






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: FS108108 - Work Package 2 - Handwashing Consumer Tracker	Reference:	FS107010 Social Research
	Date:	21/04/2020
Client – Project Representative: 	Tel:	
	E-mail:	
Supplier – Project Representative: 	Tel:	
	E-mail:	
Project Start Date:	08 th April 2020	
Project Completion Date:	30 th April 2022	
<p>Project Specification/Scope of Work: <i>To include Background, Scope of Work, Parties Inputs, Approach and Method, Skills required, Timetable:</i></p> <p>The outbreak of Covid-19 has raised awareness of the importance of handwashing. FSA would like to track handwashing behaviour during the pandemic and afterwards to see if there is any correlation between the levels of food borne disease (FBD), infectious intestinal disease (IID) and handwashing behaviour. Although food is a contributor to IID there are other sources such as person-to-person transmission.</p>		

The FSA would like to include questions in Ipsos Mori's omnibus surveys to understand the following:

Key research question/s (and methodology):

The key research questions in relation to hand-washing behaviours will be on how and when people wash their hands. The research will aim to capture:

- Frequency of handwashing behaviours in different scenarios (e.g. before preparing a meal, after using the toilet etc)
- Barriers to, and social influences/pressure on hand washing
- Hand washing practices (e.g. length of time taken and use of soap)
- The impact of Covid-19 on hand washing practices, and the long-term impact of Covid-19 on hand-washing behaviours
- Whether this is different among those who prepare, or handle food compared to the general population (if possible, could be added as an additional question in demographics)

The FSA will provide around 10 questions to Ipsos Mori to be included within the omnibus survey. Some flexibility may be required with inclusion/exclusion of questions, please provide a quote that includes a breakdown of cost per question.

The FSA will provide a list of all questions before close of business on Monday 6th April.

The FSA would like to track handwashing behaviours on a quarterly basis and tracking is expected to last for 2 years.

Outputs –

For any data produced from the online omnibus an SPSS dataset, plus excel data tables, should be provided to the FSA. Data tables should include split by demographic (age, gender plus any other agreed upon demographic information – Ipsos Mori to advise on the demographic information available) and should also capture trends overtime for any questions that remain consistent across multiple waves. There will be no requirement for a written report, but a slide deck to summarise results, demographics and trends overtime should be provided in accordance with the FSA's branding and accessibility requirements.

Outputs should be provided to the FSA on a quarterly basis in accordance with the collection schedule. Data is expected within one week, and slide pack is expected within a fortnight.

If a formal report is required by the FSA for publication purposes, this will either be produced in-house by the FSA using the outputs mentioned above, or a separate work package will be raised for Ipsos Mori to conduct this work. Therefore, any quote provided by Ipsos Mori should exclude the production of any formal reports.

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

Initially, the outputs of this work will be utilised internally by the FSA to assess the impact on several policy issues (such as IID, Covid-19 and FBD). Initially, these outputs are for monitoring purposes, particularly for senior stakeholders within the FSA and may be shared across Government and more widely.

The FSA will take responsibility for disseminating these findings appropriately dependent on the key stakeholders who request, or would benefit from, access to these findings. Our aim is always to publish open data.

Timescale milestones – please include any hard deadlines

- Ipsos Mori should provide a response to this Work package template by COP Friday 3rd April 2020.
- Fieldwork should commence in the week beginning 6th April 2020.
- Results should be returned to the FSA on a quarterly basis after each omnibus. Data is expected within one week, and the slide deck is expected within a fortnight.

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

N/A

Deliverables:	See Annex A – Suppliers Response
Foreground IPR – Ownership	See Clause 15 – Intellectual Property Rights in overarching contract.
Personal Data (GDPR)	See Annex A – Suppliers Response
Price	See Annex B – Suppliers Financial Template
Payments & Invoicing	<p>Please submit invoices to [REDACTED] for work with FSA.</p> <p>Please include the referring FSA purchase order number in the email title and within the invoice to allow Invoice/Purchase Order matching.</p> <p>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>
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	
[REDACTED]	

Annex A – Suppliers Response

Background

The FSA would like to track handwashing behaviour for a period of two years to see how, and if, handwashing behaviours change overtime. Handwashing is a behaviour which people typically engage with every day, however it is now at the forefront of people's minds due to the current pandemic, and related advice around handwashing. Specifically, the FSA would like to understand the frequency of handwashing in different scenarios, how members of the public wash their hands, how long they wash their hands for and in what scenarios they do not / can't wash their hands

Tracking handwashing behaviours will allow the FSA to measure to what degree they alter over the course of the two-year tracker. Crucially it will provide the FSA with data that can assess if there is a correlation between the levels of food borne disease (FBD), infectious intestinal disease (IID) and handwashing behaviour over this time.

Methodology and research questions

The FSA want to *measure* reported handwashing behaviours and how these change a series of time among the population of England, Wales and Northern Ireland. To do this we propose running this survey on Ipsos MORI's iOmnibus, using our own Access Panel.

Our iOmnibus is run on the Ipsos Panel, made up of [REDACTED] members of the general public in the UK who have agreed to take part in regular Ipsos surveys. It offers a number of advantages:

- A quick, cost-effective way to turn around surveys with the public, whether they be representative samples or target groups (e.g. young people, people in a particular region).
- Allows us to achieve a broadly representative and robust sample both nationally and regionally.

- Provides an alternative to face-to-face options, that are not possible at the present time, and is less expensive than a telephone omnibus approach.
- Reduces interviewer bias as with interviewer-led approaches there is also a degree to which social desirability could impact on results (with hand washing being an even more desirable behaviour than normal at the current time).
- Using our own panel gives us greater flexibility in the timings of future waves, which may be particularly useful in the current situation where we may need to be reactive and choose to accelerate survey launch should government guidance become more or less strict at short notice.
- If beneficial, we can also modify the questions at each wave, in response to changing circumstances or emerging topics or findings from other research

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Outputs and dissemination

Upon completion of fieldwork we will provide you with the data in a cleaned SPSS file and excel data tables within one week.

Within the data file we will include demographic information which is provided as standard on our iOmnibus. The list of demographics we ask as standard on the iOmnibus that will be able to provide in any dataset and the excel timetables, are:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

A PowerPoint slide deck of key charts will be produced within a fortnight of fieldwork closing.

Our costs do not include debriefs or presentations but we are happy to provide this at a future date if required and if your budget allows for it.

Quality management – please set out you will embed quality management

Ipsos MORI's complete focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation. Good research requires exhaustive quality procedures which are put into practice. We work to very strict quality management processes and standards, many of which *exceed* that required for the industry. These include:

- **ISO 9001:2008**, international general company quality standard with a focus on continual improvement through quality management systems. *In*

1994 we became one of the early adopters of the ISO 9001 business standard;

- **ISO 20252:2006**, International market research specific standard that supersedes MRQSA (BS 7911) & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. ***Ipsos MORI was the first company in the world to gain this accreditation.*** We regard these as minimum standards and regularly exceed the requirements of these schemes – for example, IQCS requires only 12 hours of training for new interviewers/recruiters but we give a minimum of 18 hours. For face-to-face interviewing, we validate by telephone 10% of completed interviews, but should there be any cause for concern we arrange face-to-face validations, which are completed by a senior supervisory member of the quality team. As a minimum, we monitor 10% of all telephone interviews conducted;
- **ISO 27001:2005**, International standard for information security designed to ensure adequate and proportionate security controls are in place. ***Ipsos MORI was the first research company in the UK to be awarded this in August 2008;***
- **MRS Company Partnership** - By being an MRS Company Partner, Ipsos MORI endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. We were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 500 companies have followed our lead;
- **Fair Data** - 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.

BES is led by a Business Excellence Management Team, which is made up of management representatives from all main business units who co-ordinate the implementation of our Business Excellence System throughout the business. They oversee strict adherence to these standards, as well as how they could be enhanced and developed.

The Management Team is underpinned by a Business Excellence Group, which includes representatives from all areas of the business. It meets regularly to discuss and address quality issues, feed them back to the business areas and test ideas.

We maintain quality standards by:

- Engaging a large team of trained internal auditors from across the business, with spot checks carried out throughout the year
- Completing external audits to ensure that we comply with the standards we are accredited to. Findings from external audits are communicated to the business; any corrective and/or preventative actions are adopted where necessary
- Using an external client satisfaction monitor that requires us to send a survey to the client at the close of each project. Returned questionnaires are reviewed and followed up where necessary to learn from any issues which occur during a project

Other ways we uphold our quality standards and that relate specifically to the data output for this project will be:

- A thorough script checking process during the online survey design. This includes testing answer codes, questions and routing to reduce the data editing that needs to take place at the output stage and ensuring respondents are not able to straight line through the survey.
- The raw SPSS data file is checked against the edited SPSS file and the data tables. With bases sizes, question wording (and answers), routing, weighting, cross breaks and nets all checked thoroughly as standard. All these checks are carried out by the iOmnibus team and signed off by the exec team and checks repeated if edits to the data are required.
- Our stats team could run factor analysis after the first wave to see what the most pertinent factors are across the scenarios and potentially removing some of these if we find that there is a high correlation. We can then add in other questions to

replace them where necessary. There would be an additional cost associated with conducting the factor analysis

- For this project specifically, we would seek to involve a member of our polls for publication team to review the questionnaire and any article or report that may be published by the FSA, based on the data in future

Information security

Information is the main product produced by Ipsos MORI. It's therefore vital that the information we use is kept secure from accidental or deliberate loss, destruction or disclosure. It is also essential that information is accurate, complete and available when it's needed.

We comply with the MRS Code of Conduct and adhere to the eight principles of the Data Protection Act when it comes to personal data.

For this project, any data transfer required during project work will be transferred via a dedicated secure server (managed in-house by our compliance team) and be managed in accordance with our wider quality procedures outlined above.

All of the above quality procedures are integral to any project we deliver. In short, the Business Excellence System, and quality procedures are central to everything we do.

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

Please detail any assumptions you have made

Wave 1

The timetable below is an indicative timetable, for wave 1, based on the project being approved prior to midday on Monday 6th April and the questionnaire being received by COP on Monday 6th April from the FSA.

Task	Date
Questions received by IM from the FSA	COP Monday 6 th April
Reviewed questionnaire sent to the FSA	Midday Tuesday 7 th April

Questions signed off by the FSA	End of day Tuesday 7 th April
Questionnaire scripted and tested by IM	Weds 8 th – Thurs 9 th April
Fieldwork	Friday 10 th – Monday 13 th April
Data tables and SPSS file provided	By Friday 17 th April
Provide PowerPoint slide deck	Friday 24 th April

The timings provided are for wave 1 only. Timings for subsequent quarterly waves will be provided upon completion of wave 1.

Project-specific risks and proposed mitigation measures

Risk	Assessment	Mitigation measures
<i>Delay with wave 1 due to questionnaire not being finalised in time</i>	<p>Likelihood: Low</p> <p>Impact: Medium</p>	<p>We are aware that the FSA has already begun drafting the handwashing questions, which we expect to receive as outlined by COP on Monday 6th April. Any delay this to this will mean that fieldwork may have to be pushed back.</p> <p>The iOmnibus runs daily and there will be space on it for the handwashing questionnaire. If the questionnaire is received later than anticipated then we may have to push the</p>

		<p>fieldwork back slightly . The impact on results of this is likely to be minimal as while the current conditions imposed by the UK government are set to expire by Monday 13th April, there is likely to be extension to them. Any change in conditions, which could impact on results, is unlikely to occur ahead of the initial wave even if it is delayed.</p>
<p><i>Unable to conduct fieldwork due to a lack of capacity on the iOmnibus</i></p>	<p>Likelihood: Low</p> <p>Impact: Low</p> <p>(although code frame and questions may take longer to develop)</p>	<p>Ipsos MORI's Access Panel has [REDACTED] members. Surveys are run on the panel on a daily basis. Even if wave 1 or subsequent waves are delayed there will be space on the panel to conduct the survey.</p> <p>We will speak to book all future waves in with the iOmnibus team upon completion of wave 1</p>
<p><i>Escalation of COVID-19 (Coronavirus) in the UK</i></p>	<p>Likelihood: High</p> <p>Impact : Low</p>	<p>Ipsos MORI is an organisation that has taken precautions to protect staff from infection such as asking staff to work from home 1 week before the official Govt lockdown. Staff are working at home and using video</p>

		<p>conferencing facilities. Should a key member of the exec team become unwell, there is a team of social researchers at all levels within the business who have the necessary skills to deliver the work.</p> <p>Project management protocols require written weekly updates and so a record of project progress and current status would be available to aid transition to new team members.</p>
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Ethical considerations

Wellbeing: For all our projects we place the wellbeing of our team comes first and foremost. We understand members of the team may have experienced or currently be experiencing anxiety relating to the topic of handwashing and related behaviours. We appreciate that looking at and discussing the data around an issue that affects them (or someone they know) may remind them of their own experiences and could cause distress. With this in mind we will discuss this with all team members and seek guidance from the ethics group should we need to.

Ethics Group

At Ipsos MORI our Social Research Institute Ethics Group exists to support researchers in delivering work which meets the ethical requirements of our clients helping them

anticipate, manage and reduce risks in the research to our participants, staff and our clients

The group comprises staff members with a wealth of relevant experience with vulnerable audiences across a range of different areas including health. It is headed by [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

The Ethics Group provides an advisory and review function for all projects within the Social Research Institute at Ipsos MORI, with a specific focus on high-risk projects involving vulnerable individuals or sensitive issues. To fulfil SRI's mandatory ethics requirement, researchers complete an ethics form for all new projects which is then submitted to the Ethics Group for review. The Ethics Group provides advice and guidance on ensuring the project is carried out ethically and how to handle challenging issues. This approach ensures that research ethics are considered from the outset of all projects, minimising risks to clients, the research and our staff. At the heart of our approach are the GSR ethical principles; we also draw on other relevant ethical codes such as the ESRC Research Ethics Framework, the SRA ethical guidelines and the MRS code of conduct, with which we are fully compliant.

The Ethics Group develops our policies on safeguarding, disclosure and researcher safety, working closely with our Business Excellence team who lead on Data Security. A programme of training on ethics in research practice is also regularly delivered to staff of all levels and is mandatory for all researchers.

Subcontractors please specify on the need for, and selection/appointment of sub-contractors

We do not require the support of any sub-contractors.

Sustainability – pls set out measures to maximise sustainability

We will minimise the use of paper by working from electronic documentation and communicate via email.

Under current government restrictions, any meetings held for wave 1 will be conducted virtually.

GDPR – Please complete the below table detailing personal data that will be processed as part of this work package

Description	Details
Subject matter of the processing	<p>The project is asking members of the public about their attitudes and behaviours towards handwashing. We will be processing the responses that they provide but not processing any personal data.</p> <p>Ipsos MORI does hold person information on individuals who are members of the access panel, this is only accessible to those who administer the panel and will not be accessible to members of this project team</p>
Duration of the processing	<i>April 2020 – May 2022</i>
Nature and purposes of the processing	<p>The data for this survey will be collected online over a period of four days 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 within England, Wales and Northern Ireland who are members of the public
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



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)**

£39,680 (exc VAT) 



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- 
- 
- 



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Annex B – Suppliers Financial Proposal

Tender Reference	FS108108
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Tender Title	FS108108-Work Package 2 - Handwashing consumer tracker
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Full legal organisation name	Market & Opinion Research International t/a Ipsos MORI
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Main contact title	████
Main contact forname	████
Main contact surname	████

Main contact position	Senior Research Executive
Main contact email	████████████████████
Main contact phone	██████████

Will you charge the Agency VAT on this proposal?
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Yes

Please state your VAT registration number:
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443
932
121

Project Costs Summary Breakdown by Participating Organisations
Please include only the cost to the FSA.

Organisation	VAT Code*	Total (£)
Ipsos MORI	STD	£ 39,680.00

Total Project Costs (excluding VAT) **	£ 39,680.00
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* Please indicate zero, exempt or standard rate. VAT charges not identified above will not be paid by the FSA

** The total cost figure should be the same as the total cost shown in table 4

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

Project Costs Summary (*Automatically calculated*)

Staff Costs	£	
Overhead Costs	£	-
Consumables and Other Costs	£	
Travel and Subsistence Costs	£	-

Total Project Costs	£ 39,680.00
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Staff Costs Table	
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* Role or Position within the project	Participating Organisation	Daily Rate (£/Day)	* Daily Overhead Rate (£/Day)	Days to be spent on the project by all staff at this grade	Total Cost (incl. overheads)
██████████	██████████	█		█	█
██████████	██████████	██████████		██████████	██████████
██████████	██████████	█		█	█
██████████	██████████	██████████		██████████	██████████
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██████████	██████████	██████████		██████████	██████████
			████████████████████ ██████████		█ ██████████

Consumable/Equipment Costs

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

Item	Quantity	Cost/Item(£)	Total

The Pricing Schedule

Please complete a proposed schedule of payments below, **excluding VAT** to be charged by any subcontractors to the project lead applicant. This must add up to the same value as detailed in the Summary of project costs to FSA including participating organisations costs.

Where differing rates of VAT apply against the deliverables please provide details on separate lines.

Please link all deliverables (singly or grouped) to each payment. Please ensure that deliverable numbers are given as well as a brief description e.g. Deliverable 01/02: interim report submitted to the FSA, monthly report, interim report, final report

Payment will be made to the Contractor, as per the schedule of payments upon satisfactory completion of the deliverables.

Proposed Project Start Date	03-Apr-2020	Amount				
Invoice Due Date	Description as to which deliverables this invoice will refer to (Please include	*Net	** VAT Code	§ Duration from start of project (Weeks)	§ Duration from start of pro	Financial Year

Total	£ 39,680.00
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* 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