



**Media Planning, Buying and Associated Services**

**Framework Agreement**

**REF: SP-14-003**

**ITT for the Provision of Media Planning and Buying for  
Food Standards Scotland**



**15<sup>th</sup> April 2016**

# Contents

	Page
<b>Introduction.....</b>	<b>3</b>
<b>1. General Understanding of the requirement, demonstrable availability of suitable qualified and experienced staff to meet the Ordered Services outputs.....</b>	<b>4</b>
1.1 Our Understanding of Food Standards Scotland.....	4
1.2 Our Understanding of the Requirement.....	6
1.3 Availability of staff.....	7
<b>2. Demonstrable experience and expertise of the proposed personnel to meet the Ordered Services outputs.....</b>	<b>8</b>
2.1 How We Work.....	8
2.2 The Proposed Team.....	9
2.3 Support Team.....	11
2.4 Location.....	12
2.5 Investing In Our People.....	12
2.6 Client Service at Republic of Media.....	13
2.7 Ensuring Consistent and High Quality Service.....	13
2.8 CVs.....	16
<b>3. Operational Proposals.....</b>	<b>24</b>
3.1 Understanding the Situation.....	24
3.2 Key Insights.....	32
3.3 Media Strategy.....	33
3.4 Media selection.....	34
3.5 Measurement.....	55
3.6 Conclusion.....	57

## Introduction

It's an exciting time at Food Standards Scotland. As a brand new body, only a year old, it has started the journey to establish itself as the go-to public sector agency for advice about food for the Scottish public. With a new remit for diet and nutrition it now also leads the way in improving Scotland's eating habits. This is a huge issue, affecting all of us and our families and we would relish the opportunity to be part of the team that helps you change things for the better.

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## *1. General Understanding of the requirement, demonstrable availability of suitably qualified and experienced staff to meet the Ordered Services outputs*

### **1.1 Our Understanding of Food Standards Scotland**

Food Standards Scotland (FSS) is the public sector food body for Scotland. Food Standards Scotland exists to protect the people of Scotland by making sure that what they eat and drink is safe and by improving nutrition. This aligns with the Scottish Government's 'Healthier' strategic objective to 'Help people to sustain and improve their health'.

One of the key strategies to deliver this is to ensure that all information and advice on food safety and standards, nutrition and labelling is independent, consistent, evidence-based and consumer-focused.<sup>1</sup>

### **A New Food Body for Scotland**

On 1 April 2015, Food Standards Scotland was launched as the new public sector food body for Scotland. FSS took on the previous responsibilities of the FSA but also had its remit broadened to include healthy eating. Food Standards Scotland was set up as a result of the Scudamore Review (4 April 2012) which advised that the new body should be responsible for food safety, food standards, nutrition, food labelling, and meat inspection policy and operational delivery. FSS was established by the Food (Scotland) Act 2015 as a non-ministerial office, part of the Scottish Administration but independent of the Scottish Government.

### **Food Safety & Standards**

Food Standards Scotland works in a number of key areas to ensure our food is safe, including:

- **Regulation and Enforcement of Food and Feed Law**- the Scottish Food industry is highly regulated and FSS has an important role in ensuring food businesses adhere to these regulations

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<sup>1</sup> [www.foodstandards.gov.scot](http://www.foodstandards.gov.scot)

- **Food Safety & Hygiene**- giving advice on how to avoid food poisoning e.g. the 'Four Cs'- Cleaning, Cooking, Chilling and Cross-contamination
- **Food Incidents**- FSS have developed an Incident Management Plan to deal with any concerns or threats to the safety or quality of our food
- **Labelling**- Food Standards Scotland has policy responsibility on food information, food labelling, food standards and nutrition labelling in Scotland
- **Foodborne Illness**- FSS have a number of plans in place to reduce the number of people suffering from foodborne illnesses such as Campylobacter
- **Contaminants**- ensuring that food is not contaminated e.g. chemicals are not passed on to food through packaging or processing
- **Food Allergy**- FFS provide valuable information to consumers and businesses on food allergies e.g. understanding allergy labelling

### **Nutrition and Healthy Eating**

Scots are consuming too many calories with over a quarter of Scots now classified as obese. The average Scottish diet consists of too much fat, salt and sugar which leads to a range of serious illnesses including coronary heart disease, certain cancers, strokes, osteoporosis and diabetes. In May 2003, the Scottish Government revised the Scottish Dietary Goals upon the recommendation of the then Food Standards Agency in Scotland (FSAS). A range of goals were set from reducing average calorie intake by 120 kcal/person/day, to reducing average intake of salt to 6g per day. Today, Food Standards Scotland has a key role in helping the people of Scotland meet these goals.

Foods Standards Scotland has outlined 4 key areas of remit:

1. Creating a primary source of evidence-based diet and nutrition advice for Ministers, delivery partners and consumers about healthy diets to support the Scottish Dietary Goals

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**1.3 Availability of Staff**

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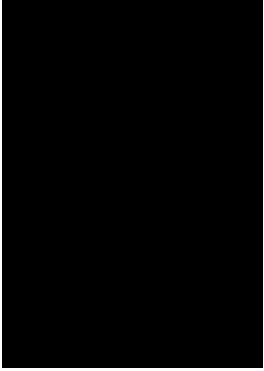
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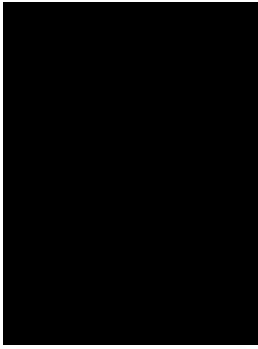
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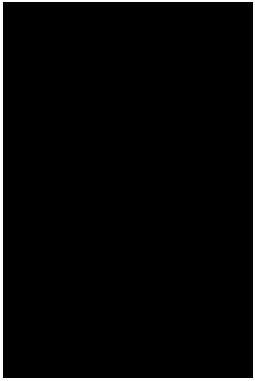
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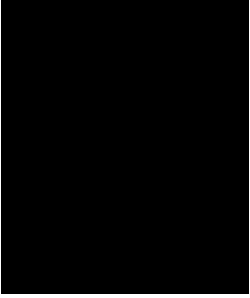
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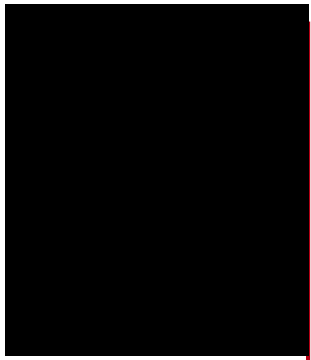
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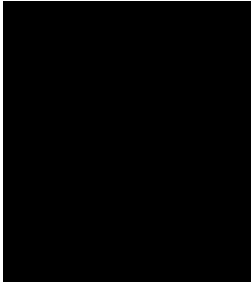
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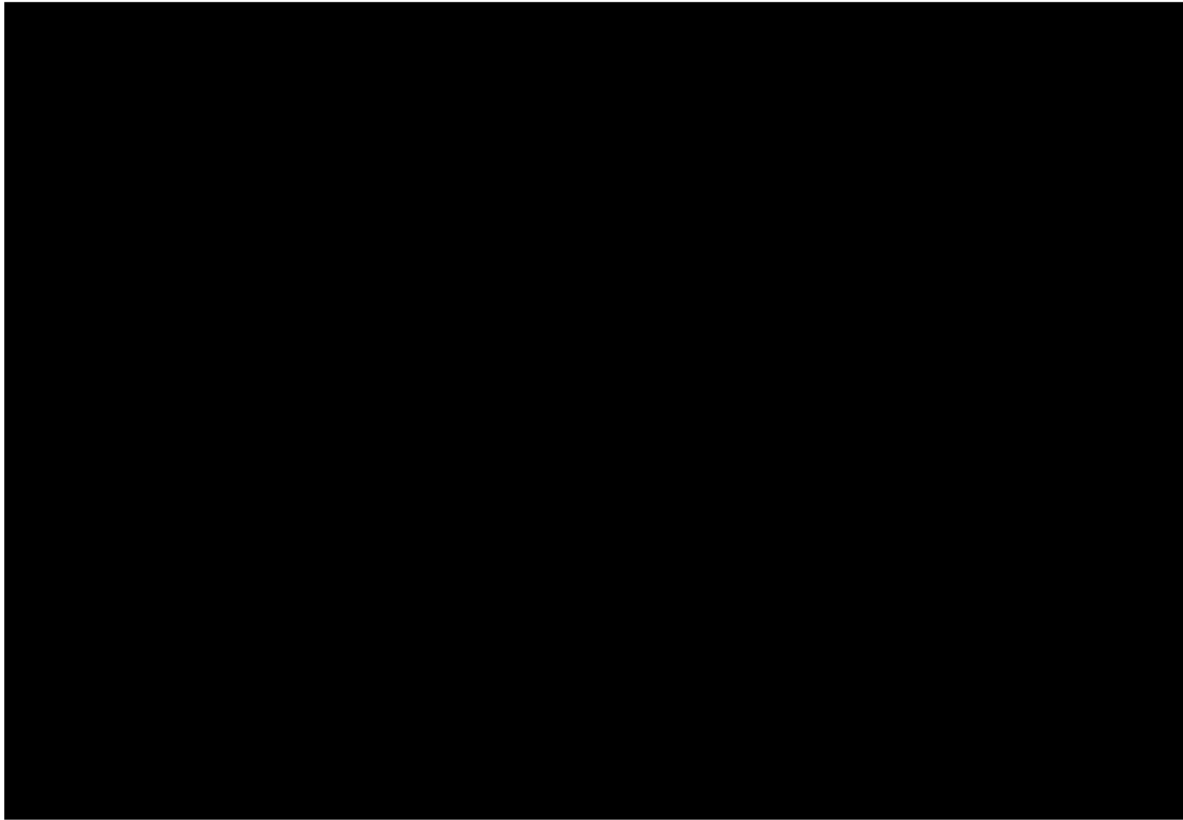
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### 3.2 Key Insights

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### 3.3 Media Strategy

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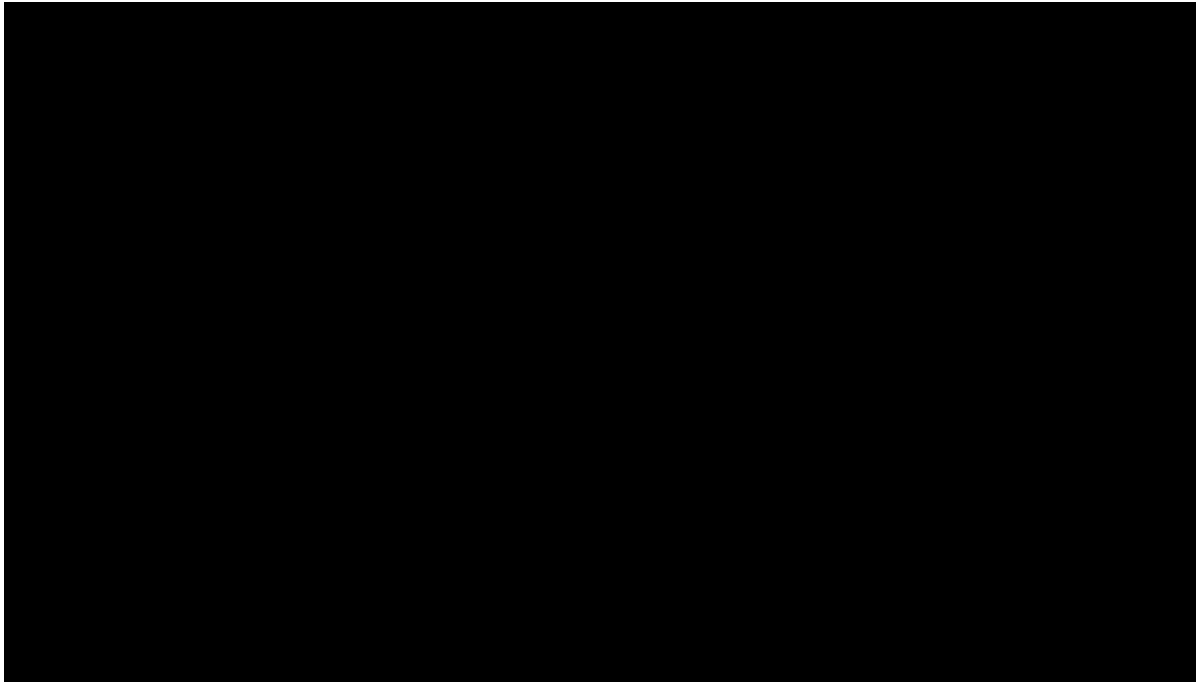
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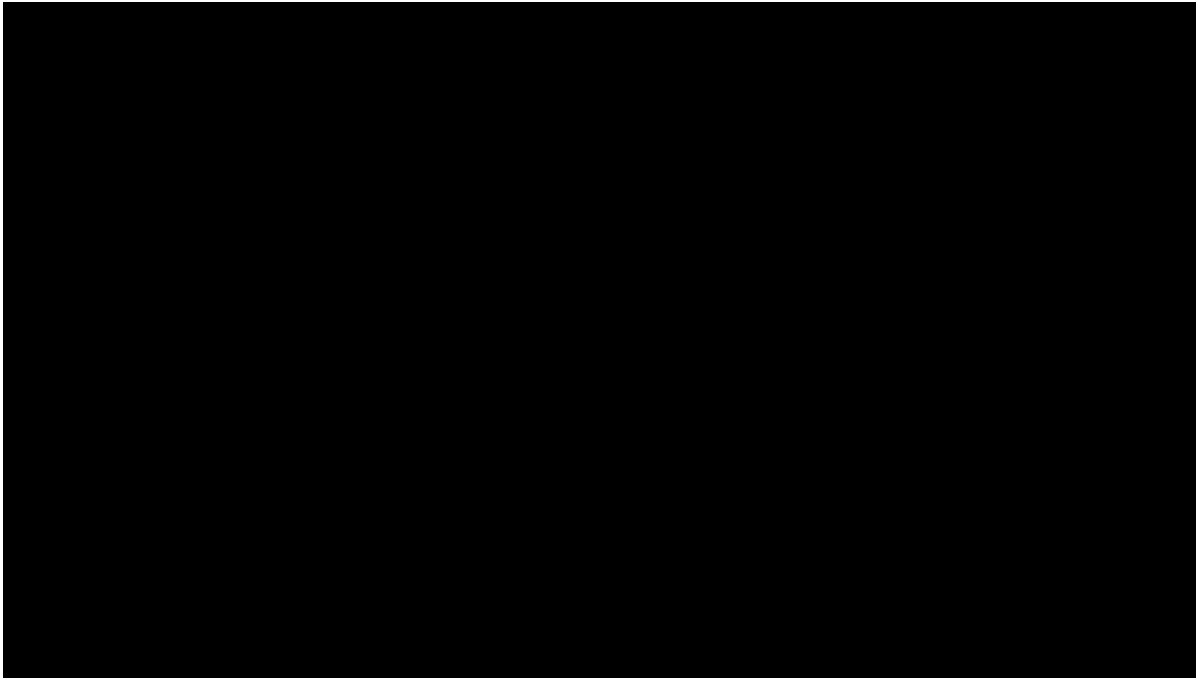


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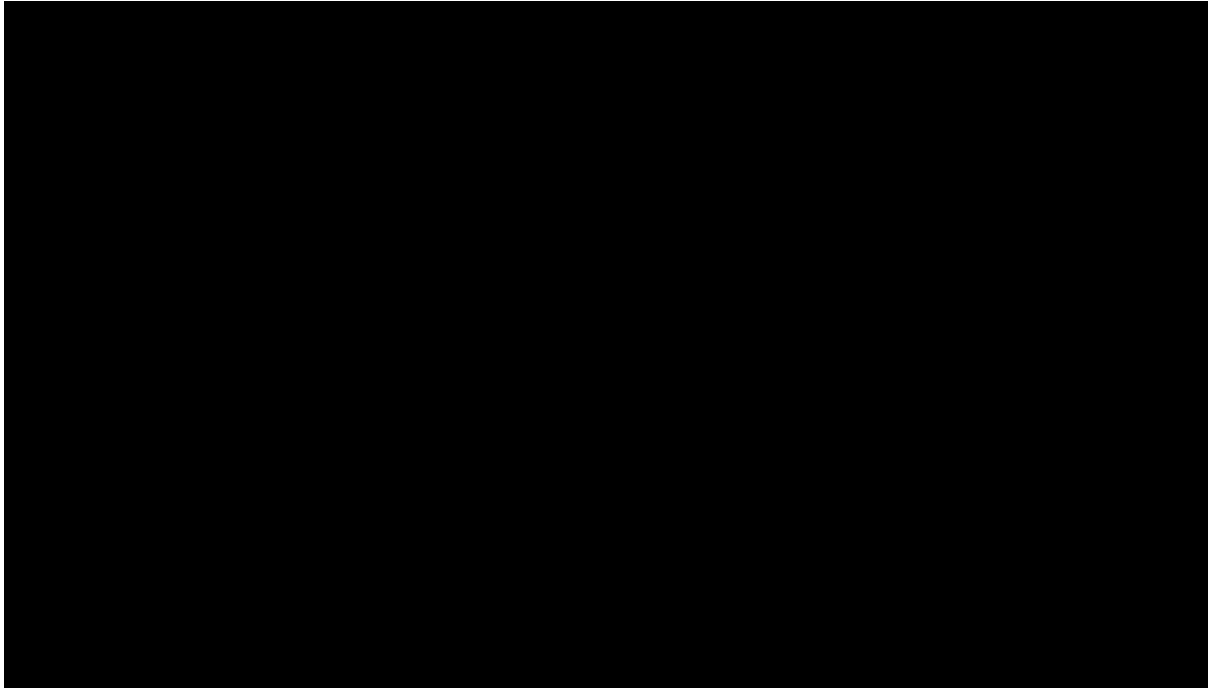
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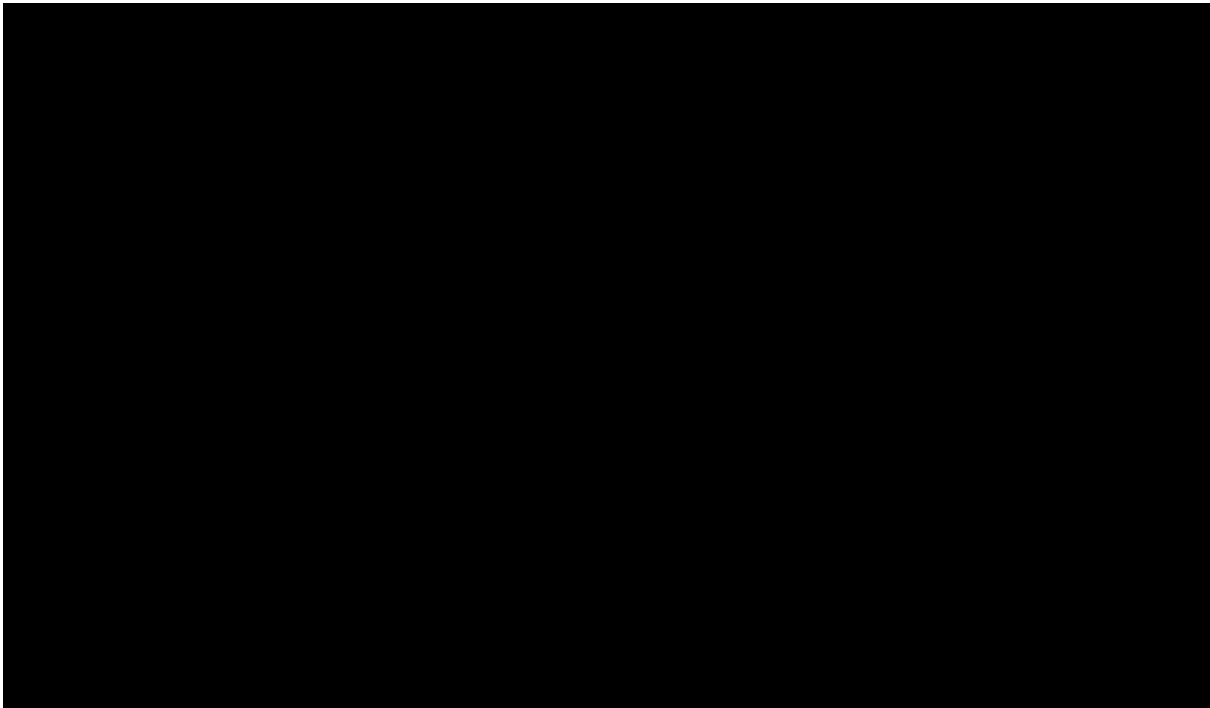
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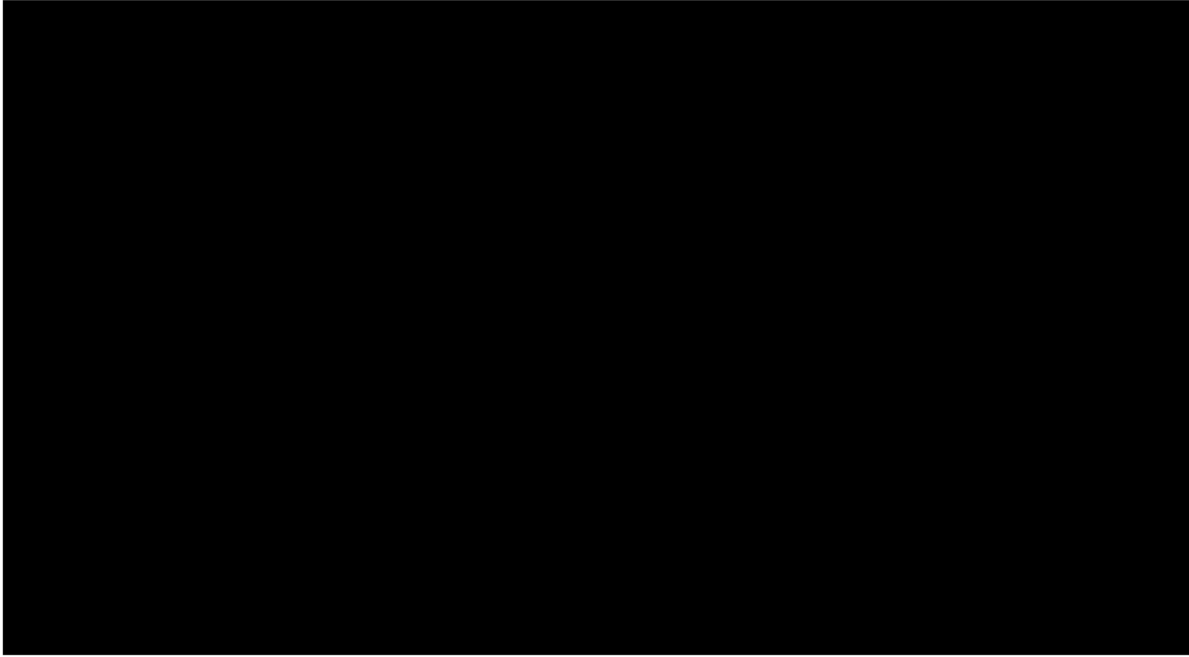
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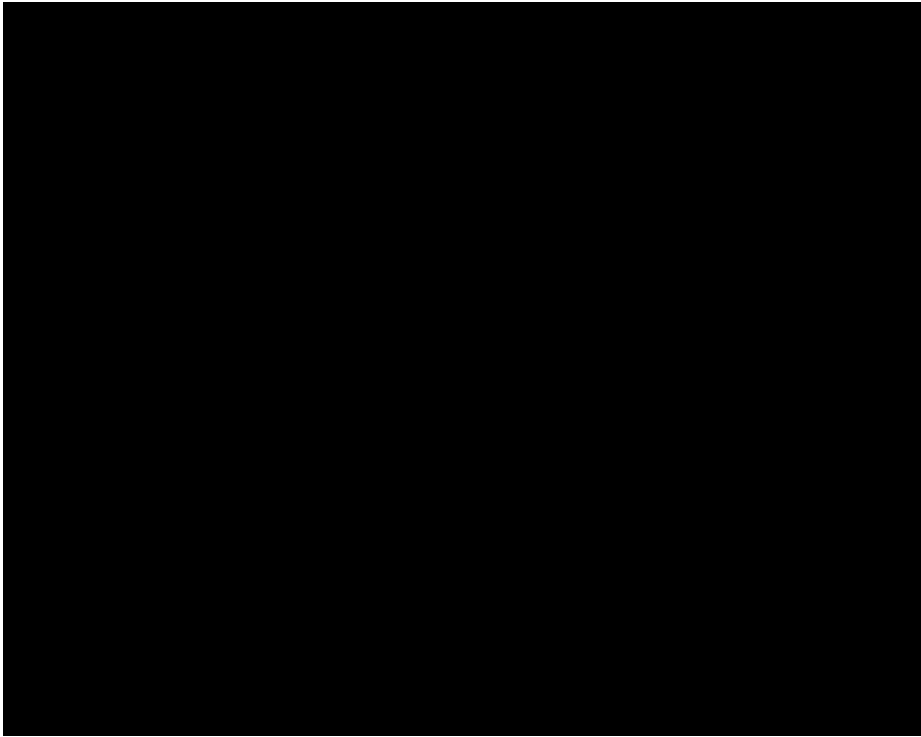
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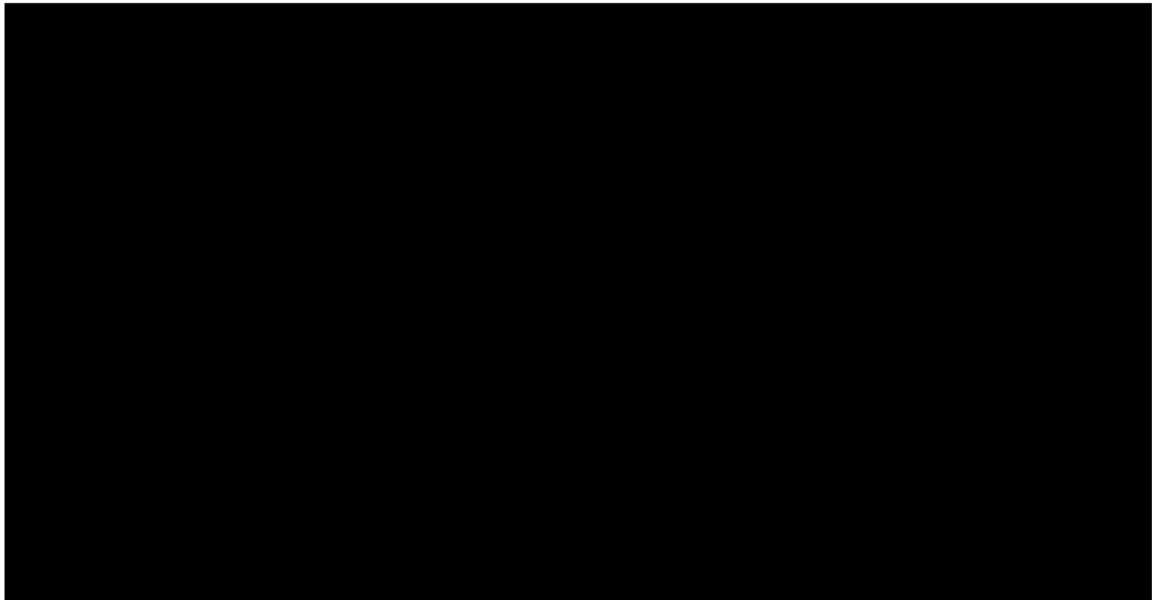
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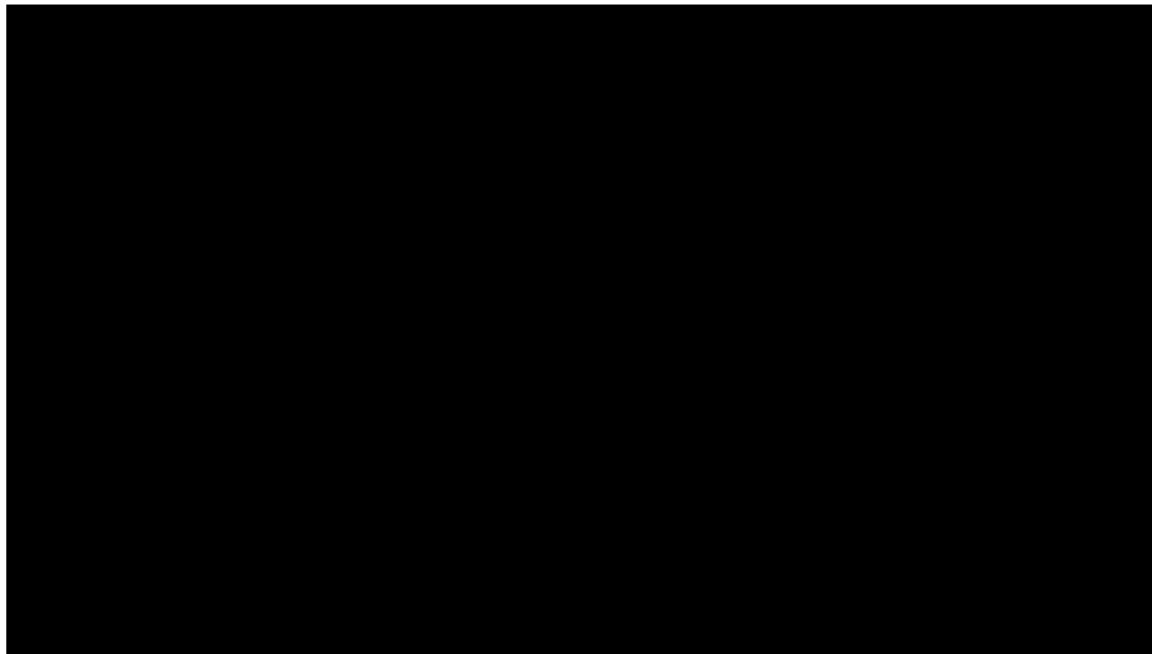
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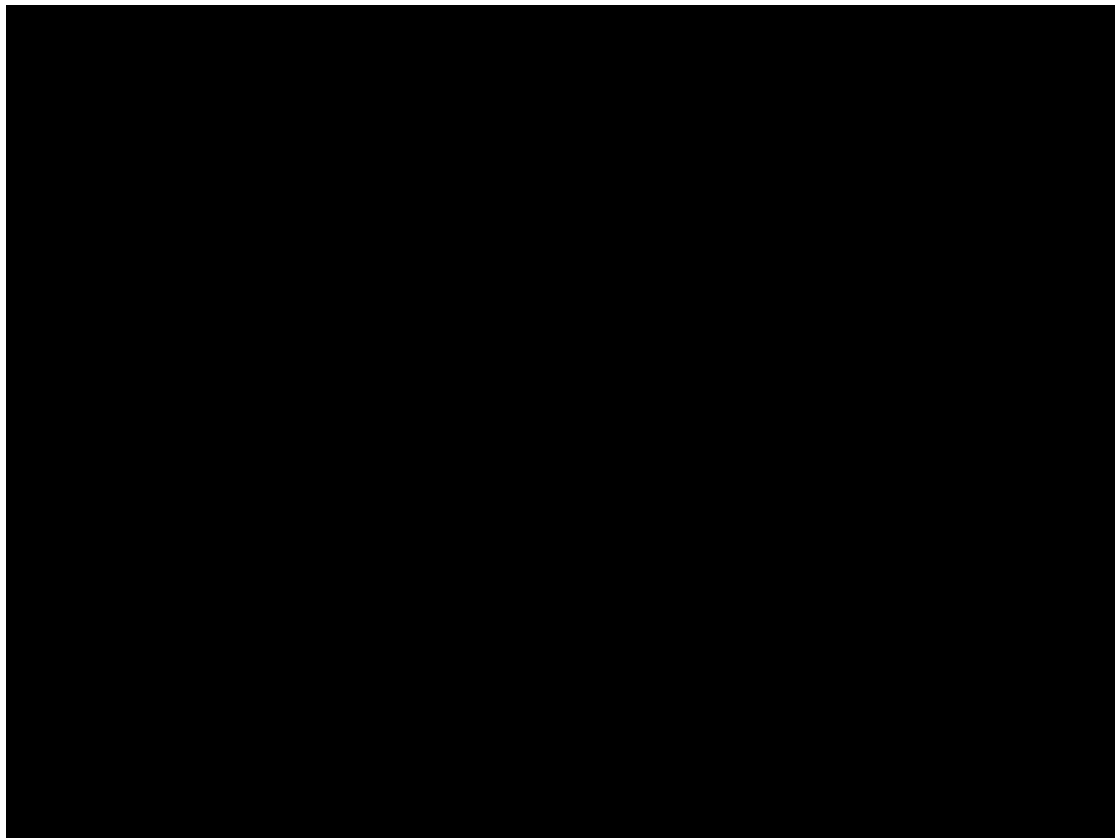
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*Republic of Media Sample Dashboard*





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