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Contract

Provision of disaggregated data for no/low alcohol drinks

UNIVERSITY OF SHEFFIELD

F03: Contract award notice

Notice identifier: 2022/S 000-022019

Procurement identifier (OCID): ocids-h6vhtk-034502

Published 10 August 2022, 2:04pm

Section I: Contracting authority

I.1) Name and addresses

UNIVERSITY OF SHEFFIELD

Western Bank

SHEFFIELD

S102TN

Contact

Jamie Shaw

Email

jamie.shaw@sheffield.ac.uk

Telephone

+44 1142221516

Country

United Kingdom

Region code

UKE32 - Sheffield

UK Register of Learning Providers (UKPRN number)

10007157

Internet address(es)

Main address

<https://www.sheffield.ac.uk>

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

Provision of disaggregated data for no/low alcohol drinks

Reference number

3396/SSA/JS

II.1.2) Main CPV code

- 79300000 - Market and economic research; polling and statistics

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Sheffield is looking to contract for the purchase of a longitudinal household panel dataset comprising 30,000 households in Great Britain and containing information on purchases of alcoholic drinks, including non-alcoholic and low-alcohol drinks, that are brought into the home.

The required dataset covers the period 2018 to 2025 and includes information on the sociodemographic characteristics of the households, as well as the products purchased and prices paid.

The University of Sheffield will use the dataset to conduct statistical analyses of trends and patterns in purchasing of non-alcoholic and low-alcohol drink purchasing over time, and the relationship of this to purchasing of other alcoholic drinks. This work forms part of a larger programme of research to understand the public health impact of non-alcoholic and low-alcohol drinks in the UK.

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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: £223,825

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKE32 - Sheffield

Main site or place of performance

The dataset will be provided to the School of Health and Related Research (SCHARR), The University of Sheffield, Regent Court, 30 Regent Street, Sheffield, S1 4DA

II.2.4) Description of the procurement

The dataset required comprises information from a longitudinal panel of 30,000 households representative of households resident in Great Britain. Households scan the barcode of all grocery products brought into the home. Households that leave the dataset panel are continuously replaced by those with similar characteristics.

The purchased data will cover the years 2018 to 2025. Two sets of disaggregated shopper data (as set out below) are being purchased as follows:-

- i) Product and shopper demographic data for all Take Home purchases of alcohol and no/low alcohol products
- ii) Shopper demographic data for those shoppers not purchasing any alcohol or no/low alcohol products

Details of what information/data each datasets will include are as follows:-

Product Detail for all Alcohol & No/Low Alcohol Products

Purchased by the Household Panel - to include:

- Date of purchase
- Category
- Brand
- Number of packs bought

- Number in a pack
- Pack size (ml)
- Pack Type
- ABV
- PromoFlag (details whether/what type pf promotion)
- Price paid

Demographics & household information for i) shoppers who purchased Alcohol & No/Low Alcohol Products OR ii) who did not purchase any Alcohol & No/Low Alcohol Products - to include:

- Household size
- Age of main shopper
- Region
- Social Class
- Presence of Children
- Age of youngest child
- Annual household Income
- Ethnicity
- Highest Qualification
- Tenure
- Postcode (partial - GDPR prevents otherwise)
- Lifestage (empty nester, pre family, retired etc)
- Urban/Rural Dweller
- Total Council Tax Band

- Highest qualification
- Car Ownership
- Newspaper

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.14) Additional information

Regulation 32 of PCR 2015 is being applied as in 32. (2) (b) (ii)

No contract will be entered into until after a 10 calendar day period from the submission of the VEAT notice date.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

Kantar UK Ltd's Worldpanel is a longitudinal household panel dataset comprising in which 30,000 households resident in Great Britain. Participating households are selected via quota sampling based on region, household size, age of main shopper and occupation and are continuously replenished as they leave the panel.

Households scan the barcodes of all grocery products brought into the home. This The resulting dataset provides detailed information on each scanned purchase, including the specific product purchased at the level of stock-keeping unit and the price paid, what different households buy, how much they pay for it and how that changes over time, as well as the sociodemographic characteristics of the households. The dataset is typically used for market research purposes but is increasingly used by public health researchers to understand the purchasing of unhealthy products. The University of Sheffield is buying a subset of this data that provides information on alcoholic drinks. Although The University of Sheffield is buying information on all alcoholic products, our interest for this project is particularly in non-alcoholic and low-alcohol drinks.

We are looking to purchase datasets covering the period 2018-2025. The datasets will be delivered by Kantar UK Ltd to The University of Sheffield as per the following timetable:-

- The data for 2018-2021 will be supplied in July 2022;
- The data for 2022-2024 will be supplied in July 2025;
- The data for 2025 will be supplied in July 2026

Whilst there may be another available dataset in the market it only contains 14,500 households (i.e. less than half the sample size). This difference is important because we know that relatively few people buy non-alcoholic and low-alcohol drinks. This means the

alternative data will not provide sufficient statistical power to permit the planned whole population and subgroup analyses.

For the avoidance of any doubt Kantar UK Ltd has confirmed that they do not provide the data to any third party for the purpose of re-sale.

A single source authorisation form and purchase order is therefore proposed to formalise the contract for the datasets provided by Kantar UK Ltd for the following reasons:-

- 1) The other available panel only includes data on 14,500 households compared to Kantar World Panel which has data on 30,000 households and therefore provides substantially greater statistical power;
- 2) Due to the relative infrequency of alcohol purchasing (around once per week on average) the size of panel makes a material difference when looking at household-level purchasing behaviours in this sector;
- 3) Kantar UK Ltd will typically be providing The University of Sheffield with c900K purchase records for each year. A panel half the size will naturally give us significantly less raw data to work with.

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: [2022/S 000-015965](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

26 July 2022

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

Kantar UK Ltd

Ealing

Country

United Kingdom

NUTS code

- UKI73 - Ealing

Companies House

03073845

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £223,825

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Court of England, Wales and Northern Ireland

London

Country

United Kingdom