

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/016100-2022>

Contract

## **SPECIALIST CONSULTANTS FOR FOOD AND BEVERAGE STRATEGY**

THE UNIVERSITY OF BIRMINGHAM

F03: Contract award notice

Notice identifier: 2022/S 000-016100

Procurement identifier (OCID): ocids-h6vhtk-02fd0c

Published 13 June 2022, 10:34am

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

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

THE UNIVERSITY OF BIRMINGHAM

University of Birmingham

BIRMINGHAM

B152TT

#### **Contact**

Karen Aird

#### **Email**

[k.aird@bham.ac.uk](mailto:k.aird@bham.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKG31 - Birmingham

**Internet address(es)**

Main address

<https://www.birmingham.ac.uk/index.aspx>

**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**

SPECIALIST CONSULTANTS FOR FOOD AND BEVERAGE STRATEGY

Reference number

FRAM533/21

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

- 79411000 - General management consultancy services

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

Services

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

SPECIALIST CONSULTANTS FOR FOOD AND BEVERAGE STRATEGY.

#### **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: £900,000

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

#### **II.2.2) Additional CPV code(s)**

- 72221000 - Business analysis consultancy services
- 73220000 - Development consultancy services
- 79415200 - Design consultancy services

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

NUTS codes

- UKG31 - Birmingham

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

The University of Birmingham (the 'University') seeks to engage one or more specialist Food and Beverage Consultants (the 'Consultant') on a non-permanent and non-exclusive basis. The aim of this framework is for the University to acquire the requisite skills on a specific project by project basis. Upon award, each company would submit their proposal in an RFQ (Request for Quotation) and the most suitable and economically advantageous proposal will be selected. This is to maintain innovation and competition throughout the course of the Framework.

Although it is not anticipated at this stage, there may be some requirement to work on projects related to the Commonwealth Games being held at the University in 2022.

Projects that the Consultant may undertake would include, but not be limited to the following categories as explained below:

Strategy - development and articulation of campus wide or other specific initiatives that are intended to enhance the user experience and gain alignment to the values of the University and the Food Story

Operations - evaluation of the present functionality from a personnel, sourcing, facilities, or other capability measure with proposed solutions intended to optimise or drive efficiency.

Design - creation of conceptual work in order to drive enhanced commercial revenue or experience, improve operational flow or create capacity to drive service levels

Commercial - simulate and model various situations in singular or campus wide modes in order to understand the potential business outcomes of various decisions or considerations

Event Delivery - manage planning and preparation towards large scale events, specifically over 5,000 guests on a given day being hosted at or in conjunction with the University

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

Price

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

Options: No

---

## **Section IV. Procedure**

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

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

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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: [2021/S 000-030102](#)

---

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

### **Contract No**

FRAM533/21

### **Title**

SPECIALIST CONSULTANTS FOR FOOD AND BEVERAGE STRATEGY

A contract/lot is awarded: Yes

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

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

2 March 2022

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

Number of tenders received: 7

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

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

Panache Creative Limited T/A Panache Consultancy

CLEVEDON

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: £900,000

---

**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

The University of Birmingham

Birmingham

Country

United Kingdom