

**EVALUATION OF
FRUIT IN SCHOOLS
(PART III)
RESEARCH PROPOSAL**

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Prepared For: GREATER GLASGOW HEALTH BOARD

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1. INTRODUCTION & BACKGROUND

1.1 Introduction

- This proposal has been prepared in response to a written brief from Ruth Kendall, Senior Health Promotion Officer (Research and Evaluation, Greater Glasgow Health Board).
- Market Research UK Ltd., is the largest and longest established independent market research organisation in Scotland and has extensive experience of carrying out research related to the health sector.
- In this document we will outline our understanding of the project objectives, discuss the appropriate methodology, our anticipated project timescale, cost options associated with the research, our team which would work on this project and our experience of working on similar projects.

1.2 Background

- This project has been set up by Greater Glasgow Health Board (GGHB) and Glasgow City Council's (GCC) Direct and Care Services and Education Department. Its purpose is to increase fruit consumption amongst children in primary care and nursery schools in Glasgow.
- Each child is to be supplied with a free piece of fruit three times a week for consumption in the classroom. It is planned that this will be backed up by educational input.
- A pilot scheme commenced on 15th January 2001 and will run for ten weeks. This will involve nine primary schools and four nursery schools.

- The evaluation strategy for Fruit in Schools consists of three parts, which include:-

Part One - *Pre and post self completion questionnaires to children and families / carers to assess the immediate impact of the intervention, with specific emphasis on knowledge, attitudes and initial impressions of the project.*

Part Two - *Collection of monitoring data (such as, distribution systems, numbers and types / quality of fruit distributed) to be included in the final report.*

Part Three - *In-depth study with teachers / head teachers, Direct and Care staff and parents to assess the overall impact of the project in terms of perception, logistics and delivery.*

- We understand the brief invites submissions to undertake the third part of the evaluation only.

2. RESEARCH AIMS & OBJECTIVES

- The principle aim of the research is to assess the overall impact of the Fruit in Schools Initiative.
- Overall specific research objectives include:-
 - *to assess the usefulness of curriculum materials from a teacher / head teacher perspective,*
 - *to assess the logistics of 'Fruit in Schools' in the classroom, clarity of food safety guidelines, perceptions of consumption, storage and waste,*
 - *to assess what problems / difficulties Direct and Care Services staff had delivering fruit to participating schools,*
 - *to investigate issues from a parental perspective, assess the project's impact on children and family life,*
 - *to compile a final report which draws together findings from parts 1, 2 and 3.*
- **Specific Objectives for Teachers / Head Teachers / Direct & Care Services:-**
 - *to ascertain problems experienced,*
 - *to evaluate usefulness of teaching material,*
 - *to evaluate ease of understanding of teaching material,*
 - *to assess fruit consumption,*
 - *to assess practical problems such as delivery / storage disposal of fruit.*
- **Specific Objectives for Parents of Children**
 - *to explore opinions of the Fruit in Schools Initiative,*
 - *to investigate any differences to their child / children and effect on family life.*

3. MARKET RESEARCH UK BACKGROUND & EXPERIENCE

3.1 Company Background

- Market Research UK is an independently owned Research Company with extensive experience of working with a wide range of public and private sector clients throughout the UK.
- We have a group turnover of approximately £3m with 40 full-time office based staff in Glasgow and over 1,500 interviewers throughout the UK (350 in Scotland).
- Market Research UK manages their own in-house fieldwork team with all interviewers operating to Interviewer Quality Control Scheme standards (I.Q.C.S). This is the highest quality control for fieldwork available within the Market Research industry.
- We are registered under the Data Protection Act to hold databases for market research purposes.
- We have our own in-house qualitative focus group viewing studio with a client observation suite in Glasgow for your convenience.

3.2 Relevant Experience

- Market Research UK Ltd. is a full service agency, providing qualitative and quantitative research and offers extensive experience in health related research particularly with Greater Glasgow Health Board and Health Education Board for Scotland.
- We are currently working on Part One (pre and post self completion research) of the evaluation and we feel this contributes significantly to our understanding of the project.

- We also previously evaluated the Nutrition in Nursery Schools Pilot Project in 1998 (Fruit in Nursery Scheme), which involved depth interviewing with Head Teachers and group discussions with parents.
- Recent health related experience has included.

Greater Glasgow Health Board

- *Evaluation of SNAG product (6 schools)*
- *Qualitative research with staff, pupils and Catering Managers.*

Greater Glasgow Health Board

- *Qualitative research evaluating Drumchapel Health Club and Drop in Centre. Research incorporated depth interviews with health professionals, school representatives and pupils.*

Greater Glasgow Health Board

- *Youth workers HP needs. Involved group discussions and self completion research.*

GGHB / Glasgow 2000

- *Smokers in Primary Healthcare – evaluation of a facilitator led project.*

GGHB/Glasgow City Council

- *Healthy City Project – development research with members of the newly formed Management Committee.*

Greater Glasgow Health Board

- *Two major quantitative studies investigating Drugs, Alcohol, Smoking and Sexual Activity of 12-19 year olds in Greater Glasgow incorporating deprivation of area analysis.*

Greater Glasgow Health Board

- *'Process' evaluation of 6 home safety equipment schemes in Glasgow assessing views amongst staff / volunteers and users (in-depth interviews and statistical desk research).*

Greater Glasgow Health Board

- *Evaluation of 'Alive' handbook of health.*

Health Education Board for Scotland

- *Evaluation of Scottish Healthy Choices Award Scheme. Involved depths and telephone interviews with catering staff.*

Health Education Board for Scotland

- *Pre test of weight management campaign materials.*

Health Education Board for Scotland

- *Evaluation of dental health material within pharmacy settings (face-to-face depth interviews and telephone interviews with pharmacists).*

Health Education Board for Scotland

- *Small retailer healthy eating initiative (quantitative).*

Health Education Board for Scotland

- *Pre test / development of healthy eating radio campaign (group discussions – '5 portions of fruit or veg a day').*

4. RESEARCH METHODOLOGY

- The brief stipulates the requirement to undertake a qualitative piece of research with teachers / head teachers, Direct and Care Services staff and Parents.

4.1 Teachers / Head Teachers, Direct and Care Service Staff Research

- We agree with the research approach outlined in the brief and believe that most value would be derived by conducting qualitative research with this target group to allow for the development of an in-depth understanding of attitudes towards the Fruit of School Initiative.
- We understand in-depth interviews would be conducted with teachers / head teachers in primary and nursery schools as well as operational staff from Direct and Care Services.
- We understand that a database with contact details for Teachers / Head Teachers will be provided by Greater Glasgow Health Board.
- In order to ease recruitment from each school / nursery, we would recommend that the Health Promotion Department of Greater Glasgow Health Board send a letter to each Head Teacher, explaining the background to the research and Market Research UK's involvement. An Executive from Market Research UK would then liaise directly with each school concerned in order to recruit the in-depth interviews.
- Potential respondents' would then be contacted by phone with a view to arranging appointments for depth interviews. A recruitment questionnaire would be used to ensure respondents are eligible to take part.
- All in-depth interviews would be conducted by a Research Executive or a Senior Interviewer at the respondents' place of work, and would be audio-recorded.

- This approach uses a semi-structured topic guide rather than a structured questionnaire. It therefore allows full investigation of issues where respondents may have greater strength of opinion or detail of knowledge.
- Each depth interview would last about 30 minutes.
- We have a multi-cultural fieldforce who operate to I.Q.C.S standard, the highest accolade of interviewing quality within the market research industry. One of their languages includes Urdhu.
- The analysis and interpretation of findings would be carried out by the Executive who will be project leader, and has responsibility for overall reporting.
- We understand that a member of the Market Research UK Project Team will be required to report to a representative from the Steering group on a regular basis.

4.2 Parents Research

- We understand that qualitative research is to be conducted with parents of children in both nurseries and primary schools to explore their opinion of the Fruits in Schools Initiative.
- We agree that a qualitative approach is necessary if the research is to consider attitudes and perceptions in sufficient depth.
- In our experience, there may be benefits to conducting group discussions with this target group. We have therefore not only outlined our approach for in-depth interviews with parents but for focus group discussions as an alternative.

4.2.1 Option A: In-depth Interviews with Parents

- We would envisage conducting in-depth interviews with parents of children in nurseries and primary schools.
- Market Research UK would design a semi-structured topic guide with client input and approval prior to fieldwork commencing.
- We understand the onus will be on Market Research UK Ltd. to liaise with schools and nurseries to select and arrange interviews with parents at a suitable time and place.
- In order to ease the process of recruitment, we would recommend that the Health Promotion Department of Greater Glasgow Health Board send a letter to primary schools and nurseries, explaining the background to the research and Market Research UK's involvement.
- For recruitment of parents we would recommend that nurseries / primary schools distribute a letter designed by Market Research UK Ltd, inviting them to contact a Project Executive at Market Research UK Ltd by telephone, should they wish to take part in the in-depth interviews.
- All in-depth interviews would be conducted by a Research Executive or a Senior Interviewer at the nursery / primary school or respondents home, and would be audio recorded for analysis and interpretation.
- Each depth interview would last 30 to 40 minutes.
- All analysis interpretation would be carried out by an Executive on the Project Team.

4.2.2 Option B: Focus Group Discussions with Parents

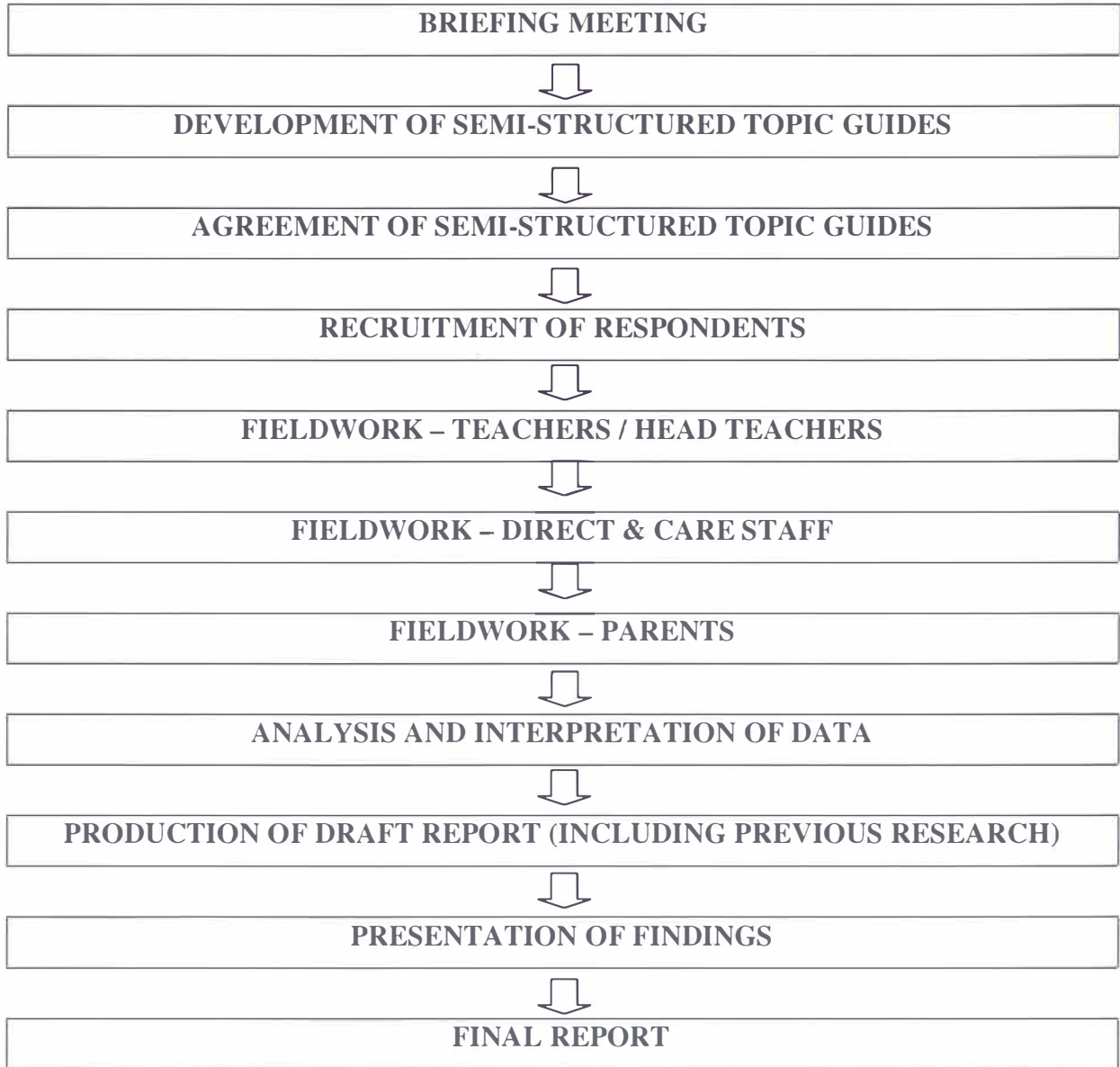
- We would recommend that focus group discussions with parents be considered as an appropriate approach for this group. We have conducted research with parents on a number of occasions and envisage that a focus group approach lends itself to parents in terms of convenience and cost. We would be happy to discuss this approach further.
- For recruitment of parents, we would recommend that nurseries / schools distribute a letter (designed by Market Research UK) to parents, explaining the background to the research, and inviting them to contact Market Research UK by telephone, should they wish to take part in the group discussions.
- Group discussions would last approximately one and a half hours, and would allow for interaction and free discussion.
- A discussion guide would be designed by Market Research UK with client input, comment and approval prior to fieldwork.
- All group discussions would be moderated by a Research Executive and audio recorded for analysis and interpretation.

4.3 Reporting

- The report for the research would encompass the previous self completion research findings, monitoring data and the in-depth research.

5 RESEARCH APPROACH

**MARKET
RESEARCH UK
GROUP**



6. RESEARCH OUTPUT

- At present, we would anticipate the output of the research to include the following:-
 - *a full verbal presentation of findings from all stages,*
 - *full narrative report amalgamating findings from part 1,2 and 3 of the entire evaluation.*

7. RESEARCH COSTS

- The following costs are inclusive of project development and management, semi-structured questionnaire development, recruitment, fieldwork, report production and presentation of findings. We are happy to provide costs for alternative sample sizes.

7.1 Teachers / Head Teachers, Direct and Care Services

OPTION	NUMBER OF DEPTH INTERVIEWS	TOTAL COST
A	10	£2,000
B	15	£3,000

7.2 Parents

Option A: In-depth Interviews

OPTION	NUMBER OF DEPTH INTERVIEWS	COST	INCENTIVES	TOTAL COST
A	10	£1,800	£200	£2,000
B	20	£3,600	£400	£4,000

Option B: Focus Group Discussions

OPTION	NUMBER OF GROUPS	COST	INCENTIVES	TOTAL COST
A	2	£2,000	£400	£2,400
B	4	£4,000	£800	£4,800

7.3 Reporting

- The above fees include reporting for Part 3 only. The additional fee for an amalgamated report would be £750.
- All costs exclude VAT, our usual invoicing terms apply – we would anticipate invoicing 50% on commissioning and 50% on completion of Final Report.

8. RESEARCH TIMESCALES

- We would propose the following timescales:

ACTION	DATE
Submission of Bids	13 th February 2001
Award of Contract	14 th February 2001
Briefing Meeting	Noon, 21 st February 2001
Develop Semi-Structured Questionnaire	21 st – 23 rd February 2001
Recruitment of Respondents	21 st February - 2 nd March 2001
Interviews conducted with Teachers / Head Teachers	W/c 26 th February 2001
Interviews conducted with Direct and Care Staff	W/c 26 th February 2001
Interviews / groups conducted with families	W/c 26 th February 2001
Analysis of Data	Mid March 2001
Draft Report / Presentation of Findings	End of March 2001
Final Report	W/c 2 nd April 2001

9. PROJECT TEAM

- The Market Research UK team to work on this project is shown below. This is an experienced research team, which has worked together on behalf of GGHB and many of the projects outlined in our relevant experience section including Part One of this project.

Kirsty MacDonald, Senior Research Executive

- Kirsty would have overall responsibility for all aspects of this research.

Shona Pow, Research Executive

- Shona would be responsible for day to day project management and development, client liaison, depth interviewing and reporting.

Charlotte Gilmore, Research Executive

- Charlotte would assist with executive support and depth interviewing.

Mae McColl, Fieldwork Director

- Mae has over 20 years experience of market research fieldwork issues. Mae would be responsible for all fieldwork issues, relating to recruitment, quality control and management.

10. CLOSING REMARKS

- I hope that we have fully answered the objectives of this research. Should you have any queries or comments, please do not hesitate to contact us.
- I hope that we may be able to work with you on this project.

Yours sincerely,



SHONA POW

RESEARCH EXECUTIVE

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APPENDIX

TERMS & CONDITIONS



TERMS AND CONDITIONS

1. **Introduction**
 - 1.1 In these terms and conditions Market Research UK Limited, Market Research Scotland Limited, Market Research Wales Limited and Market Research Northern Ireland Limited are referred to throughout as "We" or "Us" and the Client or Commissioning Organisation is referred to as "You" or "Your".
2. **Contract and Services**
 - 2.1 We agree to provide the market research services you have requested ("the Services") which are set out in the Proposal ("the Project") subject to these terms and conditions and the terms of the Proposal.
 - 2.2 We may provide the Services in one or more stages as detailed in the relevant Proposal.
 - 2.3 We will provide the Services and conduct the Project in accordance with the market Research Society's Code of Conduct which includes a commitment to respondent confidentiality.
 - 2.4 The terms and conditions contained within the relevant Proposal together with these terms and conditions shall form the contract for the Project ("the Contract").
3. **Fees and Expenses**
 - 3.1 You shall pay our fees for carrying out the Project which are set out in the attached Proposal or have otherwise been confirmed to You in writing by Us ("the Agreed Fees").
 - 3.2 In addition to the Agreed Fees We shall *with your agreement* charge You all reasonable out of pocket costs incurred by Us in carrying out the Project, which shall include without limitation, travel, car mileage, accommodation, subsistence, respondent incentives or participation fees and the purchase of any samples ("the Expenses"). We reserve the right to charge an additional 5% on Expenses incurred by Us on Your behalf to cover our administration costs.
 - 3.3 *Unless agreed in writing prior to commissioning the project*, our Agreed Fees and Expenses shall be invoiced as follows:
 - 3.3.1 50% of the Agreed Fees and our estimated Expenses *upon commissioning*.
 - 3.3.2 50% of our Agreed Fees and the balance of our actual Expenses *upon Delivery of our final report*.
 - 3.4 All invoices are payable within 30 days of the date of the invoice and all payments due under the terms of this Contract shall be made by You without deduction, set-off or counter-claim. We reserve the right to charge interest at the rate of 1% per month on any overdue invoices.
 - 3.5 All sums due under this Contract will be subject to VAT at the rate applicable on the due date unless we are satisfied that You are not liable to pay VAT.
4. **Exclusion of Liability**
 - 4.1 Save as expressly set out in this Contract no term, condition or warranty of any kind whatsoever (express or implied and whether statutory, collateral hereto or otherwise) is given by Us in relation to the Project or the Services and all such terms, conditions and warranties are hereby expressly excluded to the fullest extent permitted by law.
 - 4.2 Notwithstanding anything else contained in this Contract, We shall not be liable to You for loss of profits or contracts or other indirect or consequential loss or damage, including (but without limitation) business interruption and/or loss of profits whether arising from negligence, breach of contract or any other cause of action arising out of the subject matter of the Contract.
 - 4.3 We do not exclude liability for death or personal injury caused by our negligence.
5. **Completion Dates**

We shall endeavour to meet any Project completion dates specified in the relevant Proposal. However, these dates are estimates only and shall not be conditions of the Contract. We shall not be responsible for any losses or damages arising as a result of a failure to meet any such dates.
6. **Specification**
 - 6.1 Where the specification of a Project changes from that detailed in the Proposal, We will notify You and submit revised cost estimates in writing.
 - 6.2 If You require changes to be made which require action to be taken by Us before our written revised cost estimate can reasonably be supplied, We reserve the right to increase our Agreed Fees and Expenses in line with our normal rates to reflect the changes required and submit a further interim invoice to reflect the increased fees and Expenses.
7. **Intellectual Property Rights**

All property, copyright, and other intellectual property rights contained in any of the work undertaken, documents, results, reports or data produced or any other material arising from the Project shall be vested in Us unless otherwise agreed in writing between You and Us, subject only to your right to use such items for the purposes of utilising the Project.
8. **Postponement of Fieldwork**

If You postpone the dates of any fieldwork planned for the Project without giving us at least 7 days written notice, You hereby indemnify Us for any liabilities, costs or expenses arising as a result of Your postponement of such fieldwork including, without limitation, any costs associated with commitments made on Your behalf, including interviewer *costs and expenses*.
9. **Cancellation and Termination**
 - 9.1 You may cancel the Project at any time upon giving to Us 7 days written notice of such cancellation. Upon such cancellation the Contract will terminate and Clause 9.3 will apply.
 - 9.2 We may terminate the Contract forthwith by notice in writing if:
 - 9.2.1 You are in default or commit any breach of the terms of the Contract.
 - 9.2.2 You commit an act of bankruptcy or enter into any voluntary arrangements with your creditors or become subject to an administration order or (being an individual or a firm) become bankrupt or (being a company) have a receiver, administrator or administrative receiver appointed over your assets or go into insolvent liquidation (otherwise than for the purposes of amalgamation or reconstruction).
 - 9.2.3 You fail to provide any information or support which is set out in the Proposal or reasonably requested by us in writing and, which is necessary for the completion of the Project.
 - 9.3 Upon cancellation or termination of the Contract in accordance with Clause 9.1 or 9.2 then, without prejudice to any other right or remedy available to Us, You shall be liable to pay to Us immediately all fees and Expenses incurred up to the date of cancellation and you hereby indemnify Us for any liabilities, costs or expenses arising as a result of the cancellation or termination of the Contract, including without limitation, any costs associated with commitments made on Your behalf, including interviewer payments.
10. **Confidentiality**
 - 10.1 Each of us hereby undertakes to the other not to disclose to any third party and keep confidential all information (written or oral) data or trade secrets concerning the business and affairs of the other supplied or received prior to, during or after the completion of this contract.
 - 10.2 The provisions of Clause 10.1 shall not apply to the extent that the information is already in the other's possession or in the public domain other than as a result of a breach of Clause 10.1.
11. **General**
 - 11.1 Any notice required to be given hereunder shall be delivered by hand or sent by first class post by either party to this Contract to the other at the address of the other set out in the attached Proposal (or such other address as may have been notified to the other party in writing) and any such notice shall be deemed to have been served (if delivered by hand) at the time of delivery or (if sent by post) upon the expiration of 48 hours after posting.
 - 11.2 Any variation, waiver or consent by Us relating to this Contract shall only be effective if in writing and no failure or delay on our part shall operate as a waiver of our rights.
 - 11.3 These terms and conditions and any terms contained in the attached Proposal shall be the only terms of this Contract and no alteration or variation of the Contract shall be void unless previously agreed in writing between Us. For the avoidance of doubt, your terms and conditions of business shall not form part of the Contract.
 - 11.4 No representations, agreements, statements or undertakings made prior to the date of this Contract shall be incorporated in or form part of this Agreement. You irrevocably and unconditionally waive any rights you may have to claim damages to any misrepresentation whether or not contained in this Contract, or breach of any warranties not contained in this Contract unless such misrepresentation or warranty was made fraudulently.
 - 11.5 If any provision of the Contract is held by any competent authority to be invalid or unenforceable in whole or in part, the validity of the other provisions of the Contract and remainder of the provision (if any) in question shall not be affected.
12. **Governing Law**
 - 12.1 If this Contract is between You and Market Research UK Limited or Market Research Wales Limited, this Contract shall be governed and construed in accordance with the laws of England and Wales, and You agree that the Courts of England and Wales shall have jurisdiction to settle any dispute that may arise in connection with this Contract.
 - 12.2 If this Contract is between You and Market Research Scotland Limited, this Contract shall be governed and construed in accordance with the laws of Scotland, and You agree that the Courts of Scotland shall have jurisdiction to settle any dispute that may arise in connection with this Contract.
 - 12.3 If this Contract is between You and Market Research Northern Ireland Limited, this Contract shall be governed and construed in accordance with the laws of Northern Ireland, and You agree that the Courts of Northern Ireland shall have jurisdiction to settle any dispute that may arise in connection with this Contract.