

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/006026-2021>

Awarded contract

AHDB Foodservice Data requirements

AHDB

F03: Contract award notice

Notice reference: 2021/S 000-006026

Published: 24 March 2021, 10:56pm

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Email

procurement@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

NUTS code

UKG13 - Warwickshire

Internet address(es)

Main address

www.ahdb.org.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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

AHDB Foodservice Data requirements

Reference number

2020-451

II.1.2) Main CPV code

- 72316000 - Data analysis services

II.1.3) Type of contract

Services

II.1.4) Short description

AWARDED - This tender is for the provision of foodservice market sizing data and insight relating to demand in the out of home market. The Retail and Consumer Insight (RCI) team provides independent, impartial market analysis, using AHDB's own, and third party information (either bought or publicly available). Our team's aim is to describe and explain changes in consumer demand, attitude and behaviour enabling levy payers to better understand the market in which they operate. This helps farm businesses and other levy payers in the supply chain plan for the future and make better business decisions.

One element of AHDB's data sources is foodservice panel data (currently in contract with MCA). Access to this data allows AHDB to analyse the out of home market and monitor the performance of meat and potato products within the market.

The information is used by AHDB to inform the industry on the latest out of home consumption trends and look at potential implications for AHDB sector-related products. The information is used on the AHDB website, contributes to published articles and reports, in business meetings/presentations and also in the media in response to requests for market information/commentary.

The contract is for 2 years with the option to extend for a further 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)

Value excluding VAT: £228,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

II.2.4) Description of the procurement

AWARDED - This tender is for the provision of foodservice market sizing data and insight relating to demand in the out of home market. The Retail and Consumer Insight (RCI) team

provides independent, impartial market analysis, using AHDB's own, and third party information (either bought or publicly available). Our team's aim is to describe and explain changes in consumer demand, attitude and behaviour enabling levy payers to better understand the market in which they operate. This helps farm businesses and other levy payers in the supply chain plan for the future and make better business decisions.

One element of AHDB's data sources is foodservice panel data (currently in contract with MCA). Access to this data allows AHDB to analyse the out of home market and monitor the performance of meat and potato products within the market.

The information is used by AHDB to inform the industry on the latest out of home consumption trends and look at potential impacts for AHDB sector-related products. The information is used on the AHDB website, contributes to published articles and reports, in business meetings/presentations and also in the media in response to requests for market information/commentary.

The contract is for 2 years with the option to extend for a further 2 periods of 12 months each.

II.2.5) Award criteria

Quality criterion - Name: Data Provision & Analysis / Weighting: 45

Quality criterion - Name: Quality and Use of Outputs / Weighting: 20

Quality criterion - Name: Service Provision / Weighting: 15

Cost criterion - Name: Price / Weighting: 20

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

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: [2020/S 167-406035](#)

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

Section V. Award of contract

Contract No

2020-451

Title

AHDB Foodservice Data requirements

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

24 November 2020

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

Kantar UK, trading as Kantar Worldpanel

Westgate

London

W5 1UA

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)

Total value of the contract/lot: £228,000

Section VI. Complementary information

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

Defra

17 Smith Square

London

SW1P 3JR

Country

United Kingdom