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Tender

# 2024-709 Consumer Segmentation

AHDB (Defra Network eTendering Portal)

F02: Contract notice

Notice identifier: 2024/S 000-016577

Procurement identifier (OCID): ocds-h6vhtk-046ba1

Published 28 May 2024, 10:15am

# **Section I: Contracting authority**

# I.1) Name and addresses

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

#### Contact

Sarah Waters

#### **Email**

procurement@ahdb.org.uk

#### Country

**United Kingdom** 

#### Region code

UK - United Kingdom

#### Internet address(es)

Main address

https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board

Buyer's address

https://defra-family.force.com/s/Welcome

## I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

https://defra-family.force.com/s/Welcome

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://defra-family.force.com/s/Welcome

Tenders or requests to participate must be submitted to the above-mentioned address

# I.4) Type of the contracting authority

Body governed by public law

# I.5) Main activity

Other activity

Agriculture

# **Section II: Object**

### II.1) Scope of the procurement

#### II.1.1) Title

2024-709 Consumer Segmentation

Reference number

2024-709

#### II.1.2) Main CPV code

79310000 - Market research services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

AHDB would like to develop a consumer segmentation to underpin the future AHDB strategy and inform upcoming marketing activities. The segmentation needs to be based on actual purchasing behaviour as well as attitudes and should work across multiple AHDB sectors (detailed in objectives). The aim of the segmentation is to allow AHDB to have a common 'language' for all sectors and a way of targeting consumers more efficiently, beyond just simple demographics.

#### II.1.5) Estimated total value

Value excluding VAT: £260,000

#### II.1.6) Information about lots

This contract is divided into lots: No

#### II.2) Description

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

• 79310000 - Market research services

#### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

Main site or place of performance

UK

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

AHDB would like to develop a consumer segmentation to underpin the future AHDB strategy and inform upcoming marketing activities. The segmentation needs to be based on actual purchasing behaviour as well as attitudes and should work across multiple AHDB sectors (detailed in objectives). The aim of the segmentation is to allow AHDB to have a common 'language' for all sectors and a way of targeting consumers more efficiently, beyond just simple demographics.

AHDB has two main campaigns:

- 1) Beef, Lamb and Dairy's 'Let's Eat Balanced' which celebrates the naturally delicious taste and flavours of British meat and dairy and the role they play as part of a healthy and sustainable balanced diet.
- 2) Pork's 'Feed your family for less' which has focused on affordable but healthy pork dishes in response to the economic situation.

As some of the challenges with health, animal welfare, sustainability and cost are common across sectors, AHDB sees the opportunity a segmentation could bring to help understand how best to tackle these challenges by sector. The various sectors will be impacted by trends in different ways and therefore with the complexity of this market we feel the segmentation needs to be based on real measured purchasing behaviour, as well as attitudes.

#### II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

#### II.2.6) Estimated value

Value excluding VAT: £260,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

2 September 2024

End date

15 April 2026

This contract is subject to renewal

No

#### II.2.10) Information about variants

Variants will be accepted: No

#### 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 III. Legal, economic, financial and technical information

## III.2) Conditions related to the contract

#### III.2.2) Contract performance conditions

As per specification documentation

#### 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.2.2) Time limit for receipt of tenders or requests to participate
Date
26 June 2024
Local time
12:00pm
IV.2.4) Languages in which tenders or requests to participate may be submitted
English
IV.2.6) Minimum time frame during which the tenderer must maintain the tender
Duration in months: 6 (from the date stated for receipt of tender)
IV.2.7) Conditions for opening of tenders
Date
26 June 2024
Local time
1:00pm
Place
AHDB HQ
Information about authorised persons and opening procedure
Procurement Manager
Section VI. Complementary information
VI.1) Information about recurrence

VI.4.1) Review body

This is a recurrent procurement: No

VI.4) Procedures for review

AHDB (Defra Network eTendering Portal)
Middlemarch Business Park
Coventry
CV3 4SU
Email
Procurement@ahdb.org.uk
Country
United Kingdom
Internet address
https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board
VI.4.2) Body responsible for mediation procedures
VI.4.2) Body responsible for mediation procedures  Defra Network eTendering Portal
Defra Network eTendering Portal
Defra Network eTendering Portal Seacole Building, 2 Marsham Street
Defra Network eTendering Portal Seacole Building, 2 Marsham Street London
Defra Network eTendering Portal  Seacole Building, 2 Marsham Street  London  SW1P 4DF
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