** Please Note: Information in this document has been redacted under FOI Act s43

ORDER FORM

Framework Agreement

FROM

Customer	Food Standards Agency
Service Address	Foss House, Peasholme Green, York.
Invoice Address	Accounts-Payable.fsa@sscl.gse.gov.uk
Contact Ref:	Name: Mark Croft Phone: [redacted] E-mail: [redacted]
Order Number	To be quoted on all correspondence relating to this order: FS244011
Order Date	

TO

Provider:	BMG Research
For the attention of: **E-mail** **Telephone number**	Mrs June Wiseman [redacted] 0121 333 6006
Address	Beech House, Greenfield Crescent, Edgbaston, Birmingham, B15 3BE

1. SERVICES REQUIREMENTS
(1.1) Services [and deliverables] required: **GENERAL INTRODUCTION** The Food Standards Agency is a non-ministerial government department governed by a Board appointed to act in the public interest, with the task of protecting consumers in relation to food.

It is a UK-wide body with offices in London, Cardiff, Belfast and York.

The Agency is committed to openness, transparency and equality of treatment to all suppliers. As well as these principles, for science projects the final project report will be published on the Food Standards Agency website (www.food.gov.uk). For science projects we will encourage contractors to publish their work in peer reviewed scientific publications wherever possible. Also, in line with the Government's Transparency Agenda which aims to encourage more open access to data held by government, the Agency is developing a policy on the release of underpinning data from all of its science- and evidence-gathering projects. Underpinning data should also be published in an open, accessible, and re-usable format, such that the data can be made available to future researchers and the maximum benefit is derived from it. The Agency has established the key principles for release of underpinning data that will be applied to all new science- and evidence-gathering projects which we would expect contractors to comply with. These can be found at http://www.food.gov.uk/about-us/data-and-policies/underpinning-data

The Food Hygiene Rating Scheme FHRS) is a flagship policy of the FSA and contributes to the delivery of the FSA's Strategic Plan 2015-2020 : 'Food we can trust'. It relates in particular to the strategic outcomes:

- Food is safe;
- Consumers can make informed choices about what to eat.

The FHRS is a key public health protection measure. The transparency the scheme provides empowers consumers to make informed decisions about where to eat or shop for food and provides an important commercial driver for businesses to achieve and sustain compliance with food hygiene law.

Contents

A. RESEARCH SPECIFICATION

Summary

The FSA wishes to commission a representative audit of the display of stickers for the Food Hygiene Rating Scheme (FHRS) at food business premises in England, Northern Ireland, and Wales. Monitoring display rates provides evidence of consumer accessibility to ratings at point of choice and allows a comparison of the voluntary scheme in England and the statutory

schemes in Wales and Northern Ireland.

The FSA also wishes to commission an associated telephone survey of food businesses in the three countries to assess attitudes towards and understanding of the scheme, including the use of safeguards, the perceived impact of the scheme on businesses and other ways businesses might display ratings such as on publicity materials and websites.

1. Background/ rationale for the project

<u>The Food Hygiene Rating Scheme (FHRS)</u>

1.1 The FHRS is a Food Standards Agency/local authority partnership initiative operating in England, Wales and Northern Ireland. It provides information about hygiene standards in food premises at the time of programmed inspections carried out by local authorities to check compliance with legal requirements. There are six hygiene ratings on a simple numerical scale ranging from ‘0’ (urgent improvement necessary) at the bottom to ‘5’ (very good) at the top.

1.2 Food businesses are given stickers showing their rating (examples are provided below)

for display at their premises. Businesses in England are encouraged to display these at their premises while those in Wales and Northern Ireland are required by law to do so. This became law in Wales on 28 November 2013 when the Food Hygiene Rating (Wales) Act 2013, came into force, and in Northern Ireland on 7 October 2016 when the Food Hygiene Rating Act (Northern Ireland) 2016 came into effect there. Previously FHRS certificates were also given to businesses in all three countries. Certificates are not issued in Wales and Northern Ireland under the statutory schemes and stopped being issued in England in July 2014 (but are still valid for display in premises that had a certificate prior to that and have not been inspected since). All ratings are also published online and customers can search for these on the FSA website.[1]

[1] www.food.gov.uk/ratings

1.3 The FHRS is a key public health protection measure. The transparency the scheme provides empowers consumers to make informed decisions about where to eat or shop for food and provides an important commercial driver for businesses to achieve and sustain compliance with food hygiene law.

1.4 The scope of the schemes extends to establishments supplying food direct to consumers. This includes restaurants, cafes, takeaways, sandwich shops and other places that people eat food prepared outside of the home, as well as food retailers such as supermarkets, butchers, bakers and delicatessens. In Wales, since the end of November 2014, the scheme has also applied to food businesses that supply food only to other businesses and that are inspected by their local authority (such as food manufacturers and wholesale providers).

1.5 The FHRS was formally launched in November 2010 and is now running in all local authorities in the three countries.

Display of Stickers/Certificates

1.6 In Wales and Northern Ireland, businesses inspected after the end of November 2013 and October 2016 respectively are legally required to display their FHRS sticker at or near each entrance to their businesses in a conspicuous place. Display of FHRS stickers (and previously certificates) at business premises is voluntary at present in England.

Related Research Projects

1.7 Previous display audits and business surveys have been conducted in England, Wales and Northern Ireland as below:

England, Northern Ireland and Wales –final report October 2016:
https://www.food.gov.uk/science/research-reports/ssresearch/foodsafetyss/fs244011a-1

England, Wales and Northern Ireland – final report October 2015
https://www.food.gov.uk/sites/default/files/fs244011agfkreport2015finalreport.pdf

England and Northern Ireland May 2014
http://www.food.gov.uk/science/research/ssres/foodsafetyss/fs244011a-0

England, Wales and Northern Ireland – final report June 2013

http://www.food.gov.uk/news-updates/news/2013/5734/food-hygiene-rating-display-research

England and Northern Ireland - final report March 2012

http://www.food.gov.uk/science/socsci/ssres/foodsafetyss/fs244011a

Wales – final report November 2011

http://www.food.gov.uk/science/research/ssres/foodsafetyss/fs7250006

1.8 The FSA has also completed a full impact and process evaluation of the FHRS. The findings from the evaluation are available at https://www.food.gov.uk/news-updates/news/2015/13770/fhrs-evaluation-findings-published.

2. Research aim

2.1 The aim of this research is to provide a representative estimate of the display of FHRS ratings by food businesses operators in England, Northern Ireland and Wales to identify:

- The proportion of businesses that are displaying their FHRS rating at their business premises clearly visible from the outside or elsewhere on the premises. Under the statutory schemes in Wales and Northern Ireland stickers must be displayed visibly at all entrances;
- Reasons why businesses are displaying or not displaying their ratings (England only under voluntary scheme);
- The extent to which the proportion of businesses displaying their rating sticker has changed over time;
- What can be done to encourage display, where voluntary;
- What can be learned from compulsory display in Wales and Northern Ireland;
- Awareness, understanding and use of safeguards by businesses (appeals, right to reply and re-rating visits)
- Provide an in-depth account into why businesses use the appeals process, and their experiences of doing so.

- Food business owner attitudes towards the statutory schemes in Wales and Northern Ireland, and to introducing mandatory display in England.

- To consider general understanding and attitudes towards the scheme and alternative ways of displaying ratings.

2.2 The specific research objectives are:

Audit

- Identify the proportion of businesses that display their stickers;

- Identify the ratings of business which are displaying, and display of ratings by business type, and by region;

- Identify the proportion of businesses who display a rating different to the one recorded on the FSA database.

- Assess whether there have been any longitudinal changes in display rates;

- Where are businesses displaying their sticker (e.g. entrance door/window etc.)?

- Are businesses displaying in a place visible to the public?[2]

- Are businesses displaying an alternative format? (e.g.: photocopies, press articles, logo included in signage,, on publicity materials such as menus, takeway leaflets etc.)

- In Wales and Northern Ireland, the key objective is to establish the proportion of businesses currently displaying the stickers issued under the statutory schemes.

Survey

Conduct a survey of food businesses that have been inspected by local authorities and given FHRS ratings to establish the following: (to note these include questions covering current research needs and more general areas of interest, but the FSA will wish to finalise the actual questions with the contractor when signing off the fieldwork materials).:

- What proportion of businesses are aware of the scheme? What proportion of businesses claim that they have received a FHRS rating sticker?

- When and how did they receive their sticker e.g. at time of inspection, later in the

[2] In some businesses, display may be visible to consumers at the point of purchase but not necessarily on an external door (e.g. for an in-store cafe, the sticker/certificate may be displayed at the entrance to the cafe, but not at the main store entrance. In Wales and Northern Ireland all entrances must clearly display a rating sticker).

post? (to ascertain whether how the sticker is received influences display)

- What reasons do businesses give as to why they display/don't display their ratings? (voluntary scheme only)
- For those that are not displaying their ratings- what do businesses say would encourage them to display their rating? For those that are displaying their ratings – what (if any) impact do they perceive the rating to have had on their business?
- What levels of awareness and use of safeguards (numbers of appeals, right to replies and rerating visits) there are, is the information easy to access and what the results were of any appeals or revisits?
- How many of the 3 different safeguard options have been taken up?
- Are there any differences in business usage of safeguards? (e.g. chain vs independent use).
- For the businesses that claim not to use their safeguards, why is this?
- Has the business introduced any changes to their premises/business in order to achieve a higher rating?
- To what extent were these changes introduced to improve its food hygiene rating?
- Have you requested a re-rating after making these changes? If not, why not? Have there been any barriers to doing so?
- Are motivations to get a good rating a result of business pride / doing the right things for customers or consumer driven trade/consumer perception?
- Have any customers commented on the rating of a business or the scheme more generally?
- Do businesses use or have they used their rating in advertising and if not, would they consider doing so in the future?
- Do businesses display their ratings in alternative ways e.g. on publicity materials such as menus, takeaway leaflets and on websites?

<u>Wales and Northern Ireland specific:</u>

- Have businesses been notified of an FHRS rating under the *compulsory* scheme and are they aware that they are legally obliged to display the sticker sent?
- Was the sticker provided accompanied by a letter?

- If the rating was less than 5, did the letter inform them of the necessary works to achieve the highest rating?
- Did the letter inform them of the various safeguard rights available (appeal, 'right to reply' and re-rating)?
- Was it easy to decide where they would display their rating? Did they seek advice on this from the Local Authority?
- How do you feel generally about the mandatory scheme?
- What effect has the mandatory scheme had on business trade (probe: have you noticed a change in the volume of customers and how does this relate to your rating)?

General

- Are there any business characteristics that are associated with display/ non display (e.g. rating, location, business type)?

3. Scope

3.1 The covert audit should be conducted prior to the survey. This is to ensure the results of the audit are not affected by participation in the survey. In terms of the audit, it may be necessary to enter the premises in order to check whether a sticker is displayed. Under the statutory scheme in Wales and Northern Ireland stickers must be displayed visibly at all customer entrances to premises. Under the voluntary scheme in England, stickers could be displayed in the window/door or inside e.g. the customer services area of a supermarket. Certificates, where these are still valid (in England only - see para 1.5), could be displayed in the window of a food business, but also inside the premises e.g. adjacent to the food counter. The number of audits achieved should be recorded in order to identify any issues with the approach.]

3.4 For the survey element we envisage that telephone interviews (5 – 10 minutes in length) will be the most appropriate and cost effective way of conducting the survey due to the wide geographic distribution of the sample. The survey should include as many of those businesses that have been audited as possible, including those who were not found to be displaying a rating. This is in order to identify reasons for non-display.

3.5 Each respondent will need to have sufficient knowledge in order to answer the survey questions. We would expect this to be the person in the business who has main responsibility for the implementation of food safety regulations. In the majority of cases, based on experience from past research, this will be the proprietor or owner manager or, in some cases the head chef. The questionnaire should capture this role.

3.6 You need to consider how to minimise potential social desirability bias. Previous research we have commissioned has provided mixed results on the willingness of businesses to be open about whether or not they are displaying their rating. Although the evaluation of pilot FHRS schemes indicated a good match between telephone survey results and a follow up audit of certificate display, more recent research has suggested discrepancies between telephone survey and display audit results, specifically in terms of whether a business displays their rating/result and what the rating/result is.

3.7 You should provide details of the briefings that will be held with field staff to ensure they have sufficient information about the scheme to enable robust data collection.

3.8 Local Authorities that operate the FHRS, upload data to the national online search facility. This data is available to use as a sampling frame from our consumer facing website (http://ratings.food.gov.uk/). The data held for each business covers:

- Local Authority Name
- Establishment name
- Establishment address
- Establishment postcode
- Business type (category)
- Inspection date (N/A to businesses 'Awaiting Inspection')
- Rating

3.9 Contact details and individual proprietor details will not be available from the FSA database. It will be necessary for you to source the contact information. Full details on how telephone numbers will be identified, and the time and costs for this, should be provided in the proposals. In addition, where telephone numbers cannot be matched to businesses, any bias that this introduces must be considered.

3.10 The sample should only include "publicly accessible" FBO's. As such "non-publicly accessible" establishments such as hospitals, schools, nurseries and care homes are to be excluded from the sample.

3.11 The following business types will need to be sampled:

- Hotel / Guest house / Pub or club
- Mobile Unit / Take away
- Restaurant / Cafe / Canteen / Other caterer
- Retail

3.12 Please note the following:

Not all food premises are on the food hygiene rating database. Businesses that are considered to be a higher risk/ have a lower level of food hygiene compliance will be inspected more often and therefore may be more likely to have already received a FHRS rating than businesses considered to be a lower risk/ have a higher level of food hygiene compliance. Therefore until all businesses have been rated and uploaded to the database, the sampling frame is likely to have a bias towards higher risk/ lower compliance businesses.

3.13 The sample should be able to provide nationally representative results by business type and rating whilst providing enough samples from relevant subgroups to allow large enough bases for analysis. Annex 1 summarises the number of businesses in England, Wales and Northern Ireland that fall within the scope of the FHRS and how many have ratings, as well as their breakdown of ratings. We anticipate a stratified random probability approach. We would suggest that tenderers use a similar sample size to that used in the previous waves of this research. These have drawn representative samples in England, NI and Wales from the FHRS database that is provided by the FSA. In the most recent report, 412 businesses were audited in England, 450 in NI and 417 in Wales. The numbers interviewed in the telephone survey were 500 (of which 212 had been audited) in England, 515 (of which 222 had been audited) in NI and 510 (of which 214 had been audited) in Wales. Please see previous report (linked to on pages 6 and 7) for further breakdown of the samples used.

3.14 Responses to the survey will need to be monitored during fieldwork to ensure that differential response rates do not bias the proposed respondent profile.

3.15 Additionally, please indicate an expected response rate and rationale, explaining strategies that will be put in place to enhance response rates and handle non-responses e.g. surveying those who have not been audited/ conducting a larger audit in order to achieve the desired number of telephone responses / conducting a shorter survey with those who are reluctant to participate.

3.16 The questionnaire/collected data from the audit and survey must allow for analysis by a number of variables. Some of these variables are already included or can be identified using information in the sample:

- FHRS Rating
    - Awaiting Inspection[3], 0,1,2,3,4,5
- Business type[4]
    - *Restaurant / Cafe / Canteen*
    - *Hotel / guest house*
    - *Pub / club*
    - *Take away*
    - *Hospital / Nursing home*
    - *School / college*
    - *Mobile food unit*
    - *Supermarket / hypermarket*
    - *Small retailer*
    - *Other*
- Size of business
    - Number of employees
- Length of time business has been in operation
- Type of establishment
    - *Single establishment*
    - *Small chain (<10 outlets small geographical spread)*
    - *Large chain (national/regional,>10 outlets)*
    - *Other*

3.17 An analysis plan should be agreed with FSA after the final questionnaire has been

[3] If a new business has been set up, or there is a new owner, it will not have a food hygiene rating to begin with but it may display a sticker that says 'Awaiting Inspection'.

[4] The business types listed are taken from the 2007 Food Establishment Survey. Descriptions of each business type can be found here: http://www.food.gov.uk/multimedia/pdfs/premisessurvey2007appendix2.pdf

agreed. This should include the proposed structure and analysis outputs to be included in the key findings summary and final report.

3.18 Data tables will need to include a breakdown of results by all variables specified, and to include significant differences between subgroups at the 95% confidence level. The tables should show any weighting applied to the data as an annex.

3.19 As the FSA is the data controller, it may wish to use the data for further analysis or research at a future date. For this purpose, the FSA will require the datasets of results i.e. the results for all audited/surveyed records, to be included on the original dataset for each individual record, and where a business has been both audited and surveyed, this data should be linked. This data will only be handled by FSA analysts, IT security staff and their nominated representatives. The dataset will require encrypted identifiers for each record. FSA acknowledge anonymity/respondent confidentiality regulations surrounding provision of data at individual level and do not require individual records to contain personal identifiers such as business name, address, contact etc, but must include other variables from the database and audit/survey data.

3.21 The FSA may also be required to release a copy of the raw data. Therefore we also require a separate dataset which does not allow any identification of any individual business through combinations of responses.

3.22 The FSA also requires sufficient documentation (including syntax of main and derived variables) to allow FSA analysts / their nominated representatives to replicate analysis included in the outputs. Tenderers must set out what documentation they would provide to accompany both datasets, and identify any further data security considerations.

3.23 We welcome any alternative methodologies that may better meet the research objectives.

4 Deliverables

4.1 The following outputs are required:

- Key findings topline summary
- PowerPoint presentation summarising the key research findings and recommendations
- A clear, concise report of research findings with standalone executive summary including good use of visuals and charts, and detailed methodological annex including

all fieldwork materials, including any coding instructions. The data should be compared against findings from previous reports so that we can see the trends and changes over time;

- Data tables
- Datasets for analysis (i.e. database populated with audit/survey results as per analysis section)

4.2 The final report will be published by the FSA, and will need to meet minimum accessibility requirements as detailed within the Framework Standard Terms and Conditions.

4.3 Copies of the draft and final reports and the PowerPoint presentations should be provided in hard copy and in MS PowerPoint and MS Word 2010 (or compatible) formats.

4.4 Publication by the contractor of any research articles or other publications based on data and information collected in relation to this project will be subject to approval from the FSA.

4.5 Usually reports require two rounds of substantive comments by FSA officials (and any other parties involved in the project as appropriate) and a final round to finalise minor outstanding comments. Unless otherwise agreed, the project manager will co-ordinate comments and provide them to the contractor and all responses will be recorded. The final report will be subject to external peer review, following which further amendments may be required. Contractors should agree the timetable for reporting and publication with the project officer but should note that FSA normally expect two weeks to provide a co-ordinated response per round of substantive comments. Please confirm in your proposal how you will meet FSA's requirements for reporting.

5 Timings

5.1 We anticipate fieldwork needs to take place from mid to late September 2017. Please provide a detailed timetable in response to this specification.

5.2 The timetable must allow sufficient time for the FSA to comment on the sampling frame and draft fieldwork instruments (audit material, survey and questionnaire/supporting materials) and peer review of the draft final report to allow sufficient time for comments to be incorporated into the final report. The report is likely to require 2 – 3 rounds of substantive comments by FSA officials (and any other parties involved in the project as appropriate) and a final round to finalise minor outstanding comments. FSA normally expect two weeks to provide a co-ordinated response per round of substantive comments.

5.3 Suggested fieldwork and reporting timescales are as follows:

Action	Timing
Overall fieldwork – audit / telephone survey(England, Wales and Northern Ireland)	Commencing mid to late September 2017 and taking approximately 6 weeks
Overall top-line findings	End of November 2017
Final report	End of 2017

6 Cost

6.1 This research will be completed during the financial year 2017/18. There may be future waves of this research required in the financial years 2018/19 and 2019/20 but this is subject to funding being available at the FSA and will be reviewed on an annual basis.

7 Payment

7.1 Payment will be based on the achievement of key milestones and/or deliverables. Tenderers should propose an appropriate invoicing schedule to reflect this. Please note a 20% retention of the total contract value will be withheld until the end of each wave of research and until the FSA confirms it is content with the final report

(1.2) Commencement date: 31st July 2017

(1.3) Price payable by customer

See Annex B – Provider's Financial Proposal

(1.4) Completion date:

31st March 2020 – Subject to Annual Break Points

2 ADDITIONAL REQUIREMENTS

(2.1) Supplemental requirements in addition to Call-Off Terms and Conditions:

Not Applicable.
(2.2) Variations to Call-Off Terms and Conditions None Required

3. PERFORMANCE OF THE SERVICES [AND DELIVERABLES]
(3.1) Key personnel of the provider to be involved in the services: June Wiseman – Contract Lead Vicky Clarke – Project Director Sharon Gowland – Project Manager Kanta Heer-Balu – Field Manager Chris Crossan – CATI Centre Manager Dawn Smith – Data Services Manager Alan McConville – Data Analytics Manager **Provider's Technical Proposal including deliverables is at Annex A.**
(3.2) Performance standards None Specified
(3.3) Location(s) at which the services are to be provided: Based from Provider's Premises.
(3.4) Quality standards • Market Research Society Company Partner • The provision of Market Research Services in accordance with ISO 20252:2012 • The provision of Market Research Services in accordance with ISO 9001:2008 • The International Standard for Information Security Management ISO 27001:2013 • Investors in People Standard - Certificate No. WMQC 0614 • Interviewer Quality Control Scheme (IQCS) Member Company • Registered under the Data Protection Act - Registration No. Z5081943
(3.5) Contract monitoring arrangements Not Applicable

4. CONFIDENTIAL INFORMATION

(4.1) The following information shall be deemed Commercially Sensitive Information or Confidential Information None Specified **(4.2) Duration that the information shall be deemed Commercially Sensitive Information or Confidential Information** None Specified

BY SIGNING AND RETURNING THIS ORDER FORM THE PROVIDER AGREES to enter a legally binding contract with the Customer to provide the Service specified in this Order Form together with, where completed and applicable, the mini-competition order (additional requirements) set out in section 2 of this Order Form. Incorporating the rights and obligations in the Call-Off Terms and Conditions set out in the Framework Agreement entered into by the Provider and UK SBS on 24.02.2014 and any subsequent signed variations to the terms and conditions.

For and on behalf of the Provider

Name and Title	Mark Croft,
Signature	[redacted]
Date	7/8/2017

For and on behalf of the Customer

Name and Title	June Wiseman, Director
Signature	[redacted]
Date	31/07/2017

Annex A - Provider's Technical Proposal

LEAD APPLICANT'S DETAILS							
Surname	Wiseman	First Name	June	Initial		Title	Mrs
Organisation	BMG Research	Department	Research				
Street Address	Beech House, Greenfield Crescent, Edgbaston						
Town/City	Birmingham	Country	UK	Postcode	B15 3BE		
Telephone No	[redacted]	E-mail Address	[redacted]				

Is your organisation is a **small and medium enterprise**. (EU recommendation 2003/361/EC refers http://www.hmrc.gov.uk/manuals/cirdmanual/cird92800.htm)	Yes	✓	No	

TENDER SUMMARY

TENDER TITLE

Audit of display of food hygiene ratings in England, Northern Ireland, and Wales and business telephone survey

TENDER REFERENCE	**FS244011**		
PROPOSED START DATE	31/07/2017	**PROPOSED END DATE**	31/12/2017

1: TENDER SUMMARY AND OBJECTIVES

A. TENDER SUMMARY

Please give a brief summary of the proposed work in no more than 400 words.

BMG's solution comprises 1500 mystery shopping audits of food business operators (FBOs), split equally across England, Wales and Northern Ireland, followed by 1500 CATI interviews with FBOs, again split equally across the nations. BMG will aim to conduct at least half of the CATI interviews with FBOs who were audited. FBOs will be sampled from the FSA's food hygiene rating system (FHRS) database of local authority inspected premises and will be proportional in terms of hygiene rating, business type and region within each nation. FBOs that are not publically accessible will be excluded from the scope of the research. A telematch exercise will be performed using Experian's matching software (with an expectation of a c 60% match rate).

The mystery shopping audits will be carried out by BMG's field research team (supported by our partner in Northern Ireland). Auditors will assess where hygiene ratings are being displayed (if at all), the rating that is being displayed and the format of any displays.

CATI interviews will be conducted by the BMG CATI team from our in-house call centre. Interviews will last around 10 minutes and will explore: awareness of the FHRS; reported rates of display; barriers to display; awareness and use of safeguards; barriers to using safeguards; steps taken to achieve higher ratings; and alternative displays of ratings. BMG will aim to complete half of the CATI interviews with FBOs who were audited in the mystery shopping phase.

The findings from both the mystery shops and the CATI interviews will be reported as a whole, in the form of a written report and presentation to the FSA. Results will be compared to those from previous waves of the project to ascertain if there have been any longitudinal changes in display rates and attitudes to the scheme. Binary logistical regression analysis will be carried out to determine what factors driver display/non-display of the stickers/certificates. Our bid also includes analysis of previous years' data (where made available) to evaluate the impact of mandatory display in Wales and a similar analysis of this year's results for Northern Ireland (dependent on base sizes).

BMG Research has been established for over 25 years. We specialise in research for the public sector, with clients ranging from central government departments and agencies to departments within local authorities. We have a track record of successfully delivering projects to FSA, including the recent work on E.Coli Cross Contamination Guidance.

B. OBJECTIVES AND RELEVANCE OF THE PROPOSED WORK TO THE FSA TENDER REQUIREMENT

OBJECTIVES

Please detail how your proposed work can assist the agency in meeting it stated objectives and policy needs. Please number the objectives and add a short description. Please add more lines as necessary.

OBJECTIVE NUMBER	OBJECTIVE DESCRIPTION
1	ENSURE A REPRESENTATIVE SAMPLE OF FOOD BUSINESS OPERATORS IN ENGLAND, NORTHERN IRELAND AND WALES ARE INCLUDED IN THE RESEARCH BMG will work with the FSA to define the universe, draw the sample of FBOs and design appropriate sampling strategies. Quotas will be applied based on ratings, location and FBO type.
2	IDENTIFY THE PROPORTION OF BUSINESSES WHO ARE DISPLAYING THEIR FHRS RATING AND WHERE THEY ARE DISPLAYING IT, INCLUDING ALTERNATIVE WAYS OF DISPLAYING RATING BMG will conduct a mystery shopping audit of 500 FBOs in each of the countries (England, Northern Ireland and Wales)
3	IDENTIFY THE REASONS WHY BUSINESSES ARE DISPLAYING OR NOT DISPLAYING THEIR RATINGS AND EXPLORE WHAT CAN BE DONE TO ENCOURAGE DISPLAY BMG will pilot and conduct a CATI survey of FBOs and conduct interviews with 500 FBOs per country (England, Northern Ireland and Wales), with the aim of half of these being FBOs who were included in the mystery shopping audit. We will also carry out binary logistical regression analysis to determine the drivers of display/non-display
4	EXPLORE AWARENESS, UNDERSTANDING AND USE OF SAFEGUARDS BY FBOS BMG will pilot and conduct at CATI survey of FBOs and conduct interviews with 500 FBOs per country (England, Northern Ireland and Wales), with the aim of half of these being FBOs who were included in the mystery shopping audit
5	UNDERSTAND FBO OWNERS' ATTITUDES TO THE FHRS BMG will pilot and conduct at CATI survey of FBOs and conduct interviews with 500 FBOs per country (England, Northern Ireland and Wales), with the aim of half of these being FBOs who were included in the mystery shopping audit
6	DETERMINE THE EXTENT TO WHICH THE PROPORTION OF FBOS DISPLAYING THEIR RATING HAS CHANGED OVER TIME BMG will analyse the results and compare to data from previous waves of the audit and survey, highlighting statistically significant differences and displaying trends
7	PROVIDE AN IN-DEPTH ACCOUNT OF WHY BUSINESSES USE SAFEGUARDS AND THEIR EXPERIENCES OF DOING SO BMG will prepare the data from the CATI surveys, analyse the results, taking into account data from previous years and statistical testing, and produce written outputs (presentation and report)
8	DEVELOP THE EVIDENCE OF CONSUMER ACCESSIBILITY TO RATINGS AT POINT OF CHOICE AND COMPARE THE VOLUNTARY SCHEME IN ENGLAND TO THE STATUTORY SCHEMES IN WALES AND NORTHERN IRELAND BMG will prepare the data from the audits and CATI surveys and will produce written outputs to summarise the findings. Data will be provided in tabular format, and as an anonymised raw data file for open access purposes

2: DESCRIPTION OF APPROACH/SCOPE OF WORK

A. APPROACH/SCOPE OF WORK

Please describe how you will meet our specification and summarise how you will deliver your solution. You must explain the approach for the proposed work. Describe and justify the approach, methodology and study design, where applicable, that will be used to address the specific requirements and realise the objectives outlined above. Where relevant (e.g. for an analytical survey), please also provide details of the sampling plan.

Our proposed solution includes a mystery shopping audit of FBOs across England, Northern Ireland and Wales, followed by telephone interviews with individuals who have responsibility for the implementation of food safety regulations within FBOs across England, Northern Ireland and Wales. In summary our data collection will comprise the following:

- A covert mystery shopping audit of 500 FBOs in England, 500 FBOs in Northern Ireland and 500 FBOs in Wales. FBOs will be selected for audit from a stratified random sample based on FHRS ratings, location and business type
- A 10 minute telephone (CATI) survey of 500 FBOs in England, 500 FBOs in Northern Ireland and 500 FBOs in Wales. BMG will aim for at least half of these interviews to be with establishments who were audited

Your specification document suggests that a telephone methodology is the most appropriate for the survey element of the project. Although other methodologies are possible we agree that a CATI methodology will best allow collection of a robust sample across a wide geographical area in the relatively short time frame needed. Your specification document also requires the audit element to be conducted prior to the survey element. We concur that this is the most appropriate order for the elements to take place. This order helps to mitigate the risk of the audit results being affected by FBOs participation in the telephone survey. The following paragraphs describe the rationale for our approach:

Timings: The time available for the research is relatively short (6 weeks for both the audits and the telephone survey). This in itself is not unusual – we regularly work to tight timescales for many clients – but the timings dictate what is possible in terms of the research design. A telephone methodology for the survey element allows us to reach FBOs across a wide geographical area without the need for interviewer travel, meaning that the desired number of interviews can be achieved in a much shorter time frame than if a face to face methodology is used. It also allows us to maximise the number of interviews in the associated survey that are with audited businesses, as we can easily prioritise them and attempt to interview at different times of the day or days of the week, setting appointments as necessary.

Ensuring the findings are representative of the universe: Both the audits and the telephone survey need to be conducted amongst a representative sample of businesses on the FHRS register (excluding those who are not publically accessible). The samples for both of the phases will be drawn using a stratified random approach to ensure a representative and practical approach. (More details about the sampling strategy can be found later in this document). Our CATI system allows for easy quota control meaning that we can easily monitor completes and adjust as necessary to maintain a representative sample. Weights can also be applied post fieldwork, where necessary, to account for any rebalancing needed due to over sampling (e.g. where we have deliberately over sampled to obtain robust base sizes for sub group analysis).

Availability of contact details: We understand that the FHRS database is compiled by local authorities and does not include any telephone numbers, e-mail addresses or staff details. Therefore to conduct the survey we will need to source contact details for the FBOs. We regularly use telematching to 'fill in the blanks' in sample files and it is a very timely and cost efficient process. We used telematching for the recent E.Coli Cross Contamination project that we carried out for FSA and achieved a match rate of 63%. The need for telematching and the expected return rate is built into our sampling plan. We will also use the telematching exercise to append additional details onto the sample that will be needed for analysis, such as number of employees, length of time in business and the type of establishment (i.e. single vs. chain), where available. This will reduce the need to ask questions about these demographics in the survey.

Once the telematching exercise has been completed we will compare the original sample drawn to those returned with a match and determine if any bias has been introduced by the telematching exercise. In our experience the exercise does not tend to introduce bias, but if it does we will re-balance the sample by conducting our own additional telematching exercise internally, using internet search engines to identify telephone numbers and verifying these over the phone.

The requirement to compare results over time: One of the research aims is to compare the results to those from previous years of the study and ascertain if the proportion of FBOs who are displaying their certificates is changing over time. Therefore, comparability to previous datasets is crucial. Although it is possible to compare datasets using differing fieldwork methodologies, a change in methodology can introduce a bias in the data collected, meaning that comparisons may only be able to be treated as indicative. As our proposed solution replicates the methodologies used in previous research, where the questions remain the same, data will be able to be directly compared and trends examined. We propose using a specific statistical technique to measure longitudinal changes (Mann-Kendall Time Series analysis), which is explained later in this document.

Our approach

Inception meeting
To ensure that the research process takes place on a fully informed and intellectually coherent basis we always advise that the first task comprises a face to face inception meeting involving key staff from the FSA and the BMG team. The successful start up of a project is fundamental to the longer term achievement of its goals and objectives. We agree that the inception meeting should take place as soon as possible after commission. This will allow us to make the most of the set-up time available and make all necessary preparations for fieldwork. During the meeting the scope of the project will be agreed, and if necessary, the research objectives refined. This will also be the ideal opportunity to discuss any new areas that need to be included in the questionnaires and any other changes that may be required.

Sampling
From your brief we understand the target population to be all food business premises in England, Wales and Northern Ireland that have a FHRS rating and are publically accessible (i.e. excluding schools, hospitals, nurseries and care homes). We understand that in previous waves of the survey mobile food businesses have been excluded from the scope and have assumed that this will also be the case in 2017. However, we would be happy to discuss ways in which they could be included if necessary. We also understand that there may be some appetite to only include FBOs in Northern Ireland that have been given a rating since the introduction of the mandatory scheme in October 2016. Due to the number of FBOs in Northern Ireland this is likely to limit the sample available to an extent that would make results in Northern Ireland unrepresentative of FBOs as a whole and so we advise against it for the 2017 survey. However, it is a point for consideration in later waves of the project if funding is secured. The population definition will be finalised during the inception meeting.

The FHRS database will be used as the sample source. We know from previous work that we have carried out for FSA that the FHRS database does not include information on business size or whether it is part of a chain/independent so these factors will not be part of the sample design (we know, however, that FBOs are dominated by micro and small businesses so there is not a risk of non-inclusion of the views of this important group). Business characteristics that are not included in the FHRS database can be collected as part of the telephone survey, or as part of the telematch exercise, to allow for analysis by these factors (where sample sizes are sufficiently large).

Within each nation we propose drawing a sample that is representative by rating, business type and region. However, due the small proportion of FBOs who have low ratings some results may need to be combined for sub group analysis.

Two separate batches of sample will be drawn from the FHRS database per country; one for the mystery shopping audits and one to be used for the telephone survey (alongside those who have been audited). We will draw sufficient sample to allow for exclusions (e.g. those that are not publically accessible) and for the expected match rate (63%) in the telematching exercise. The final samples for both the audit stage and telephone survey will only include leads that are successful at the telematching stage. This allows us to maximise the proportion of FBOs who can be included in both the audit and the telephone survey.

The final quotas will be agreed upon inception, but we expect them to be similar to the below. We also expect to set quotas by region. We expect the quotas to be the same for both the audits and the telephone survey:

Hygiene rating	England			Wales			Northern Ireland		
	No. in database	% in database	Proposed quota	No. in database	% in database	Proposed quota	No. in database	% in database	Proposed quota
0	1,178	0.3%	2	64	0.2%	1	1	0.0%	0
1	10,867	2.8%	14	639	2.3%	11	44	0.3%	2
2	9,750	2.5%	13	640	2.3%	11	90	0.6%	3
3	35,386	9.2%	46	2,411	8.6%	43	830	5.8%	29
4	72,778	18.9%	94	6,042	21.5%	107	2,632	18.5%	93
5	255,713	66.3%	332	18,326	65.2%	326	10,619	74.7%	373
Total*	**385,672**	**100%**	**500**	**28,122**	**100%**	**500**	**14,216**	**100%**	**500**

*Includes FBOs that may be out of scope, figures will be revised once the target population has been finalised

FBO type	England			Wales			Northern Ireland		
	No. in database	% in database	Proposed quota	No. in database	% in database	Proposed quota	No. in database	% in database	Proposed quota
Hotel/B&B/ guesthouse	13,884	4.5%	23	1,626	7.6%	38	649	6.2%	31
Pub/bar/club	43,253	14.4%	70	3,531	16.6%	83	1,130	10.7%	54
Takeaway/sandwich shop	42,365	13.8%	69	2,589	12.1%	61	1,508	14.3%	72
Restaurant/cafe/ canteen	90,141	29.3%	147	5,828	27.3%	137	3,171	30.1%	150
Other catering premises	39,983	13.0%	65	2,448	11.5%	57	1,131	10.7%	54
Retailers	77,767	25.3%	123	5,288	24.8%	124	2,946	28.0%	140
Total	**307,393**	**100%**	**500**	**21,310**	**100%**	**500**	**10,535**	**100%**	**500**

Developing the survey instruments
We will work closely with the FSA from the point of commission to develop the questionnaires for both the mystery shopping audit and the telephone survey.

Following the inception meeting draft versions of the questionnaires will be shared with FSA for review and comment. If necessary a further meeting may be convened via teleconference to agree the final versions of the survey instruments. The aim will be to have these signed off by the FSA by the end of August to allow for sufficient time to set-up and scripting before fieldwork begins. We understand the importance of being able to compare the data collected to previous waves and so will use the final questionnaires from 2016 as a starting point. Where it is apparent there is a need for new questions to be written or for existing ones to be amended we will draw upon our experience of working with FSA and our other clients to draft the most appropriate wording.

We understand the need to limit social desirability bias in the telephone survey. At the beginning of the survey interviewers will assure respondents of the confidential nature of the survey and the fact that their responses will remain anonymous, and only be reported at an aggregate level. This will also be reiterated to respondents when asked what their rating is and if they currently display their rating on their premises. All of our interviewers are experienced and fully trained and aim to build rapport with respondents from the moment they begin talking to them. This helps to elicit honest responses during the interview.

Additionally, we will be able to compare the rating the respondent gives in the interview to that recorded in the FHRS database (in the case of FBOs that have been audited we will also be able to compare whether they display the rating or not). Where they differ we propose building in a small number of follow up questions with the aim of better understanding how respondents feel about their rating and why they may not wish to disclose their true rating. We could also include hypothetical questions to ask what their behaviour would be if their rating was lower. We don't propose revealing the discrepancy to respondents as this is likely to have an impact upon later responses and make them feel as if the interviewer is trying to 'catch them out'. We will be able to include these comparisons in our analysis, although it is important to take into account that incorrect reporting of ratings and display could be due to recall error rather than deliberate misreporting.

We understand that in previous waves of the telephone survey a shorter version of the survey has been made available to FBOs to help encourage those who have been audited to take part. We can easily facilitate this within the questionnaire and scripting and will work with the FSA to determine which questions should be included in this shorter version.

As part of our Quality Management System (QMS), BMG conduct a pilot exercise for all stages of fieldwork. The pilot exercise for the audit will take place in the first week of September and will incorporate up to 10 audits in each of the countries. BMG personnel will closely monitor the progress of the audits. The pilot exercise for the telephone survey is likely to take place in w/c 18th September and will incorporate up to 20 interviews in each country. BMG personnel will listen in to the interviews in real time or via recordings to gauge flow and understanding and an assessment of average timings will be carried out. BMG has remote listening facilities, which enables clients to listen in live to CATI interviews from their place of work, and many of our clients have found it invaluable to be involved in the piloting phase, as it allows them to really understand the survey experience from the respondent's point of view. The feedback from the interviews will be shared with FSA, along with our recommendations for any changes to be made.

Data collection – mystery shopping audit
The mystery shopping audit will be carried out by BMG's field research team. BMG has a very experienced core team of field agents who will be used for this study. Our team covers all of England and Wales. For field research in Northern Ireland we frequently partner with Social Market Research (SMR). We have a good working relationship with SMR and they follow all of BMG's quality procedures.

Prior to the audits a full briefing will be carried out with all members of the team. This will be invaluable in providing the auditors with a comprehensive overview of the objectives of the research and the FHRS system. This briefing will be conducted at BMG's office for audits taking place in England and Wales and at SMRs offices for audits taking place in Northern Ireland, allowing the auditors the opportunity to ask any question and for the team to address any queries. The briefing will include details on the background to the study, the FHRS scheme and the conditions surrounding display of the ratings. Auditors will be given clear instructions on where they need to look for ratings and what they need to note down in their feedback.

Auditors will be asked to research the premises on their list prior to conducting the mystery shop. They will be asked to look up opening hours and days to ensure that they time their visits for when the FBO is open. This information will also be shared with the telephone interviewing team so that they can target their approach for the telephone survey.

Even though opening hours can be researched in advance (in most cases) it is likely that there will be some instances where FBOs are closed or not accessible when the auditor attempts to visit. In these instances, if FHRS stickers or certificates are visible from the outside of the FBO the auditor will note down the relevant details. If they are not visible then the auditor will re-visit the FBO on a different day and time to attempt the complete the interview. Where premises are closed auditors will attempt a minimum of 3 visits before the FBO is marked as not possible to audit. In each case the auditor will record the time and date of their attempt and the reasons for the attempt being unsuccessful.

Audit progress will be monitored on a daily basis to ensure that quotas are met. Auditors will be required to fill in an audit questionnaire immediately after completing their audit (once out of sight of the audited establishment). This questionnaire will be set up using BMG's Confirmit software, which can easily incorporate routing and validity checks. The completed questionnaires will be stored on the auditor's device and uploaded at the end of each day.

Data collection – telephone survey
In the case of the telephone survey, interviews would be administered via our state of the art Confirmit platform to deliver Computer Assisted Telephone Interviews (CATI) from our 130 station call centre. This enables us to control the profile of the achieved sample to ensure it is as representative as possible, and allows us to take steps to maximise response rates and further enhance the robustness of the data (these are described in more detail below).

Interviewing will be undertaken from our single site head office in Edgbaston, Birmingham. The close proximity of the research and CATI interviewing teams facilitates a high degree of interaction, allowing ongoing discussion and speedy response in the case of respondent queries or issues.

Ensuring and maintaining quality is an essential part of BMG's call handling procedures. As a result, there are set documented protocols in place that ensure that all of our interviews are carried out based on the requirements of our clients and to MRS and IQCS standards. Most significantly, the interviewers who work on this project will already be experienced in undertaking surveys of business people, and will bring that experience and insight to this project. Where possible, we will utilise team members who worked on the recent E. Coli Cross Contamination Guidance survey we conducted for FSA.

BMG arranges a full briefing for all interviewers prior to starting field. Briefings take place at BMG's offices on the afternoon prior to fieldwork commencing the following morning. This verbal briefing is accompanied by a set of interviewer briefing notes, which would be provided to all interviewers. As part of our quality control procedures, all interviewers who are briefed according to procedure sign a briefing record form. We welcome the involvement of the FSA in this briefing session. Not only would this be invaluable in ensuring that our interviewers really understand the objectives of the research, but it also acts as a motivating factor for them.

When completing telephone interviews, all interviewers are supervised by one of BMG's team leaders, with a ratio of 10 interviewers to one team leader. The outcomes of all field supervision are recorded on the Supervisor Report form, which is audited under the industry accredited (IQCS) scheme. The supervisor suite in Confirmit allows the team leaders to listen in discreetly to live calls and monitor the call screen simultaneously. Hence they are able to check the quality of the data capture process as well as call quality in real time. Any discrepancies or errors are fed back to the interviewer immediately and logged on the Call Supervision area of our field management database. Interviewers' performance is reviewed monthly and those demonstrating unacceptable levels of error are retrained or removed from projects.

Our interviewers are skilled in negotiating gatekeepers to get through to the most relevant respondent, in this case the person who has main responsibility for the implementation of food safety regulations. We know from experience that these individuals can be hard to reach and may not be available during all the hours that the FBO is open. Once our interviewers have reached the correct person they can either conduct the interview there and then or can schedule an appointment to call back at a more convenient time. The opening hours of out call centre mean that the interviews can be scheduled for either the daytime, evening or weekends.

Our CATI system software records the outcome for every call made, and where an interview is not secured, records the reason for this (e.g. fax, modem, line engaged). The responses recorded on the system are analysed by BMG's field team leaders to ensure that interviews have been completed appropriately, and that the sampling methodology is being properly adhered to.

BMG interviewers will report promptly to their supervisor any observations, difficulties experienced, or suggestions for improvements. If they feel a respondent requires follow up from either the senior researcher or the client, they can email the senior researcher from their CATI terminal a contact request form. The senior researcher will manage the response to this request, involving the client as necessary.

We record 100% of all calls using our dialler and call recordings are retained for a period of up to six months. BMG also operates a remote dialling system which enables nominated staff from client organisations to dial-in at allotted times in order to listen in to calls live. This would not be obvious to the interviewer or interviewee but all interviewees would be notified at the start of the call of the possibility of calls being monitored or recorded.

In accordance with industry standards, BMG will not keep the name of the target respondent on the same database as their responses.

Minimising non-response

One of the key challenges of this project is to minimise the likelihood of non-response, both in the mystery shopping audits and in the telephone survey.

For the mystery shopping auditors will be given a fixed list of establishments that they must visit. We know from experience that it will not be possible to audit every FBO due to some establishments being out of business, not open during the fieldwork period or inaccessible to the public. Auditors will be required to research the opening times and days of each FBO on their list prior to carrying out the mystery shop. If opening information is not available on the FBO's website or associated websites the auditor will call the establishment to determine the opening times (posing as a customer). They will then carry out the audit during the stated opening times. Interviewers will try each establishment up to three times. If it is not possible to conduct the audit after the third visit they will report to the fieldwork manager, who will assign a replacement FBO that matches the necessary strata (when the sample is drawn a portion will be held back as 'reserve' sample for this purpose).

For the telephone survey the skills and expertise of the call centre team will be a critical factor in the success of the project, and in particular of minimising non-response and sample bias and maximising the number of completed telephone interviews with FBOs who have been audited. We will maximise the response rate through a combination of careful contact management and high calibre interviewing. The following approaches will be adopted:

- All numbers identified will be called a minimum of eight times before being discarded as non-response. All outcomes are logged to industry standards, but customised outcome codes can be created if required. At the time of drawing the sample we will also draw a reserve sample that may be used if we discover that response is lower than anticipated amongst target groups.
- The introduction to the survey will stress its significance, instilling in respondents a belief that their contribution to the survey really does matter.
- Respondents will be reassured as to the confidentiality of any information they provide, and told why the information is being collected, and how it will be used.
- All interviewers will be fully trained and experienced B2B telephone researchers and they are able to deal with any

queries in a confident and reassuring manner.

- BMG's call management software manages and automatically schedules all call backs and appointments, ensuring we maximise the opportunity of making contact. This system also allows interviewers to leave detailed notes on previous contacts, ensuring later approaches for interview are as seamless as possible.
- Call outcomes will be monitored on a regular basis using the call logging systems installed in our call centre. This will allow us to highlight early in the process any issues over refusals/non-response and take corrective action (before the contact numbers have been spent).
- Interviewers will be required to make a declaration at the end of the interview stating their professional conduct and accuracy of the data recorded. This provides a continuous reminder to the field teams of the importance of their role in the process.
- All interviewers are fully briefed by the BMG project researchers. They will have a thorough grasp and understanding of the terms used, and therefore be able to deal with any queries in a confident and reassuring manner.
- During fieldwork the centre team leaders will deliver pep talks to the team, and feed back any information that may be useful for securing response as well as dealing with any ongoing queries from the team.
- Our telephone call centre will be open from 08.00 to 21:00 weekdays, 10:00 to 21:00 on Saturdays and 10:00 to 16:00 on Sundays, giving respondents choice and flexibility over the time they complete the interview.
- If potential respondents are unsure if BMG Research is a valid research organisation they will be offered the Market Research Society's free-phone number, to call and check with. This number is also given to respondents at the end of each interview. Respondents are also given the direct number of a BMG executive if they wish to find out more about the research and confirm its validity.
- Some respondents require written confirmation of the survey's validity, and details of its aims. We will draw up an email for approval by FSA which can be emailed to respondents should this be required.
- If possible, respondents will also be given a contact number for a contact at the FSA to gain further reassurances of the validity of the survey. In practice, very few respondents actually call up.
- A shortened version of the survey will be made available to FBOs who were audited and who are close to refusing to complete the telephone survey. This will only be offered where necessary, but will help to maximise the number of interviews amongst those who were audited. It will not be disclosed to the respondent that their establishment has been audited.

From previous experience of working with the FSA, we are aware that a lack of fluent English can act as a barrier to participation in telephone research for some respondents in the sectors of interest. Our telephone centre employs a number of staff who speak languages other than English and are able to facilitate interviews with those whose need extra support. In the case of restaurants and takeaways offering Chinese cuisine, there is likely to be a need for a Cantonese or Mandarin speaker, as there was with the E. Coli survey we conducted for the FSA earlier in the year. Our costs allow for such support to be provided if necessary. Our experience from the E.Coli survey also means that we understand the importance of keeping the language used in the survey as simplistic as possible to aid comprehension of those who do not speak English as a first language. If a respondent's level of English is not sufficient to complete the survey the interviewer will pause the interview and either terminate the interview or it will be rescheduled for a time when it can be completed in the respondent's native language by one of our bilingual interviewers.

Using all of the techniques outlined above we estimate a response rate of c.50%. This response rate applies both to the businesses who have been audited and to the sample that is drawn specifically for the telephone survey.

Data preparation and analysis

Completed audits will each be marked with an audit number which will be carried through to the system for CATI interviews. This will allow us to easily merge the datasets from the audits and the telephone survey. Where base sizes allow we will be able to analyse the results of the telephone survey in light of the audits and explore any discrepancies and reasons for these.

BMG has a full data analysis team, and the company regularly generates complex sets of data tables containing full significance testing and supplements these bivariate analyses with multivariate analysis techniques where appropriate. Our ISO processes guarantee that all data supplied meet the following criteria:

- Accurate – data will be sufficiently correct for its intended purposes
- Valid – data will be recorded in an agreed format and used in compliance with recognised standards
- Reliable – data will reflect stable and consistent data collection processes
- Timely – data will be available within a reasonable time period, quickly enough to support information needs

- Relevant – data captured will be relevant to the purposes for which it is used
- Complete – all data will be captured based on information needs of the client
- Secure – all data will be stored securely and confidentially

A major benefit of using Confirmit is that logic checks can be built into the design of the script, both for the audit questionnaire and the CATI survey. When scripting the questionnaire therefore, all appropriate logic and consistency checks will be built into the set up, so that any inconsistent responses are checked with respondents at the time of interviewing, as part of the automation of the script (preventing respondents providing, and interviewers inputting, illogical responses). During the data cleaning process, a number of edit checks will be identified and carried out on the data, and cleaned and merged data files will be validated by a data processing executive. We will agree with you the data cleaning and checking protocols to be applied to each survey file, but these are likely to include:

- Missing data and item non-response
- Consistent coding of verbatim responses
- The consistent application of filtered and derived variables
- Sample bases for valid responses
- Full and consistent variable labelling
- Application of weights etc

Coding of open responses
Prior to finalising the data processing specifications, we will review coding issues with you. Coding of the verbatim responses will be undertaken by the call centre team who will have a high degree of familiarity with the project and will develop the codeframes as necessary. The call centre supervisor will undertake a daily review and sign off of the coding before it is reviewed by one of the Coding Executives and finally signed off as complete. Any inconsistencies found by the coding exec are fed back to the field team and to the senior researcher, who will advise if any developments or enhancements to the coding frames are required.

The cost specified allows for developing a code frame for one open question and developing codes for up to one question with ‘other – write in’ responses. Further coding will be done where ‘other’ responses are greater than 20%.

Data reporting
Once the data have been cleaned and coded, data files are validated by the DP executive using Merlin, which is fully compatible with SPSS, Excel and other data formats, and which has powerful data validation functionality. Once the data have been fully validated, the DP executive produces a clean set of data frequencies and ensures the frequency checklist is completed. These frequencies are signed off by the research executive prior to a full data report being produced.

The DP executive checks the draft data report against the checklist. Prior to passing the draft report to research, the DP Manager confirms that all necessary checks have been made and procedures observed. This is recorded on the DP Quality Assurance form, which is signed by the DP Manager. A copy of this form is sent with the draft report to the appropriate executive in the research team.
The research executive undertakes a thorough check of the draft report. The executive checks specifically that:

- Targets have been observed and are reflected in the sample profile
- Survey weights (if appropriate) have been applied properly and produce accurate data
- Any derived variables have been calculated correctly
- Required means, medians, standard errors etc. are included
- All sub-samples and required geographic breakdowns are evident within the data
- All labels and data specifications are accurate
- The data specification has been properly adhered to and that all sample bases in the data are accurate
- There are no logic issues evident in the data

It is only once this draft report has been thoroughly checked by a member of the research team that associated data and reports will be produced for delivery to the FSA.

In advance of fieldwork completing we will agree with the FSA a data preparation specification for tabulated data, including cross-tabulation variables for analysis. This will be run on interim data and thoroughly tested so that when data collection is complete, the data tables can be finalised in a short time span. We will also agree the content and structure of any data files that are to be delivered (both the one for internal FSA use and the one for public release) and how syntax and derived variables will be reported.

All data tables will include indications of statistically significant differences at the 95% level of confidence as standard (or at a different level of confidence should this be preferred).

Raw data can be provided in most formats (e.g. SPSS, .csv) and we are happy to work with the FSA to ensure that this is registered/loaded on your preferred open access platform.

Weighting
Although we will make all efforts to sample a representative sub section of FBOs in England, Northern Ireland and Wales it is possible that weighting may be needed to be applied to either one or both datasets. This is more likely with the telephone survey, as the spread across quotas will be largely dependent on which of those FBOs who have been audited will agree to take part in the telephone survey. If weighting is required we will clearly explain our proposed weighting criteria and associated weights to the FSA and seek approval before they are applied. We will provide FSA with both weighted and unweighted data tables.

Statistical analysis
Your brief highlights a number of aims and objectives that are best achieved through specific statistical analysis. These include:

- Determining the extent to which the proportion of businesses displaying their rating sticker has changed over time
- Assessing if there are any business characteristics that are associated with display / non-display
- Understanding what can be learned from compulsory display in Wales and Northern Ireland

Below we have set out our proposed approach for meeting these aims. Our approach can be adapted, if necessary, to suit the specifics of the data collected.

Trends over time
Your brief highlights the need to assess whether there have been any longitudinal changes in display rates. To achieve this we recommend conducting Mann-Kendall Time Series analysis of at least five year trends (we can go back further if data is available). Although simple comparisons can be made to figures reported in previous years' reports they are not as statistically robust as a test such as Mann-Kendall.

Mann-Kendall analysis accounts for possible anomalies in the data by first producing exponential smoothing of the observations over the time period. It produces a forecast for each of the survey years, which is a weighted average of the year in question and all years preceding it – this process smoothes out spikes and troughs in the reported results. It then looks at whether the smoothed data shows monotonicity or not (i.e. smoothed observations increase year-on-year or decrease year-on-year), which determines whether a longer-term increasing or decreasing trend exists. The results of the test are robust and can be displayed simply in the data and associated reports (usually through the inclusion of significance arrows). To perform this test BMG would need access to the datasets from previous waves of the research, which we expect can be provided by FSA.

Characteristics associated with display / non-display
We suggest using logistic regression analysis to determine what factors are driving display and non-display amongst FBOs. This will allow us to robustly test the hypothesis that the FHRS rating (particularly a low rating) is a driver of display / non-display, but will also allow us to identify what other factors, if any, have an impact upon display and the magnitude of the impact that they have.

This analysis will be conducted at a country level to account for the voluntary nature of the scheme in England and the different times that mandatory display were introduced in Wales and Northern Ireland. Our statistical analysis team will first assess the data files to determine the most suitable variables to be used for the analysis and perform any necessary cleaning or reformatting (e.g. converting multicode questions into binary or converting scales to usable formats). As the telephone survey collects the greater depth of information about FBOs and their circumstances we suggest using these data files rather than those from the audits.

What can be learned from compulsory display
It is also possible to conduct some advanced statistical analysis on datasets from previous waves of the survey to determine the impact that compulsory display has had over time (i.e. looking beyond the simple trend in display rates to determine what factors have had the most impact) . As display has been compulsory in Wales since 2013 these are the datasets that will be of most interest. As we do not currently have access to the datasets we cannot say at this stage the exact form that this statistical analysis will take, but we have allowed time for statistical analysis of this nature to take place in our proposal and associated costs.

Written outputs
BMG Research prides itself on producing clearly communicated and actionable findings, both in verbal presentations and in written reports. We place considerable importance on producing documentation that is thorough and comprehensive, clear, interesting and relevant, whilst also being accessible for audiences who may not be research literate. This is especially important when the report is going to be released into the public domain.

We pride ourselves on being able to reduce large volumes of data to its core messages in a concise and easy-to-read fashion, including the use of appropriate graphics and tables.

We also place considerable importance on ensuring that our reports go beyond simple narrative descriptions of data, and that they incorporate insights and comparative information that puts the results into context. All written reporting will go through a strict process of proofing and cross-checking, and will only be signed off by the responsible Director once the Research Executives have demonstrated that all figures quoted are entirely accurate.

For this programme of research we will deliver a report summarising the key findings and recommendations, written so as to be accessible to the general reader. This will contain a summary of the results from the audits, a summary of the findings from the telephone survey and a comparison of the two, as well as trends over time where possible. Results will be discussed broken down by key factors, such as country/region, type of FBO, rating received, etc. We will strive to use a variety of charts and diagrams to ensure the report is visually engaging and easy to interpret for the general reader. The report will also contain an executive summary and a summary of the methods used to deliver the research. In addition, we will develop a results presentation for delivery at the FSA offices, which can be scheduled to suit the FSA team (given the tight timescales we recommend that this is done after report delivery, but we are happy to discuss this at setup).

We understand the need for a detailed technical report and have factored this into our timings and costs. We have also allocated time to record and report data syntax and derived variables in the necessary format for FSA.

All reports and presentations will be submitted as drafts to FSA, and comments and queries arising from their review will be incorporated into a subsequent draft. We have built sufficient time into the schedule for two draft versions and one final version of the report to be developed, including the time needed for FSA to gather and condense feedback from all relevant stakeholders. All documents will be delivered electronically via our secure transfer protocol. Documents can also be provided in hard copy should this be required, and within reasonable limits.

Much of the work that we conduct as a company is for public sector organisations and as a result a large proportion of the reports that we produce is published. The following are links to examples of our published reports, and reports that have been published by government departments using our findings:

- Ofgem how micro and small businesses across England, Wales and Scotland engage in energy markets. https://www.ofgem.gov.uk/publications-and-updates/micro-and-small-business-engagement-energy-market-2015-quantitative-research-report
- BIS Small Business Survey 2014:

https://www.gov.uk/government/publications/small-business-survey-2014-businesses-with-employees
https://www.gov.uk/government/publications/digital-capabilities-in-small-and-medium-enterprises
https://www.gov.uk/government/publications/small-businesses-understanding-growth

- Valuation Office Agency Statutory Valuations Team Customer Survey: Findings –2013-14 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/399633/SVT_Annual_Report_2013-14.pdf
- Valuation Office Agency Property Services Customer Survey: Findings –2013-14 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/421879/PS_Annual_Report_20

13-14-April-2015.pdf

- Electoral Commission Post-polling public opinion research

http://www.electoralcommission.org.uk/ data/assets/pdf_file/0020/162137/2013-Post-election-survey-Report.pdf

- Department of Energy and Climate Change: Response to the Green Deal – research among the business community

http://www.decc.gov.uk/assets/decc/11/tackling-climate-change/green-deal/5509-response-to-the-green-deal- research-among-the-bu.pdf

- Greater London Authority/Department for Education: Exploring School Improvement Needs and Practices in London Schools:

http://www.london.gov.uk/sites/default/files/The%20Mayor%27s%20Education%20Inquiry%20-%20Schools%20Survey.pdf

- Evaluation of Women and Work Sector Pathways Initiative for UKCES, BMG Research http://www.ukces.org.uk/publications/women-and-work-phase-3
- The Pensions Regulator Employers awareness, understanding and activity of workplace pensions reform, Spring 2012

http://www.thepensionsregulator.gov.uk/docs/ecr-employer-tracker-research-spring-2012.pdf

B. INNOVATION

Please provide details of any aspect of the proposed work which are considered innovative in design and/or application? E.g. Introduction of new or significant improved products, services, methods, processes, markets and forms of organization.

At BMG we have developed a strong relationship with Confirmit, the industry-leading provider of data collection software, and we undertake almost all of our quantitative data collection using the Confirmit platform, whether CAPI (Computer Aided Personal Interview), CATI (Computer Aided Telephone Interview) or CAWI (Computer Aided Web Interview).

This offers us unparalleled flexibility when designing research programmes spanning multiple data collection methods, as consistency of approach is ensured, regardless of the channel being used. Regardless of the data collection approach being used, once the Confirmit survey script is set up and launched, responses are collected in an automated manner, meaning that the process of managing the survey data as it comes in as efficient as possible.

Besides its high level of security and reliability, one of the benefits of using Confirmit as a platform for survey management is that the responses are collected in real time. This allows us to keep a consistent, up-to-date track on response rates, which we will feed back to the FSA as regularly as required. It also allows for easily combination of the data sets for the audits and the telephone interviews.

Another area of innovation is our suggested advanced statistical analysis. At BMG we have a core team of statistical experts who are also supported by external consultants. This team allows us to accurately and efficiently conduct advanced statistical analysis including (but not limited to):

- Hypothesis testing ($\chi 2$, F-test, z-test, G-test, exact test, MWW, Kruskal-Wallis, Jonckheere's etc);
- Regression models (ANOVA, ANCOVA, MANOVA, linear, binominal, ordinal, autoregressive, with a variety of forward, backward and stepwise models employed)
- Correlation/'key-driver' models, using r, rho, tau, tetrachoric or polychoric models
- Recursive partitioning models, principally C&RT and random forests
- Observation clustering, using hierarchical clustering, K-means and k-medoid clustering and dbscan
- Variable clustering, including PCA, LTA and LCA
- Imputation, as a precursor to most analyses (with an EM algorithm) is undertaken to estimate the value of missing data (usually answers such as 'don't know', provided the data are considered missing at random) to avoid pairwise or listwise deletion of observations in models

While it is not possible at this stage to specify exactly what these might comprise (in the case of drivers of display / non-display and the impact of the introduction of mandatory display), BMG is familiar with a wide range of techniques and will work with FSA to determine the best solutions.

3: THE PROJECT PLAN AND DELIVERABLES

A. THE PLAN

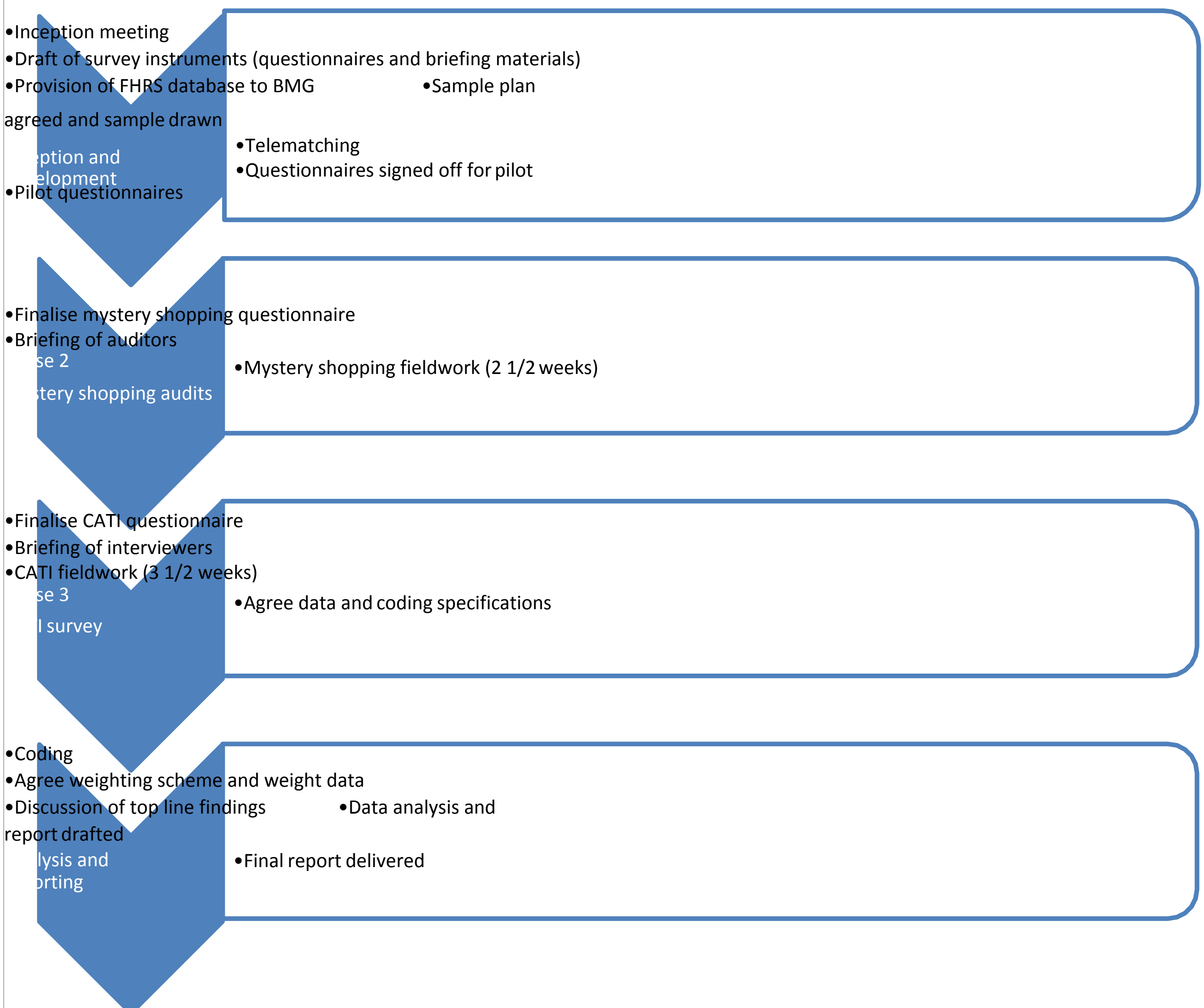
Please provide a detailed project plan including, the tasks and sub-tasks required to realise the objectives (detailed in Part 1). The tasks should be numbered in the same way as the objectives and should be clearly linked to each of the objectives. Please also attach a flow The chart illustrating the proposed plan.

The following table summarises the tasks involved in the delivery of this research by date and with an indication of ownership of each task. The tasks are referenced against the objectives listed in Part 1, section B. Dates are indicative and are based on commission by 28th July 2017. If commission is later we are happy to revise the timetable accordingly. We would welcome the opportunity to discuss our proposed timeline with the FSA on commission.

W/C	Project task	Objective(s)	Responsibility
31st July 2017	Inception meeting to discuss and agree scope of project FHRS database from FSA to BMG Sample design to FSA	1,2,3,4,5,6,7,8 1 1	FSA / BMG FSA BMG
7th August 2017	Sample of FBOs drawn Telematch exercise Draft audit questionnaire and materials to FSA	1 1 2	BMG BMG / Experian BMG
14th August 2017	FSA sign off sample plan Sample finalized FSA sign off audit questionnaire	1 1 2	FSA BMG FSA
21st August 217	Programming of audit questionnaire Draft CATI questionnaire to FSA	2 3,4,5	BMG BMG
28th August 2017	FSA sign off CATI questionnaire Programming and testing of CATI questionnaire	3,4,5 3,4,5	FSA BMG
4th September 2017	Mystery shopping audits pilot Agree changes to audit questionnaire resulting from pilot Final changes/checks to mystery shopping questionnaires Briefing for mystery shopping audits	2 2 2 2	BMG BMG / FSA BMG BMG
11th September 2017	Mystery shopping audits commence	2	BMG
18th September 2017	Mystery shopping audits CATI pilot Agree changes to CATI questionnaire resulting from pilot Final changes/checks to CATI questionnaire Briefing for CATI survey	2 3,4,5 3,4,5 3,4,5 3,4,5	BMG BMG BMG / FSA BMG BMG
25th September 2017	CATI fieldwork commences Mystery shopping audits finish	3,4,5 2	BMG BMG
2nd October 2017	CATI fieldwork Draft data analysis and coding specifications to FSA	3,4,5 6,7,8	BMG BMG
9th October 2017	CATI fieldwork FSA sign off data analysis and coding specifications	3,4,5 6,7,8	BMG FSA
16th October 2017	CATI fieldwork ends Weighting strategy to FSA	3,4,5 1	BMG BMG
23rd October 2017	FSA signs off weighting strategy Data preparation/weighting Coding	1 1 7,8	FSA BMG BMG
30th October 2017	Discussion of top line findings Draft report structure to FSA Data preparation/weighting	6,7,8 6,7,8 1	BMG / FSA BMG BMG
6th November 2017	FSA signs off report structure Data analysis and reporting	6,7,8 6,7,8	FSA BMG
13th November 2017	Data analysis and reporting	6,7,8	BMG
20th November 2017	1st draft report to FSA	6,7,8	BMG
4th December 2017	Comments on 1st draft from FSA Delivery of 2nd draft report to FSA	6,7,8 6,7,8	FSA BMG
18th December 2017	Comments on 2nd draft from FSA	6,7,8	FSA

	Delivery of final report draft	6,7,8	BMG
To be confirmed	Data presentation to FSA Data tables and datasets provided / loaded to agreed portal	6,7,8 6,7,8	BMG / FSA BMG

The flowchart below summarises the project plan by phase:



B. DELIVERABLES

Please outline the proposed project milestones and deliverables. Please provide a timetable of key dates or significant events for the project (for example fieldwork dates, dates for provision of research materials, draft and final reporting). Deliverables must be linked to the objectives.

For larger or more complex projects please insert as many deliverables /milestones as required.

Each deliverable should be:

i. no more 100 characters in length
ii. self-explanatory
iii. cross referenced with objective numbers i.e. deliverables for Objective 1 01/01, 01/02 Objective 2 02/01, 02/02 etc

Please insert additional rows to the table below as required.

A final deliverable pertaining to a retention fee of 20 % of the total value of the proposed work will automatically be calculated on the financial template.

DELIVERABLE NUMBER OR MILESTONE IN ORDER OF EXPECTED ACHIEVEMENT	TARGET DATE	TITLE OF DELIVERABLE OR MILESTONE
OBJECTIVE 01 / DELIVERABLE 01	04/08/2017	SUMMARY OF APPROACH INCLUDING SAMPLE DESIGN
OBJECTIVE 02 / DELIVERABLE 01	11/08/2017	DRAFT AUDIT QUESTIONNAIRE AND BRIEFING MATERIALS
OBJECTIVE 03 / DELIVERABLE 01 & OBJECTIVE 04 / DELIVERABLE 01 & OBJECTIVE 05 / DELIVERABLE 01	25/08/2017	DRAFT CATI QUESTIONNAIRE AND BRIEFING MATERIALS
OBJECTIVE 02 / DELIVERABLE 02	08/09/2017	FINAL AUDIT QUESTIONNAIRE (POST-PILOT)
OBJECTIVE 03 / DELIVERABLE 02 & OBJECTIVE 04 / DELIVERABLE 02 & OBJECTIVE 05 / DELIVERABLE 02	22/09/2017	FINAL CATI QUESTIONNAIRE (POST-PILOT)
OBJECTIVE 02 / DELIVERABLE 03	27/09/2017	COMPLETION OF MYSTERY SHOPPING AUDITS OF FBOS
OBJECTIVE 06 / DELIVERABLE 01 & OBJECTIVE 07 / DELIVERABLE 01 & OBJECTIVE 08 / DELIVERABLE 01	06/10/2017	DATA ANALYSIS AND CODING SPECIFICATIONS
OBJECTIVE 03 / DELIVERABLE 03 & OBJECTIVE 04 / DELIVERABLE 03 & OBJECTIVE 05 / DELIVERABLE 03	19/10/2017	COMPLETION OF CATI INTERVIEWS WITH FBOS
OBJECTIVE 01 / DELIVERABLE 02	20/10/2017	WEIGHTING STRATEGY
OBJECTIVE 06 / DELIVERABLE 02 & OBJECTIVE 07 / DELIVERABLE 02 & OBJECTIVE 08 / DELIVERABLE 02	01/11/2017	TOPLINE FINDINGS SUMMARY
OBJECTIVE 06 / DELIVERABLE 03 & OBJECTIVE 07 / DELIVERABLE 03 & OBJECTIVE 08 / DELIVERABLE 03	24/11/2017	DRAFT REPORT
OBJECTIVE 06 / DELIVERABLE 04 & OBJECTIVE 07 / DELIVERABLE 04 & OBJECTIVE 08 / DELIVERABLE 04	21/12/2017	FINAL REPORT
OBJECTIVE 06 / DELIVERABLE 05 & OBJECTIVE 07 / DELIVERABLE 05 & OBJECTIVE 08 / DELIVERABLE 05	TBC	TABLES AND DATASETS
OBJECTIVE 06 / DELIVERABLE 06 & OBJECTIVE 07 / DELIVERABLE 06 & OBJECTIVE 08 / DELIVERABLE 06	TBC	PRESENTATION OF RESULTS

4: ORGANISATIONAL EXPERIENCE, EXPERTISE and STAFF EFFORT

A. PARTICIPATING ORGANISATIONS' PAST PERFORMANCE

Please provide evidence of up to three similar projects that the project lead applicant and/or members of the project team are currently undertaking or have recently completed. Please include:

- The start date (and if applicable) the end date of the project/(s)
- Name of the client who commissioned the project?
- Details of any collaborative partners and their contribution
- The value
- A brief description of the work carried out.
- How the example(s) demonstrate the relevant skills and/or expertise.
- What skills the team used to ensure the project (s) were successfully delivered.

1. Food Standards Agency, E. Coli Cross Contamination Guidance Version 4
Dates: November 2016 to April 2017

[redacted]

BMG were commissioned to undertake this important research for FSA in November 2016. The objectives of the study were to conduct a post implementation evaluation of the revised E. Coli Cross-Contamination guidance, explore awareness and gather feedback from businesses and Local Authority Food Hygiene Enforcement Officers. The study involved 501 CATI interviews with the person responsible for food safety in FBOs across England, Wales and Northern Ireland. It also incorporated 104 CATI interviews with Officers across England, Wales and Northern Ireland, an online focus group with Officers and 5 on site visits with food businesses.

The study used the FHRS database as a sampling frame for FBOs, with sample being drawn so that it was proportionally representative by nation and stratified within nation by business type and rating. A telematching exercise was conducted to append telephone numbers to the FHRS database. Officer contacts were provided by the FSA, with the achieved interviews being broadly representative of the contacts provided by region. Weighting was applied to account for over-sampling of FBOs with low hygiene ratings.

This example of our experience demonstrates: our ability to use the FHRS database to build a representative sample of FBOs across the three nations, our existing relationship with FSA and some of our experience in interviewing FBOs by telephone.

2. Ofgem, Micro and Small Business Consumers' Engagement in the Energy Market
Dates: September 2015 – Mar 2016

[redacted] to undertake this important work for Ofgem in 2014, and then again in 2015. The project comprised a quantitative survey to understand how micro and small businesses across Great Britain were engaging in the energy market. In the 2015 study 1,500 CATI interviews were conducted with businesses that had between zero and 49 employees. The profile of businesses to be included in the research, which was required for sample stratification and weighting, was informed by questions that appeared in the 2014 Small Business Survey (also conducted by BMG).

The survey covered a wide range of topics including current energy usage, information provision, market engagement and perceptions of market players. Whilst the survey's overarching aim was to provide Ofgem with a clear picture of micro and small business engagement in the energy market, it also aimed to provide feedback on recent changes introduced as a result of the Retail Market Review.

This example of our experience demonstrates our ability to conduct a large number of CATI interviews amongst small businesses (which we expect the majority of food establishments to be) whilst maintaining a proportionate sample. It also demonstrates our experience in interviewing businesses about technical aspects, especially in light of recent legislation changes.

3. Army, One Army Recruitment mystery shopping
Dates: 2015-2016

[redacted]

BMG recently completed the seventh wave of this important mystery shopping exercise for the Army, having been commissioned to carry it out since 2006. The study involves exploring the experience of potential recruits at Army Recruitment Offices and TA Centres. The 2016 study spanned 33 different Recruitment Offices, and totalled 134 evaluations. A key challenge of the mystery shopping exercise was sourcing mystery shoppers who fit the criteria for joining the army (i.e. under 26). BMG achieved this by using a combination of our professional interviewers and young people known to BMG staff. To ensure the credibility of the mystery shoppers a thorough briefing was provided to each shopper. The shoppers were given a number of scenarios to play out during their visit to the offices.

The results were compared to those from previous years to determine how key ratings had changed over time and to highlight any emerging issues. This example of our experience demonstrates: our ability to perform complex mystery shopping exercises on an on-going basis.

B. NAMED STAFF MEMBERS AND DETAILS OF THEIR SPECIALISM AND EXPERTISE

For each participating organisation on the project team please list:- the names and grades of all staff who will work on the project together with details of their specialism and expertise, their role in the project and details of up to 4 of their most recent, relevant published peer reviewed papers (where applicable). If new staff will be hired to deliver the project, please detail their grade, area/(s) of specialism and their role in the project team.

Lead Applicant	**BMG Research**

Named staff members, details of specialism and expertise.

[Principal Investigator's name and details 1st]

June Wiseman, Board Director. June has 20+ years' experience in social policy research and evaluation. She has been a research director at BMG since 1990 and a board director since 1997. June has extensive experience of research for central and local government agencies, with clients including DfE, BEIS, DECC, Ofgem, Ofwat, the Welsh Government, the Scottish Government, as well as local government agencies and partnerships. June will act as Contract Lead for the programme of research, with overall responsibility for contractual matters and with an overview of the entire programme, providing expert methodological and analytical input as required.

Vicky Clarke, Associate Director. Vicky has recently joined BMG and has 8 years experience in the market research industry, specialising in complex quantitative and qualitative studies amongst hard to reach audiences. Vicky started her career at Ipsos MORI where she worked on large scale international jobs, predominantly with c-suite business audiences. Research topics included customer and employee satisfaction, reputation, thought leadership and market understanding. In 2014 Vicky moved to GfK, specialising in market sizing, scoping and understanding studies amongst B2B audiences with blue chip clients, particularly in the technology sector. Vicky is experienced in effectively managing studies from end to end and will take the lead on designing and agreeing all of the survey and audit materials, sample design and the report format. She will lead on reporting and presentation activities.

Sharon Gowland, Research Manager. Sharon joined BMG Research in November 2011. She has spent her entire career in market research and has over fifteen years' experience. Since joining BMG, Sharon has undertaken quantitative and qualitative research for a variety of organisations including the Metropolitan Police, Department for Business, Innovation and Skills (BIS), Kent County Council, NHS Birmingham & Solihull and the National College for Teaching and Leadership (NCTL). Sharon worked on the E. Coli Cross Contamination Guidance study that BMG carried out for FSA earlier in the year. Sharon has significant experience in all stages of the research process, from project design through to reporting. Sharon will act as Project Manager for the FSA's research programme, liaising with internal BMG departments to ensure the smooth running of the surveys. Sharon will provide regular updates to the client and will work with Vicky on the delivery of the report and presentation outputs.

Kanta Heer-Balu, Field Manager. Kanta has over 15 years experience of working in the research agency environment in various project management roles. In 2015 Kanta was appointed BMG's field manager. Kanta manages all of BMG's face to face fieldwork, including mystery shopping. In her role as Field Manager Kanta is responsible for project scheduling and resourcing, ensuring that all interviewers and mystery shoppers are fully trained and briefed to the required standards and for overseeing all aspects of fieldwork quality control. Recent projects Kanta has overseen include the GoWell Community Health and Well-being Survey (approximately 5,000 interviews including a 60% longitudinal element tracked over five years), EU Referendum National Survey of Adults (June 2016 – 800 interviews), BME Health and Wellbeing Survey on behalf of NHS Greater Glasgow and Clyde (1,800 interviews) and Adverse impacts of Childhood Events on behalf of Liverpool John Moores University (approximately 4,000 interviews).

Christopher Crossan, Call Centre Manager. Christopher joined BMG in 2015 and is responsible for the delivery of all CATI based research projects. Prior to joining BMG, Christopher worked for 15 years across private and public sector organisations including Capita Local Government and directly with Invest Northern Ireland, NI's Economic Development agency. Since joining BMG Christopher has developed additional reporting to maximise productivity and Quality Standards within the call centre. This ensures that the market research interviewers are fully supported in their role and representing our clients to the very highest standards. With upwards of 30 projects active at any one time, Christopher leads a skilled team of support managers to ensure the call centre runs smoothly; he will be responsible for the scheduling of shifts and delivery of interviews to agreed standards, within agreed timelines, for the FSA research.
BMG employs a stable and fully trained team of Call Centre Operatives: A team of 15 interviewers would be assigned to work on this project, under the direction of Chris. At least half of these interviewers will have been employed by BMG for more than a year and each one of them will have received a minimum of two days' training. Their work is subject to regular QC monitoring in order to ensure that they deliver to a consistently high standard. The team assigned to this project will be experienced business to business researchers. Below are quotes from a client who listened in remotely to our telephone interviewers on projects recently:
'Many congratulations for achieving all the school interviews for this year's Annual Survey ahead of the target date. This is a major accomplishment and is down to the quality and professionalism of your interviewers/field staff and yourself. I didn't realise the challenges involved in getting interviews until I heard them for myself. It is also down to your enthusiasm, tenacity and sheer hard work as to how you have managed this survey on behalf of the National College. Well done.'
National College for Leadership of Schools and Children's Services

Dawn Smith, Data Services Manager. Dawn has more than 20 years' experience in data processing in the market research industry. Dawn has recently been appointed in her current role; prior to this she worked as a Senior DS Exec at BMG, as well as Data Processing Director and Quality Assurance Director at Consumer Insight Limited. She has managed teams including data processers, coders, inputters, field supervisors & interviewers.

Dawn has worked with complex and multi-country studies, trackers and adhocs, with experience of social, consumer and advertising research. Dawn also has experience working in all parts of the market research process, from set-up and fieldwork, to analysis and report writing, and instigating and assessing quality procedures. Dawn specialises in data processing and scripting for CATI, CAWI, CAPI and PAPI, using Confirmit, SODA, Merlin, Snap & SPSS. Dawn is also experienced with programs such as Quantum, Quancept, Quanvert, Quanquest, Visual QSL, QPS, Snap and Merlinplus. Dawn will be responsible for all aspects of data preparation on the FSA survey.

Alan McConville, Data Analytics Manager. Previously an Account Manager at BMG, Alan has developed into a more specialised role in developing statistical models on a range of projects. Alan has been working for BMG since 1996, initially within the Operations department, but subsequently within the Research department. Alan was involved in client-side management, through questionnaire design, liaison, managing internal processes and reporting. More recently however, Alan has concentrated increasingly in statistical analysis and data modelling on a wide range of projects, mainly in the fields of IRT models, factor analysis, segmentation, latent class analysis, time-series analysis, regression models, missing value analysis and imputation, and machine learning models. Alan will offer expertise in sampling and weighting for the FSA survey and will work with other members of the statistics team to conduct the advanced statistical analysis.

Participant Organisation 1	
Named staff members, details of specialism and expertise.	

Participant Organisation 2	
Named staff members, details of specialism and expertise.	

Participant Organisation 3	
Named staff members, details of specialism and expertise.	

C. STAFF EFFORT

In the table below, please detail the staff time to be spent on the project (for every person named in section above) and their role in delivering the proposal If new staff will be hired in order to deliver the project please include their grade, name and the staff effort required.

Name and Role of Person where known/ Role of person to be recruited	Working hours per staff member on this project
June Wiseman, Contract Lead (responsible for contractual matters with FSA, overview of whole research programme)	[redacted]
Vicky Clarke, Project Director (first point of contact for client, responsible for the design and delivery of the research against agreed objectives and to agreed quality standards. Will lead on reporting and presentations)	[redacted]
Sharon Gowland, Project Manager (second point of contact for client, day to day management of project, liaising with client over contact information, updating on fieldwork, will assist with reporting and presentations)	[redacted]
Kanta Heer-Balu, Field Manager (leading on management of mystery shoppers, including briefing and quality checks, fieldwork control)	[redacted]
Chris Crossan, CATI Centre Manager (responsible for the performance of telephone interviewing team)	[redacted]
Dawn Smith, Data Services Manager (responsible for overseeing scripting of telephone interviews and data preparation)	[redacted]
Alan McConville, Data Analytics Manager (responsible for overseeing sample design and weighting strategy)	[redacted]
Mystery shoppers (audits of FBOs)	[redacted]
[redacted]	[redacted]
[redacted]	[redacted]

5: PROJECT MANAGEMENT
Please fully describe how the project will be managed to ensure that objectives and deliverables will be achieved on time and on budget. Please describe how different organisations/staff will interact to deliver the desired outcomes. Highlight any in-house or external accreditation for the project management system and how this relates to this project.

The project team set to manage this research prides itself on offering a high standard of personalised customer service. We have allocated sufficient resources to ensure that we can offer a flexible and open approach to project management as well as tailored outputs to meet specific client requirements. At the start of the contract BMG will agree with the FSA how overall performance will be measured. We are committed to continuing to improve levels of customer service, and will ensure that a high standard is maintained throughout the duration of the project.

After commission, we will meet with the FSA to discuss the study, and allocate resource and responsibilities. Throughout the study, project team meetings are held at key points to review progress and to make any adjustments necessary. Any obvious issues are, however, resolved immediately they are brought to the attention of the Director (for example, if fieldwork progress falls behind schedule). Vicky and Sharon will be in contact with the client by phone and e-mail weekly or more often with indications of progress whilst in field. Clients may visit BMG Research to meet the team and see our processes in practice, including listening into live interviewing.

BMG has fully integrated high standards of project management in to our operations to ensure that the projects run smoothly and efficiently, and deliver a high quality end ‘product’ for our many clients. Efficient and effective project management ensures that resources are focused on delivering client priorities rather than managing workflow crises. To facilitate this, BMG use the Prince2 (Projects in Controlled Environments) project management approach, adopting a number of key work methods including:

- A focus on clear aims and objectives
- A defined structure for project management
- A task based planning approach
- Dividing the project into tasks, stages and milestones

The stages adopted in our approach ensure that we implement effective management of research projects to ensure key milestones are met, which includes:

- Project inception, involving a post-tender inception meeting with the client, a familiarisation phase for the BMG team and a summary report for the client which details the final approach, timetable and deliverables
- Project planning, involving the identification of tasks, stages and milestones and the allocation of resources across the business (for example, researchers, sampling specialists, interviewers, data processing, analysts etc.)
- Risk assessment (and associated actions) as outlined in section 6
- Monitoring and controlling the different stages of the project through project meetings (internally as well as with the client), reviewing project plans and monitoring progress
- Managing successful delivery of research reports
- Ensuring final completion of projects, including end of project reviews and final client ‘sign-off’

The Contract Lead for the project (June Wiseman) will oversee all aspects of delivery on a project, and will have ultimate responsibility for this process, supported by the Project Director (Vicky Clarke) and Manager (Sharon Gowland) who take day to day responsibility for the project.

Effective and open communication between client and contractor is fundamental to the success of any project. Throughout the project lifecycle we will provide regular client updates and written confirmation of key decisions, as well as project progress reports at agreed intervals (usually by email). We can arrange regular conference calls or webex meetings to discuss progress. Face-to-face project meetings with the client will be held at appropriate points in the project, in particular at the planning stage and at interim and final reporting. Project team members can be reached by post, phone (both landline and mobile numbers are provided), fax and e-mail and we aim to make ourselves available to our clients at all possible times, and certainly within the hours of 9am and 5.30pm Monday to Friday. Communications received from clients are typically responded to on the same day and certainly within a 24 hour period.

6. RISK MANAGEMENT

In the table provided, please identify all relevant risks in delivering this project on time and to budget. Briefly outline what steps will be taken to minimise these risks and how they will be managed by the project team.
Please add more lines as required

Identified risk	Likelihood of risk (high, medium, low)	Impact of Risk (high, medium, low)	Risk management strategy
Insufficient conceptual understanding of the study's context and purpose	Low	High – if weaknesses in study design and outputs	BMG and the teams experience of working with FSA and of undertaking surveys of businesses. Our previous mystery shopping experience. All of the research team will be briefed following the inception meeting and will review all background materials provided to understand the topic. The detailed technical reports from previous waves will be very useful in adding to this understanding
Data collection delayed by failure to agree questionnaire and sampling	Low	Medium – could delay field start and therefore impact on other stages of the project	An inception meeting will ensure that the parameters of the research are agreed including questionnaire coverage and timetable. We can convene additional teleconference meetings to assist with the sign off process. Ensure agreement dates for key design features are met e.g. provision of database
Data collection delayed through non-response	Medium	High – could delay fieldwork end date	Manage fieldwork activity effectively, by monitoring quota achievement daily and allowing back-up resource and / or sample to be pulled in if required. Allow sufficient time for fieldwork completion, both for the mystery shopping and survey stage.
Mystery shopping delayed due to FBOs being inaccessible	Medium	Medium	Auditors will visit FBOs up to three times to secure mystery shop. All outcomes will be recorded and monitored. Reserve sample will be drawn to allow for replacements to be selected if necessary.
Questions within the questionnaire are misinterpreted	Low	High – would cause issues / potential bias	Through pilot testing and interviewer/auditor briefing.
Technical problems with server or CATI system	Low	Medium – would require some re-scheduling	Additional resource added by briefing more interviewers to make up any lost time. Full back up, data handling and storage; daily checks
Low response rate	Medium	High	BMG utilises a range of methods to secure high response rates, as set out in this document. These strategies combined with a research subject matter of direct relevance to the respondent will ensure adequate response rate. The option to offer the shorter questionnaire to those where an audit was conducted will also help. Draw a reserve sample.
Not meeting project deadlines	Low	Medium	The research team is committed to meeting the project deadlines. If necessary additional staff can be brought in to ensure that deadlines are met.
Submitted reporting outputs judged not to meet FSA's requirements	Low	High	BMG has a strong track record in delivering quality outputs and many of our reports are published. We have previous experience in writing reports for the FSA. A report structure will be agreed with FSA in advance of write up. Significant director input to reporting and sign off. Sufficient time allowed for two draft versions of the report with feedback from FSA
Key personnel on the project team are ill of leave	Low	Medium – knowledge needs to be passed over	Maintain records at all stages of the project, including tasks. Use shadowing to ensure smooth handover if new team members are required.

7. QUALITY MANAGEMENT

A. QUALITY MANAGEMENT

Please provide details of the measures that will be taken to manage and assure the quality of work. You should upload your Quality Assurance policy in the supporting documents section of your application.

This should include information on the quality assurance (QA) systems, , which have been implemented or are planned, and should be appropriate to the work concerned. All QA systems and procedures should be clear and auditable, and may include compliance with internationally accepted quality standards specified in the ITT e.g. ISO 9001 and ISO17025.

Specific to science projects and where relevant, applicants must indicate whether they would comply with the Joint Code of Practice for Research (JCoPR). If applicants do not already fully comply with the JCoPR please provide a statement to this effect to provide an explanation of how these requirements will be met. The FSA reserves the right to audit projects against the code and other quality standards

The lead principle investigator is responsible for all work carried out in the project; (including work supplied by sub-contractors) and should therefore ensure that the project is carried out in accordance with the Joint Code of Practice

The development and growth of BMG is directly linked to the quality of the service and products that we offer to our clients. As such we place great emphasis on ensuring that we continually improve in all aspects of what we do. The BMG Quality Management System is an integral part of the way in which we run our business and forms the cornerstone of all aspects of our service delivery looked at from the perspective of our clients and our colleagues. The Quality Management System (QMS) is a system that is designed to help us ensure that we continually develop the quality of our work. It has been created from a number of industry recognised standards that we believe we must adhere to in order to position ourselves as a premier organisation in our marketplace. Those standards are:

- Market Research Society Company Partner
- The provision of Market Research Services in accordance with ISO 20252:2012
- The provision of Market Research Services in accordance with ISO 9001:2008
- The International Standard for Information Security Management ISO 27001:2013
- Investors in People Standard - Certificate No. WMQC 0614
- Interviewer Quality Control Scheme (IQCS) Member Company
- Registered under the Data Protection Act - Registration No. Z5081943

All employees working on the project would at all times follow the MRS code of conduct and guidelines. BMG Research is a registered member of the MRS and ESOMAR.

Senior staff input into all stages of the research process, including analysis and final reporting. No report is submitted to the client without a Director's consent. The Project Director leads on all stages of reporting, which commences with developing a draft report outline for the client to review and comment on. Once the report outline has been agreed all analysed information and data gathered through the research activities is organised into an internal draft report which is proof read and checked by the Project Director (who typically will have also contributed to the analysis and reporting, if not as a lead author, as a secondary author). This is circulated back to the research team to make amendments where required. The Project Director reviews the report once more before it is sent to client in draft report. A final report is then prepared when the client is entirely happy with the report content. The final report goes through the proofing process as outlined above before being sent to the client.

B. ETHICS

Please identify the key ethical issues for this project and how these will be managed. Please respond to any issues raised in the Specification document
Please describe the ethical issues of any involvement of people, human samples, animal research or personal data in this part. In addition, please describe the ethical review and governance arrangements that would apply to the work done.

Applicants are reminded that, where appropriate, the need to obtain clearance for the proposed project from their local ethics committee. This is the responsibility of the project Lead Applicant. However, if a sub-contractor requires such clearance the project

Lead Applicant should ensure that all relevant procedures have been followed. If there are no ethical issues please state this
BMG Research works to the strict ethical guidelines of the Social Research Association and the Market Research Association as well as to relevant Quality Standards. In essence, this means conducting all of our work responsibly, at a high scientific moral and legal standard and in an impartial way, at all times maintaining our own professional integrity as well as that of the social research world as a whole. In practice, for this proposed research, this means operating within an ethical 'good practice' framework as follows: **Informed consent -** this will be sought from all respondents prior to the interview or discussion. This is to ensure that participants fully understand what they are agreeing to, the purpose of the research and how the material generated will be used. It also ensures that respondents understand that they may withdraw from the research process at any time, without having to give a reason. When research is to be audio-recorded, full consent will be sought from each individual respondent prior to commencing any interviews or focus groups. **Avoiding undue intrusion** – the subject of the research may involve some discussions of a sensitive nature. Researchers will at all times endeavour to ensure that the information collected is limited to that which informs the study objectives. **Maintaining confidentiality of records** – as well as being registered with the Data Protection Commission as a Data Controller, BMG Research adheres to all of the requirements of the Data Protection Act. With a research project such as this one, it is essential that the anonymity of respondents is protected, to ensure their identity is not revealed. Data will be reported in such a way that it is not possible to identify individual responses.

C. DATA PROTECTION
Please identify any specific data protection issues for this project and how these will be managed. Please respond to any specific issues raised in the Specification document. Please note that the successful Applicant will be expected to comply with the Data Protection Act (DPA) 1998 and ensure that any information collected, processed and transferred on behalf of the FSA, will be held and transferred securely. In this part please provide details of the practices and systems which are in place for handling data securely including transmission between the field and head office and then to the FSA. Plans for how data will be deposited (i.e. within a community or institutional database/archive) and/or procedures for the destruction of physical and system data should also be included in this part (this is particularly relevant for survey data and personal data collected from clinical research trials). The project Lead Applicant will be responsible for ensuring that they and any sub-contractor who processes or handles information on behalf of the FSA are conducted securely.
BMG Research is registered under the Data Protection Act (DPA) - Registration No. Z5081943 - and we are committed to compliance with the eight principles of the act regarding personal data. All employees receive annual training in Information Security and their own responsibilities under the DPA. Employees sign an undertaking confirming the delivery and understanding of this training. All new employees receive this training as part of their induction programme. **Data transfer** The sample sources for this project (the publicly available FHRS database) will be transferred from the FSA to BMG via our secure ftp site. We will in turn transfer sample leads from BMG to Experian (and back again) for the telematch exercise via the same ftp site. All reporting and data outputs (draft and final versions) will be transferred to the FSA via the ftp site. **Data storage and security** All project related information (including sample, interview data and other field data) is to be stored on the agency's main servers, in the relevant project related folder. BMG employs a strict security policy governing all users of the Local Area Network. Access to the network services requires a user name and password. Levels of access vary from single record views to full access to all records. These levels are determined by job function and employment contract within the Agency. Remote access to BMG's network is only available via the use of Citrix with prior arrangement. All client data is centrally stored on BMG's servers which are housed in secure locked cabinets, these in turn are housed in a secure air-conditioned communications room. In exceptional circumstances sensitive data may be restricted to a single computer until a working sample of data is created and transferred to the server, and the original data deleted. Other security features employed by BMG for the protection of data include the use of the latest Anti Virus software, which is updated monthly. The Anti Virus protection covers all servers and work stations. BMG's servers are also connected to a power backup system, for protection in the case of a power failure.

BMG has in place a daily, weekly and monthly backup routine covering all data stored on BMG's servers. All backup tapes are stored off site, over night, for added security. In practical terms, the most sensitive data relating to this project are the results of the covert audits. These results will be entered diretly into the survey software and no written notes will be made or kept. We will apply the level of secure access appropriate to the nature of the data – if necessary restricting access only to those researchers directly engaged with the project.

Data deletion Hard copy data breaks down into two categories. Hard copies that contain data which is personal / protect, or data which is subject to the data protection act but is not a completed survey. This data is destroyed using a confidential blue bin shredding system. Hard copies containing survey data is kept, under the MRS guidelines, for two years. Once data has been scanned / input then it is sent to our secure off-site storage facility. Destruction of survey data over two years old is handled by the Scanning Supervisor and conducted in an environmentally friendly fashion.

All removable media carrying personal/ protect data are destroyed after use. Discs and DVDs are physically destroyed by being broken up into a number of pieces. Memory sticks are wiped and electronic data destroyed using PGP shred. Data destruction is the responsibility of the database coordinator and the IT Manager. No employee is allowed to store on any kind of media any personal / protect data received in from a Client or Supplier (failure to comply with this company policy will result in disciplinary action).

Papers retained by research staff during the duration of the contract (notes, draft reports, schedules and participant lists for example) will be kept in locked draws or filing cabinets when not in use, and will then be destroyed at the end of the project using the methods described above if they are confidential, or otherwise recycled by normal means. Electronic records of the project will be maintained after the completion of the project, but only to facilitate client enquiries, and will be stored at a similar level of security to that which applied during the delivery of the project. Our premises are themselves secured at their access point by fingerprint access and video surveillance, and the offices are further securely locked and alarmed when not occupied.

Personal data collected from respondents and held on our secure network is deleted via PGP shredding after twelve months.

Depositing data - we will work with the FSA to ensure that the data is deposited in a suitable open access platform. We are well versed in following the procedures for depositing data with, for example, the UK Data Archive[1], so we understand the principles of preparing underpinning data for research projects. We will for example take steps to ensure that all data is presented in such a way that no individual respondent may be identified by another user of the data. We will provide the FSA with tables in .pdf format that may be published alongside the raw data (in a format to suit the platform, e.g. .csv or SPSS); raw data will be suitably labelled with supporting documents if necessary.

D. SUSTAINABILITY

The Food Standards Agency is committed to improving sustainability in the management of operations. Procurement looks to its suppliers to help achieve this goal. You will need to demonstrate your approach to sustainability, in particular how you will apply it to this project taking into account economic, environmental and social aspects. This will be considered as part of our selection process and you must upload your organisations sustainability policies into the eligibility criteria in Bravo.
Please state what(if any) environmental certification you hold or briefly describe your current Environmental Management System (EMS)

BMG Research acknowledges and strives towards the following sustainable development objectives:

- Social progress, which recognises the needs of everyone in the community
- Maintenance of high and stable levels of economic growth and employment

BMG Research recognises that its business activities have an impact on the local and global environment, and has made a commitment to continually improve its environmental performance by following an Environmental policy. BMG Research aims to foster and promote an understanding of environmental issues in the context of its business among its staff, suppliers, customers, shareholders and local community, which will help minimise the environmental impact of its operations.

BMG's Environmental Policy is included in our submission. The policy is available on the Company intranet and all

[1] http://www.data-archive.ac.uk/

amendments are communicated through Departmental Team Briefs. The company promotes sustainable development amongst employees to raise environmental awareness which enables staff to act in an environmentally responsible manner. All employees are responsible for ensuring that their conduct adheres to the requirements of this policy, and any waste management guidelines are adhered to.

We ensure that every aspect of our activities is conducted in accordance with sound environmental practices by:

- Complying with environmental legislation
- Promoting environmental management policies and practices at every level and in every department of BMG, through training and employee participation with recommendations for improvement
- Minimising the consumption of natural resources and energy, whilst consuming material goods in moderation
- Reducing the creation of waste by the adoption of improved operating practices i.e. the use of electronic surveys rather than paper surveys
- Recycling of materials, in particular paper, whenever practical
- Ensuring all waste and effluent is disposed of in a safe and responsible manner
- Investing in the development of new products and processes that have an improved performance regarding their impact on the environment

Pollution prevention
The Company encourages modes of public transport by staff which minimises environmental impact.

The Company applies environmentally friendly principles to BMG's owned and leased vehicles which include unleaded petrol and low carbon emission cars being used.

The operation of a car sharing scheme for staff who attend meetings, carry out focus groups and interviews reduces car emissions.

Waste Management
BMG Research is committed to protection of the environment by ensuring that it manages its waste in an effective and sustainable manner.

BMG's preferred action for the management of waste is as follows:

1. Re-use: Every effort will be made to check that someone else cannot make use of an item which is to be disposed of, i.e., computer, books, and furniture.
2. Having agreements with suppliers to ensure that any surplus or unnecessary packaging can be returned to suppliers, such as toner cartridges for printers.
3. Products which can be recycled will be purchased in order to ensure that sustainability is supported. We use a recognised IT recycling centre who dispose/reuse equipment as necessary to stipulated guidelines, also data wipe hard disks and provide the necessary certification.

Energy efficiency
BMG Research informs staff to turn off all electric equipment, such as PCs, printers, shredding machines and franking machines when leaving for the day.

Daylight saving bulbs are fitted in large open-plan office areas.

Annex B – Provider's Financial Proposal

Tender Reference	FS244011

Tender Title	Audit of display of food hygiene ratings in England, Northern Ireland, and Wales and business telephone survey

Full legal organisation name	BMG Research Limited

Main contact title	Mrs
Main contact forname	June
Main contact surname	Wiseman

Main contact position	Board Director
Main contact email	[redacted]
Main contact phone	[redacted]

Will you charge the Agency VAT on this proposal?	Yes

*Please provide your VAT Registration number below

Please state your VAT registration number:	[redacted]

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

Organisation	VAT Code*	Total (£)
BMG Research Limited	Please select	£ 99,895.00

Total Project Costs (excluding VAT) **	**£ 99,895.00**

* 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*)

Staff Costs	£ [redacted]
Overhead Costs	£ -
Consumables and Other Costs	£ -
Travel and Subsistence Costs	£ [redacted]
Other Costs - Part 1	£ [redacted]
Other Costs - Part 2	£ -
Other Costs - Part 3	£ -
Other Costs - Part 4	£ -
Other Costs - Part 5	£ -

Total Project Costs	£ [redacted]

Staff Costs Table

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

* 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)**
Contract Lead	BMG Research Limited	£ [redacted]		[redacted]	**£** [redacted]
Project Director	BMG Research Limited	£ [redacted]		[redacted]	**£** [redacted]
Project Manager	BMG Research Limited	£ [redacted]		[redacted]	**£** [redacted]
Field Manager	BMG Research Limited	£ [redacted]		[redacted]	**£** [redacted]
CATI Centre Manager	BMG Research Limited	£ [redacted]		[redacted]	**£** [redacted]
Data Services Manager	BMG Research Limited	£ [redacted]		[redacted]	**£** [redacted]
Data Analytics Manager	BMG Research Limited	£ [redacted]		[redacted]	**£** [redacted]
Mystery Shoppers	BMG Research Limited	£ [redacted]		[redacted]	**£** [redacted]
CATI Interviewers	BMG Research Limited	£ [redacted]		[redacted]	[redacted]

Total Labour Costs	**£** [redacted]
* Total Overhead Costs (if not shown above)	

Consumable/Equipment Costs

Telematching	£ [redacted]
Total Other Costs	**£** [redacted]

Travel and Subsistence Costs

Please provide a breakdown of the travel and subsistence costs you expect to incur during the project

Purpose of journey or description of subsistence cost	Frequency	Cost each (£)	Total Cost
Travel - research team	[redacted]	[redacted] [redacted]	£ [redacted]
Travel - mystery shoppers	[redacted]	£ [redacted]	£ [redacted]
Accomodation - mystery shoppers	[redacted]	£ [redacted]	£ [redacted]
Meal allowances - mystery shoppers	[redacted]	£ [redacted]	£ [redacted]
		£ -	£ -

Total Travel and Subsistence Costs	£ [redacted]

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	**31-Jul-2017**	**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**
[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]
[redacted]	[redacted]	[redacted]	[redacted]			

Total	**£ 99,895.00**		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	Year 2		
Financial Year (Update as applicable in YYYY-YY format)		2017-18	Retention	Total
Total Amount	£ [redacted]	£ [redacted]	£ [redacted]	£ 99,895.00