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Award

Provision of disaggregated data for no/low alcohol drinks

UNIVERSITY OF SHEFFIELD

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-015965

Procurement identifier (OCID): ocids-h6vhtk-034502

Published 10 June 2022, 10:26am

Section I: Contracting authority/entity

I.1) Name and addresses

UNIVERSITY OF SHEFFIELD

Western Bank

SHEFFIELD

S102TN

Contact

Jamie Shaw

Email

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Telephone

+44 1142221516

Country

United Kingdom

NUTS code

UKE32 - Sheffield

Internet address(es)

Main address

<https://www.sheffield.ac.uk>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of disaggregated data for no/low alcohol drinks

II.1.2) Main CPV code

- 79300000 - Market and economic research; polling and statistics

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Sheffield is looking to contract for the purchase of a longitudinal household panel dataset comprising 30,000 households in Great Britain and containing information on purchases of alcoholic drinks, including non-alcoholic and low-alcohol drinks, that are brought into the home.

The required dataset covers the period 2018 to 2025 and includes information on the

sociodemographic characteristics of the households, as well as the products purchased and prices paid.

The University of Sheffield will use the dataset to conduct statistical analyses of trends and patterns in purchasing of non-alcoholic and low-alcohol drink purchasing over time, and the relationship of this to purchasing of other alcoholic drinks.

This work forms part of a larger programme of research to understand the public health impact of non-alcoholic and low-alcohol drinks in the UK.

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: £223,825

II.2) Description

II.2.2) Additional CPV code(s)

- 72319000 - Data supply services

II.2.3) Place of performance

NUTS codes

- UKE32 - Sheffield

Main site or place of performance

The dataset will be provided to the School of Health and Related Research (SCHARR), The University of Sheffield, Regent Court, 30 Regent Street, Sheffield, S1 4DA

II.2.4) Description of the procurement

The dataset required comprises information from a longitudinal panel of 30,000 households representative of households resident in Great Britain. Households scan the barcode of all grocery products brought into the home. Households that leave the panel are continuously replaced by those with similar characteristics.

The purchased data will cover the years 2018 to 2025. Two sets of disaggregated shopper data (as set out below) are being purchased as follows:-

- Product and shopper demographic data for all Take Home purchases of alcohol and

no/low alcohol products; and

ii) Shopper demographic data for those shoppers not purchasing any alcohol or no/low alcohol products

Details of what information/data each dataset will include are as follows:-

Product Detail for all Alcohol & No/Low Alcohol Products Purchased by the Household Panel - to include:

- Date of purchase
- Category
- Brand
- Number of packs bought
- Number in a pack
- Pack size (ml)
- Pack Type
- ABV
- PromoFlag (details whether/what type of promotion)
- Price paid

Demographics & household information for i) shoppers who purchased Alcohol & No/Low Alcohol Products OR ii) who did not purchase any Alcohol & No/Low Alcohol Products - to include:

- Household size
- Age of main shopper
- Region
- Social Class
- Presence of Children

- Age of youngest child
- Annual household Income
- Ethnicity
- Highest Qualification
- Tenure
- Postcode (partial - GDPR prevents otherwise)
- Lifestage (empty nester, pre family, retired etc)
- Urban/Rural Dweller
- Total Council Tax Band
- Highest qualification
- Car Ownership
- Newspaper

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.14) Additional information

Regulation 32 of PCR 2015 is being applied as in 32. (2) (b) (ii)

No contract will be entered into until after a 10 calendar day period from the submission of the VEAT notice date.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

Negotiated procedure without prior publication

32. (2) (b) (ii) - The works, supplies of services can be provided only by a particular economic operator for the following reason:

o Competition is absent for technical reasons

Explanation

Kantar UK Ltd's Worldpanel is a longitudinal household panel dataset comprising 30,000 households resident in Great Britain. Participating households are selected via quota sampling based on region, household size, age of main shopper and occupation and are continuously replenished as they leave the panel.

Households scan the barcodes of all grocery products brought into the home. The resulting dataset provides detailed information on each scanned purchase, including the specific product purchased at the level of stock-keeping unit and the price paid, as well as the sociodemographic characteristics of the households. The University of Sheffield is buying a subset of this data that provides information on alcoholic drinks. Although The University of Sheffield is buying information on all alcoholic products, our interest for this project is particularly in non-alcoholic and low-alcohol drinks.

We are looking to purchase datasets covering the period 2018-2025. The datasets will be delivered by Kantar UK Ltd to The University of Sheffield as per the following timetable:-

- The data for 2018-2021 will be supplied in July 2022;
- The data for 2022-2024 will be supplied in July 2025;

- The data for 2025 will be supplied in July 2026

Whilst there may be another available dataset in the market it only contains 14,500 households (i.e. less than half the sample size). This difference is important because we know that relatively few people buy non-alcoholic and low-alcohol drinks. This means the alternative data will not provide sufficient statistical power to permit the planned whole population and subgroup analyses.

For the avoidance of any doubt Kantar UK Ltd has confirmed that they do not provide the data to any third party for the purpose of re-sale.

A single source authorisation form and purchase order is therefore proposed to formalise the contract for the datasets provided by Kantar UK Ltd for the following reasons:-

- 1) The other available panel only includes data on 14,500 households compared to Kantar World Panel which has data on 30,000 households and therefore provides substantially greater statistical power;
- 2) Due to the relative infrequency of alcohol purchasing (around once per week on average) the size of panel makes a material difference when looking at household-level purchasing behaviours in this sector;
- 3) Kantar UK Ltd will typically be providing The University of Sheffield with c900K purchase records for each year. A panel half the size will naturally give us significantly less raw data to work with.

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

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

10 June 2022

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Kantar UK Ltd

London

Country

United Kingdom

NUTS code

- UKI73 - Ealing

The contractor/concessionaire is an SME

No

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

Total value of the contract/lot/concession: £223,825

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England, Wales and Northern Ireland

London

Country

United Kingdom