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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](mailto: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

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## **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

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# **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

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## **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

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Email

[Procurement@ahdb.org.uk](mailto: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**

Defra Network eTendering Portal

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>