Northern Ireland (NI) are overweight or obese. The NI diet contains too much salt, saturated fat and sugar, whilst at the same time most people do not consume enough fruits, vegetables and wholegrain products. For people's diet to improve, the healthy choice should be the easy choice.

The Department of Health and Social Care (DHSC) have outlined proposed actions in the Childhood Obesity: A plan for Action, Chapter 2 report and began consulting on restricting promotions of products high in fat, sugar and salt by location and by price. The report highlights evidence that promotions, both by price and location, can impact on the food purchases we make whether online or in a shop.

As part of the Food Standards Agency's Eating Well Choosing Better Programme, the dietary health team would like to conduct sub analysis of the promotions data provided by Kantar WorldPanel to inform policy development on promotion restrictions in Northern Ireland.

Objectives of Sub-analysis

1. Determine how much of total spend on food and drink is on promotion in NI, how does this compare with other countries
2. Determine how levels of promotions have changed over time in NI since 2014
3. Identify changes in food categories bought on promotion since 2014; increases and decreases
4. Determine percentage of healthier versus HFSS foods bought on promotion/the different types of promotion and compare by NI retailer (can we compare the UK chains to the garage forecourts?)
5. Comparison of the three types of promotions; volume focussed, money off and other promotions
6. Comparison of the different types of promotion and type of foods purchased by demographics e.g. family type, ABC1 vs C2DE, urban/rural
7. Compare percentage spend and % volume where appropriate.

Research outputs required

1. Report outlining the strategic background, research aim/objectives, methodology, main findings, conclusion
2. PowerPoint presentation of findings

Approach & Scope of Work

Kantar Worldpanel is an international company dealing in consumer knowledge and insights based on continuous consumer panels.

Kantar Worldpanel is part of the Kantar Group the Data Investment Management division of WPP.

Kantar Worldpanel is the world leader in consumer knowledge and insights based on continuous consumer panels. Combining market monitoring, advanced analytics and tailored market research solutions we deliver both the big picture and the fine detail that inspire successful actions by our clients. Our expertise about what people buy or use – and why – has become the market currency for brand owners, retailers, market analysts and government organisations internationally.

With over 60 years' experience, a team of 3,000, and services covering more than 50 countries directly or through partners, we deliver insight in fields as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

The data required for this project is already being collected using the KWP NI purchasing panel and the nutrient content information collected in GB.

The methodology is detailed below:

Methodology: Kantar Worldpanel (KWP) NI Purchasing Data

[REDACTED]

Data Collected from Panellists

- o Kantar Worldpanel aim to collect all Food and Drink purchases brought back into the home regardless of place of purchase
- o Products purchased and consumed out of the home are not included
- o Barcodes scanned and price collected by the panellists for all products purchased directly from their receipt, or imputed using these sources. 70% exact price and 30% imputed
- o Show cards with internal barcodes used to collect non-barcoded products like fruit
- o Panellists are encouraged to scan purchasing once brought back into the home and one member of the household will be designated the 'main shopper'.

Promotional Read

- o Kantar Worldpanel aim to collect the promotional mechanic used by the panellist for each purchase occasion
- o Panel members are asked for every purchase they record if it is on promotion. If they select that it is then they are given the following options to tell us what the promotion is:

- Multi-buy
- Price Offer

Some products will get captured as being a promotional barcode in the field by our field workers e.g. a barcode might have 100% extra free. As we know that this barcode is a promotional barcode and we know the details of the promotions from the field work then we can code any of the purchasing as such.

For this project, the promotional activity will be summarised into 3 groupings as below.

Money Off	Value
Extra Free Product Banded Pack Multi-Buy Bag Offers	Volume
Coupon	Other

Panel Monitoring

- o An experienced Kantar Worldpanel Technical team track purchasing patterns and investigate if changes occur
- o Eligibility into the final data is assessed every 4 weeks and panellists will not be used if there are reasons to suspect poor compliance.

Data from all panellists is reviewed every 4 weeks and only those passing the eligibility criteria will be included in the data for that period. There are minimal spend and volume limits and assessment across peer groups e.g. other 5 person households and those falling short will be excluded for that period and contacted to check the data. The actual eligibility criteria are not published by Kantar Worldpanel but will be reviewed regularly to ensure we have the best read of take home purchasing.

- o Kantar Worldpanel has the ability to have regular communication with panellists about their scanning if changes are seen.

Weighting

- o Data from the sample households will be weighted up to reflect all NI households with demographic and retailer weightings. Weightings are also applied to smaller baskets to compensate for compliance issues.

Pick up and Validation

Trends are constantly validated by the Food and Drink manufacturers and retailers buying the data, using their ex-factories and retail audit data.

Data Output

Once the data has been collected from the panel and weighted up to represent the total, GB or NI, the data is produced ready for client projects. The data available is generally processed in 4 weekly chunks, with 13 periods added up to represent a year. The data covers purchase volume, spend, number of households purchasing, weight and frequency of purchase and price.

The data is available at a total level, by category and for individual products and may be reviewed across many different demographic and retailer splits. Data on promotions is also tracked as detailed above.

Data is coded and produced to pre-set category definitions but there is flexibility for new category definitions for client projects.

The data is available for both GB and NI regions.

The nutritional data is collected separately and then added to the purchasing information.

Methodology: Kantar Worldpanel Nutrition Service

Kantar Worldpanel have been collecting and coding nutritional information from Food and Drinks packaging since early 2005. The nutrient values are combined with the purchasing information to provide nutrient volumes by product, food category and for the total Take Home Food and Drink market.

The Big 8 nutrients are captured: calories, carbohydrates, sugar (total), total fat, saturated fat, fibre, protein and sodium. All information is taken from product packaging and no laboratory analysis is undertaken.

Nutritional Data Sources

The nutritional data is sourced in four ways:

- 1) Nutritional information available on packaging – this will be used in all cases where available
- 2) Where applicable for similar products, known values will be cloned across other variants such as pack sizes, as well as other similar products coded as the same brand. Cloning of data only occurs for products that sit within the same brand in Kantar Worldpanel's brand coding.
- 3) For some fresh and non- barcoded products McCance & Widdowson (The Composition of Foods) nutritional handbook is used.
- 4) Where none of the above applies we will calculate a mean value at market and sub-market level and apply to non-coded products (imputed values). Imputes are used when products are not found in field so usually smaller, seasonal products, sold in smaller stores or when nutritional information is missing from the packaging. The extent in which imputed values are used varies by category. [REDACTED]

[REDACTED]

The imputed values are calculated every 4 weeks using an average of the found data for the other products in the categories. Often the imputation process is set to use sub-category level as more accurate e.g. diet carbonated soft drinks rather than total.

[REDACTED]

[REDACTED]

In 2018 there were over 113,000 different Food and Drink products bought in GB Take Home shopping baskets. [REDACTED]

Nutritional information was updated by Kantar fieldworkers on a rolling 6 monthly basis in 2017 moving to a rolling 4 monthly basis in 2018. [REDACTED]

[REDACTED] This enables Kantar Worldpanel to update product information between field collections and for products sold in stores not visited.

Images of all new products are collected [REDACTED]

[REDACTED] So nutrient data is collected on all new products as and when they are launched.

As part of the general purchasing service, Kantar Worldpanel know which products the GB and NI panels are buying and will have already coded extensive information on barcodes and product attribution for those products. The nutritional data is then added into our systems and combined with the purchasing data, enabling us to know who is buying, what, when and from where plus the nutritional content of the products purchased.

Please note, Kantar Worldpanel only collect the nutritional data from products purchased in GB so the nutritional values are assumed to be the same for the same product bought in NI. [REDACTED]

[REDACTED] The categories in NI with greater estimation than GB i.e. high imputed read, are produce, dairy, sausages, bread and morning goods where there are more NI specific products.

The methodology and quality controls outlined above enables Kantar Worldpanel to provide volumes of all food and drink products purchased by NI households over time and the big 8 nutrients they contain, with promotional data and splits by retailers and demographic groups, enabling Kantar Worldpanel to provide the data required by the FSA in NI.

Nutritional information is collected from back of the outer packaging for multipacks with the nutrient data reflecting the first product listed on the packaging.

On the issue of robust trends, Kantar Worldpanel have produced purchasing data for many years and a nutritional read since 2005 so there are many years of trended data available. There will be some data changes over time as the methodology has been improved and the panel size increased, and we use our considerable experience and judgement to assess the impact of these as and when they occur. The aim is to keep the panellists on the panel for as long as possible, so we are reporting changes in behaviour in the same households over time, but the number will diminish over time [REDACTED]

On a general note, data will be more robust for larger product categories, bought frequently by a large number of households, than smaller categories/products and we use the number of sample households buying in that time period as one of the robustness checks when considering the category list.

Social Grading Guide

Kantar Worldpanel uses the standard Market Research Society coding to grade each household on the panel.

Briefly these codes are:

Grade	Social Status	Description
A	Upper Middle	Higher managerial, higher administrative, or higher professional
B	Middle	Intermediate administrative, intermediate professional, senior managerial
C1	Lower Middle	Supervisory or clerical, junior managerial, junior administrative, junior professional
C2	Skilled Working	Skilled manual workers; generally, having served in apprenticeship
D	Working	Semi and unskilled workers
E	Non-Earners, State Benefits Only	Those receiving state benefits only

Deliverables & Required Investment

1. PowerPoint Presentation with data and analysis covering the following:

- How much of Total Spend on Food & Drink is on Promotion in Northern Ireland and how does this compare to England, Wales and Scotland

Promotional data for all 36 categories and by type of promotion (Value, Volume, Other)

Spend on promotion
% spend on promotion
Volume on promotion
% volume on promotion

Comparing 2014 and 2018 time periods

Data for Northern Ireland is already available in the updated reports delivered earlier in 2019; New data required for analysis of England, Wales and Scotland

- Analysis of how promotions in Northern Ireland have changed 2014 to 2018 at a total level and by food & drink category and by type of promotion

% spend on promotion
% volume on promotion

Using data already supplied

- Analysis of food & drink purchased on promotion in Northern Ireland classed as HFSS and Healthy (please see definitions in appendix).

Comparison by type of promotion

Comparison by retailer

% spend on promotion
% volume on promotion

Using data already supplied

- Analysis of food & drink purchased on promotion by demographic group.

Analysis by type of promotion

% spend on promotion
% volume on promotion

Comparing 2014 and 2018 time periods

New data required for analysis of Promotions in Northern Ireland by Demographic group

2. All of the data behind the PowerPoint presentation will also be delivered in Excel and there will be a detailed summary in the notes section of each slide.

Required Investment & Delivery Schedule

Investment Level

The cost for running new data to look at promotions in England, Wales and Scotland; promotions by demographic groups in Northern Ireland; analysis of new and current data; putting together a PowerPoint presentation and travel to Food Standard Northern Ireland is **£31,716 (exc. VAT)**

Delivery Schedule

Data in Excel and the PowerPoint presentation will be 4 weeks (20 working days) after written confirmation is received

Project Plan

- Confirm HFSS and Healthier food & drink categories
- Production of database for analysis of England, Wales and Scotland data
- Excel data produced
- PowerPoint presentation produced, accompanied with detailed summary on each slide.

Data Sharing & Publication

Although the data and analysis can be shared in meetings with manufacturers and retailers, Kantar needs to give permission for any information to be published/enter the public domain.

Kantar will not give permission for any data to be published/enter the public domain that names specific manufacturers, brands or retailers. Data at a category level (e.g. Ready Meals) will be fine to publish/enter the public domain.

Data must be sourced as coming from 'Kantar FMCG' and full and correct time periods must be included (e.g. 52 w/e 30th December 2018 instead of '2018')

This is in accordance with Kantar's standard rules on published data.

Appendix

Northern Ireland Food & Drink Categories

1. Total Food and Drink
2. Total Alcohol

3. Beer and lager
4. Spirits
5. Plain Bread
6. Morning Goods
7. Bread with additions
8. Pasta, rice, noodles including flavoured varieties
9. Breakfast cereals
10. Vegetables
11. Fruit
12. Juice and milk-based drinks
13. Chocolate confectionery
14. Sweet confectionery
15. Ice cream, lollies and sorbets
16. Crisps and savoury snacks
17. Soft drinks
18. Regular soft drinks
19. Diet soft drinks
20. Ready meals
21. Pizza
22. Meat
23. Fish
24. Oily fish
25. Meat Products and Processed Meats, Poultry, Fish, Meat Alternatives etc (e.g. pies, sausages, pastries, burgers etc.)
26. Potato products
27. Yoghurts and fromage frais
28. Other dairy (cheese milk)
29. Puddings
30. Fats and oils
31. Cooking sauces, table sauces and dressings
32. Dips and composite salads
33. Soups
34. Biscuits
35. Savoury biscuits and crackers
36. Cakes

HFSS Food & Drink Categories

6. Morning Goods
7. Bread with additions
8. Pasta, rice, noodles including flavoured varieties
9. Breakfast cereals
12. Juice and milk-based drinks
13. Chocolate confectionery
14. Sweet confectionery
15. Ice cream, lollies and sorbets
16. Crisps and savoury snacks
17. Soft drinks
18. Regular soft drinks

20. Ready meals
21. Pizza
25. Meat Products and Processed Meats, Poultry, Fish, Meat Alternatives etc (e.g. pies, sausages, pastries, burgers etc.)
26. Potato products
27. Yoghurts and fromage frais
29. Puddings
31. Cooking sauces, table sauces and dressings
32. Dips and composite salads
34. Biscuits
35. Savoury biscuits and crackers
36. Cakes

Healthier* Food & Drink Categories

5. Plain Bread
10. Vegetables
11. Fruit
22. Meat
23. Fish
24. Oily fish
28. Other dairy (cheese milk)

*Healthier food & drink categories have been defined as those categories where the majority of food and drink items are not high in fat, sugar or salt



[Redacted]

[Redacted]