

FS900269 - Social Research Call Off
Project Proposal

- All costs quoted should be exclusive of VAT.

Work Package Number: 8
Work Package Title: Ipsos Winter MP Survey
Indicative Budget Range: £20,000
Please provide evidence of budget approval (e.g. FS number): FS430719
Deadline for response from Ipsos (usually 10 days): 14/10/2024
Supplier Name: Ipsos
Specification of requirements (to be completed between policy/comms and social research)
Background – please include <ul style="list-style-type: none"> - details of any previous research commissioned in this area by FSA or other organisations <p>Ipsos have previously conducted the MP reputation tracker survey in Winter 2020 and 2021. This research aimed to find out about the FSA's reputation amongst MPs, as well as how we benchmark against other organisations.</p> <p>Findings from the previous survey in 2021 showed that familiarity with the FSA was stable and remained relatively low, the FSA's position on favourability had declined slightly against comparators, and advocacy for the FSA had fallen.</p> <p>Previous surveys on this area showed the importance of increasing familiarity amongst MPs in building reputation, as well as more targeted communications to meet demands.</p> <p>Please note, although taking part in previous waves, Wales will not be taking part in this wave.</p>

Objectives – please include

- why you wish to commission this work

Of the 650 MPs elected in July 2024, over half (335) have never been an MP before. Likewise, many will be appointed new minister or shadow minister roles which could lead to new interactions with the FSA. Therefore, it is vital that we gauge their understanding of and support for the FSA's work, and how we can improve our ratings on these issues through our future engagement work with this very influential group. We will address knowledge gaps, issues and concerns on food safety amongst this group identified in this survey in this engagement work. Furthermore, we will evaluate the impact of this work in future MPs surveys using benchmarks from this survey.

- how the outputs from this work will be used

The outputs will inform how we will improve our comms and engagement work with MPs by understanding their perceptions and understanding of FSA's role and activities. In addition, the findings will help form our benchmarks so we can evaluate our comms and engagement work with follow-on surveys.

- what difference / impact you anticipate the research will make

We hope the survey will highlight current perceptions and concerns relating to our work amongst new MPs so we can develop effective strategies for addressing these issues. We also hope that it will give us the benchmark data on the new parliament so we can evaluate the impact of these strategies through follow-on surveys.

- how does this align to FSA strategic priorities?

As a policy maker we ensure that the body of guidance, rules and regulations that exist nationally, internationally and at a devolved level deliver food people can trust. As part of this, our policy maker core objective as set out in our 3-year corporate plan commits the organisation to making robust recommendations and support decision makers to take informed decisions on rules relating to food and feed, based on evidence and independent assessment. Ministers and MPs are key decision makers, so we need to ensure our relationship with this very influential group is positive and they have an accurate understanding of the work that we do to support this objective.

Key research question/s:

- How familiar are MPs with the FSA?
- How favourable are MPs towards the FSA?
- How would MPs speak about FSA (advocacy)? What can the FSA do to improve advocacy?
- How do MPs view FSA across a range of image statements (e.g. awareness of activities, communications with MPs and with the public, commitment to consumer protection, independence, authoritativeness, openness and transparency)

- How does FSA compare against the Environment Agency, Health and Safety Executive, and UK Health Security Agency on these metrics?
- What are the main priorities for MPs in relation to the food system, and why?

Methodology – please include (if available)

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

Same methodology as previous MP surveys. CAPI telephone interviews with MPs, with the survey including closed and open-ended questions.

Research process

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

The questionnaire will be similar to previous surveys, and we would like to work with Ipsos to review the existing questionnaire. We would like to remove the previous questions around EU Exit and Science and Evidence (FS11, FS11b and FS12), and add a ranking question around priorities in relation to the food system and reasons for this (open ended). We would also like to add UKHSA as an additional benchmark for comparison. We would like Ipsos to update the survey to reflect these changes and will sign this off before fieldwork starts.

Analysis and review

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

Similar analysis to previous MP surveys. It would be useful as before that there is a comparison on how the FSA compares to other organisations on the key questions (Environment Agency and Health and Safety Executive were previous comparators – we would also like to add UKHSA this wave) and political party trends on these issues.

Whilst quantitative data will be key, we would also appreciate qualitative data on the open-ended questions and any additional comments from MPs from the interview and other questions.

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

As this will not be published, a PowerPoint deck with the findings will be required (as with previous MP survey reports). Along with the presentation deck of findings we would also be interested in a possible presentation to the FSA team. Please confirm whether this is incorporated in the costs.

We would also like a set of data tables (as provided previously) with data for all questions as a Total level, as well as breaks to split data by political party (Conservative, Labour) where sample size is sufficient.

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

This research report will only be used for internal use and therefore will not be published or disseminated externally. FSA Comms will be using this information to inform their communications and stakeholder strategies.

Timescale milestones – please include any hard deadlines
please consider all above stages

We will need this research and report to be delivered by end of March 2025 (end of 24/25 financial year).

Winter survey 2024 timescale:

Questions finalised: End of October 2024

Fieldwork: November 2024- January 2025

Topline results: end of January 2025

Report/presentation: February 2025

Supplier response – please provide a brief overview of your approach including a detailed methodology of how you will deliver the requirements

Ipsos executive interviewers will complete interviews with MPs using a CAPI methodology. Participants are approached via an introductory letter, followed by a telephone call to schedule the interview. The interviews are conducted via computer-assisted personal interviews, allowing MPs to complete them in person if they would like to.

We aim for the sample to be representative of the House of Commons by party and ministerial status and then roughly representative of geography and gender. We will weight the final data, so it accurately represents the makeup of the House of Commons during fieldwork. Details on this will be included in the final report.

The current makeup can be found here:

<https://members.parliament.uk/parties/commons>

The Ipsos MPs survey is syndicated, and MPs will answer a mix of background, generic, and client-specific questions.

The FSA client-specific questions are FS0 & FS15 – open-ended questions, FS3 & FS13 – image statements for FSA and Health and Safety Executive, and FS14 – closed priorities questions. MPs will also be asked about familiarity, favourability and advocacy for FSA and comparators Environment Agency (EA), Health and Safety Executive (HSE) and The UK Health Security Agency (UKHSA) at Q10.

C. 100 MPs will answer the FSA's specific questions; additionally routing instructions are applied to questions, so only those who know at least a little about FSA answer FS3, FS14 and FS15.

Open-ended responses will be analysed and coded. In addition, a full verbatim file will be provided for applicable FSA client-specific questions and background questions. A small number of verbatim comments may also be included in the report/presentation.

The results will be delivered as a topline findings document ~~with data tables~~ in Excel for closed questions, as well as a full report and presentation in PowerPoint.

Quality management – please set out you will embed quality management

Ipsos follows the requirements of the Codes of Conduct of the Market Services Society (MRS), the International Chamber of Commerce (ICC) and ESOMAR Code and the disclosure rules set by the British Polling Council (BPC), as amended by this Agreement. In addition, Ipsos is accredited to the quality standard ISO 20252, ISO 9001 and ISO 27001 details of which are available on request.

Internally the project will be run to Ipsos business excellence standards where projects are audited for data protection, supplier management, security and quality.

All subcontractors Ipsos uses are approved according to the same quality standards and all processed data that is transferred internally or externally to suppliers will be sent via secure file transfer systems.

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

Please detail any assumptions you have made

Fieldwork: w/c 11th November 2024 – w/c 13th January 2025
 Topline findings in excel format delivered to the FSA: January 2025
 Final report in PowerPoint delivered to the FSA: w/c 3rd March 2025
 Final presentation delivered to FSA: March 2025 (date TBC)

Project-specific risks and proposed mitigation measures

Risk	Mitigation
Securing the target number of interviews takes longer than the planned fieldwork period.	Executive interviewers will book interviews for as early in the fieldwork as possible to ensure we collect data as soon as we can. If participants schedules don't allow for this, then we will communicate any anticipated delays to deliverables to the FSA.
Data protection breaches	As stated in the quality management section, Ipsos follows the requirements of the MRS, ICC and ESOMAR rules/codes of conducts. As well as this internal business excellence standards are followed by all Ipsos employees to ensure that breaches of the GDPR or participant

	confidentiality are limited as much as possible.
Ethical considerations	
<p>Elected politicians are frequently asked to take part in market research surveys and we have legitimate interest for approaching them. Consent will also be obtained at the start of the survey. MPs will remain anonymous unless they give permission to be listed as a participant. All of their comments will remain anonymous whether they are listed as a participant or not. An incentive of £250 is offered for MPs to take part in the survey. They can accept this as either a personal, party or charity donation.</p>	
Subcontractors	
<p>VIQ Solutions – an approved Ipsos UK supplier.</p>	
Sustainability – pls set out measures to maximise sustainability	
<p>No specific sustainability impacts. Interviews to be carried out remotely.</p>	
<p>GDPR – Please complete the below table detailing personal data that will be processed as part of this work package. Additional questions are also provided beneath the table to provide additional assurances.</p>	
Description	Details
Subject matter of the processing	The processing is needed so that Ipsos can reach out to Members of Parliament for their participation in interviews, which will enable the delivery of insights to the FSA.
Duration of the processing	Personal data will be securely deleted within a year of the project closing. (March 2026)
Nature and purposes of the processing	<p>MPs contact information is processed for the purposes of contacting them for their participation in a market research interview.</p> <p>Data collected during the survey is all presented in aggregate and none of the survey responses are attributable to individuals.</p> <p>Aggregated data is collected for the purpose of providing MPs survey clients</p>

	with quantitative insights into the opinions of members of parliament.
Type of Personal Data	<p>Occupational details</p> <ul style="list-style-type: none"> - Job titles - Party affiliation <p>Contact details</p> <ul style="list-style-type: none"> - Work email addresses - Work telephone numbers - Work addresses
Categories of Data Subject	Members of the UK Parliament
Plan for return and destruction of the data once the processing is complete UNLESS requirement under union or member state law to preserve that type of data	Blanco data deletion software is used to securely delete personal data. This will be done within a year of the project closing.
Please respond to remaining questions in this table to provide further assurances of data protection. Completion of this section is only required for primary data collection, or desk-based research that uses personal or sensitive data.	
Will Ipsos complete a PIA for this project?	<p>No</p> <p><i>Ipsos are only processing data that is publicly available i.e. participants contact information for the purposes of reaching out to them for the interview.</i></p>
<p>Please read each statement below. If the answer to any statement is 'no' please provide further details.</p> <ul style="list-style-type: none"> • Is the research being carried out solely to fulfil the objectives set out by the FSA? This means that Ipsos, or any sub-contractors, will not use the research data for any other purposes. • Does Ipsos accept that it is the data processor (not data controller) for the research data collected? • Is the data that is collected in the Project proportionate to achieve the required research outcomes? 	<p><i>No – the FSA is subscribing to a syndicated survey</i></p> <p><i>No – it is a syndicated study and all data is processed and controlled by Ipsos</i></p> <p>Yes</p>

<p>Please read each statement below. If the answer to any statement is 'yes' please provide further details.</p> <ul style="list-style-type: none"> • Will the FSA receive any personally identifiable participant data throughout the research project? • Is the research study about FSA staff? • Is the study about any other party where we may not have consent (e.g. FSA stakeholders/local authority contacts)? • Will the work package involve collecting children's data? The Data Protection Act states that under 18s class as children, but those 13 or over have a right to consent. • Will any of the data be used to make a decision about the individual? • Will the study involve combining information from other sources and linking it directly to individual responses in a way that the individual may not expect or may object to? • Will we be re-using/re-purposing any old research personally identifiable research data that the data subject may not have consented to? 	<p>No</p> <p>No</p> <p><i>Yes – MPs contact information is in the public domain and it falls under the legitimate interest of the FSA to carry out research among this audience.</i></p> <p>No</p> <p>No</p> <p>No</p> <p>No</p>
<ul style="list-style-type: none"> • Is this research likely to cause damage, distress or harm to someone (e.g. physical harm, financial loss or psychological pain) as a result of the topics discussed and audience involved? Please assess the level of risk as Low, Medium or High and include what mitigating actions will be taken if the answer is 'Medium', or 'High'. 	<p><i>Low / None</i></p>
<p>Will we be seeking to recontact the participant?</p>	<p><i>Yes – consent to recontact is requested at the end of the survey.</i></p>
<p>Please provide a date by which the participant information notice will be</p>	<p><i>A privacy policy will be shared with participants ahead of the interviews.</i></p>

Official

provided to the FSA. If participant notice is not required, please state why.	
Total Cost – Please provide the total cost for this work package. Please provide a detailed breakdown of costs in the financial template which is to be submitted alongside this Project Proposal Document. This should include payment milestones (where applicable)	
The total cost for this project is £20,600	
Have you attached the financial template?: yes	

[REDACTED]

Date: 05/11/2024

Following the submission and approval of this document, the FSA will proceed through a Call-Off Agreement, which will be prepared and issued via Atamis.

Following signature, the FSA will arrange a Purchase Order to be sent to Ipsos. Work on this work package can commence on receipt of a Purchase Order

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	Year 1	Year 2	Year 3	Year 4	
Financial Year (Update as applicabl e in YYYY-YY format)	2024-25	2025- 26	2026-27	2027-28	Total
Total Amount	£ 20,600.00	£ -	£ -	£ -	£ 20,600.00