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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

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