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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

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

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>