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Contract

## **Warehousing, mailing fulfilment and distribution**

AHDB

F03: Contract award notice

Notice identifier: 2023/S 000-000224

Procurement identifier (OCID): ocids-h6vhtk-03572d

Published 5 January 2023, 9:26am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

#### **Contact**

Sarah Waters

#### **Email**

[procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk)

#### **Telephone**

+44 2072385921

#### **Country**

United Kingdom

**Region code**

UKG13 - Warwickshire

**Internet address(es)**

Main address

<https://defra.bravosolution.co.uk/>

Buyer's address

<https://defra.bravosolution.co.uk/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Agriculture and Horticulture

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Warehousing, mailing fulfilment and distribution

Reference number

2022-549

#### **II.1.2) Main CPV code**

- 63122000 - Warehousing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

AHDB is made up of four individual sectors and a cross sector for shared responsibilities under the one AHDB central organisation, these. These sectors run separate budgets and accounts. All activities are detailed, recorded and invoiced by purchase orders from each sector. We are a publisher of a wide spectrum of technical, research and marketing resources. The publications and marketing materials are delivered to the warehouse facility either directly from source or via AHDB, entered into inventory and stored. All goods arriving will be clearly labelled with SKU, description of contents, number of boxes and quantity per box.

These are then available on a call off basis to AHDB levy payers, requests for publications are made to the Bureau team at AHDB and in some cases directly to the warehouse. The requests from AHDB are then forwarded to the warehouse facility via a portal ordering system for fulfilment and despatch to the requesting end user.

The warehouse also assembles marketing, promotional and educational kits, to meet AHDB requirements. Mailing data is provided via a secure file transfer site to the warehouse facility from the AHDB Customer Relationship Management (CRM) team for all warehouse mailing activities.

Under the existing contract, a sole supplier provides all warehousing, mailing and fulfilment services for AHDB under the existing tender agreement. Storage of printed matter, from single sheet flyers, multi-page brochures and any marketing aids and tools are entered into an inventory according to the ordering AHDB sector.

Estimated start date is 30th April 2023, initial 2 year contract with the option to extend for 2 periods of 12 months each.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £1 / Highest offer: £560,000 taken into consideration

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

Core services:

Ordering and stock control – Portal Requirement

The successful tenderer will must provide an online AHDB portal to include, but not limited to, the following features:

- e-commerce style shop front format
- Managed logins with access to all AHDB sectors for authorised staff with variable permissions
- Ease of navigation for all AHDB sectors
- Picture images of materials
- Global search facility across site by SKU or description
- Multiple operators processing orders simultaneously
- Priority and urgent order facility
- Multi sector selections added to common basket

- Delivery and mailing options displaying costs and time order constraints
- Delivery instructions for non-standard timed/dated deliveries and where to leave
- All chargeable items must require a purchase order number to be given by the customer to activate the request
- Order amendment and cancellation facility
- Order confirmation email
- Order status indication
- Order history-who has ordered and when
- Inventory management, stock level re-ordering points
- Back-order management including partial delivery notification
- Low stock level indicators
- SKU creation
- Link to AHDB CRM for client, record and order history update
- Returns section from AHDB to warehouse.

#### Ordering and stock control – Client to Warehouse

Bespoke ordering, communication and reporting systems – including the need to answer phones on behalf of AHDB sectors, and emails on behalf of some AHDB sectors with designated phone lines and email address. Telephone lines and email addresses must be operational by contract commencement and be located on the supplier's premises. One existing telephone number (STD), will need to remain the same for external customers calling following marketing campaigns, currently circa 15 a month. The detail of these will be provided to the successful supplier upon contract award and call diversions may be required for a short interim period.

#### Warehousing, mailing fulfilment and distribution

- Secure warehouse facility, protected by a Fire and Security accredited system e.g. NACOSS/NSI .
- Long- and short-term storage of AHDB pallets, publications and materials.

- Located in the UK for ease of access for supplier same day site to site deliveries and same day despatch.
- Orders placed via online portal, email or telephone.
- Fulfilment and mailing of printed material such as newsletters, booklets, marketing and promotional materials. Packaged according to format (supplier provided enveloped, poly-wrapped or carton boxed etc). Printing of relevant delivery notes / mailing labels or address inserts.
- Mailed or delivered to meet any specific requested time and location instructions. For fulfilment and mailed jobs, the price for postage should be quoted at the recognised rate for the requested type (eg 1st or 2nd class post etc) with no profit added. Use of cheaper comparable services is welcomed.
- Itemised invoicing for sectors
- Notification of deliveries and fast integration into inventory
- Secure disposal facilities for destruction of AHDB materials as requested
- Stock levels, controls and parameters updated on portal
- Downstream access by most cost-effective methods

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60

Cost criterion - Name: Price / Weighting: 30

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-020713](#)

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

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## **Section V. Award of contract**

### **Contract No**

2022-549

### **Title**

Warehousing, Distribution and Fulfilment

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 November 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 10

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Partridges UK Limited

Kettering

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Lowest offer: £140,000 / Highest offer: £560,000 taken into consideration

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**Section VI. Complementary information**

**VI.3) Additional information**

Procurement Manager

**VI.4) Procedures for review**

**VI.4.1) Review body**

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Country

United Kingdom

**VI.4.2) Body responsible for mediation procedures**

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Email

[procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk)

Country

United Kingdom

**VI.4.4) Service from which information about the review procedure may be obtained**

Defra

Noble House

London

SW1P 3JR

Country

United Kingdom