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Contract

## **AHDB Technical Framework**

AHDB

F03: Contract award notice

Notice identifier: 2021/S 000-028190

Procurement identifier (OCID): ocds-h6vhtk-029237

Published 10 November 2021, 10:45pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

#### **Email**

[PROCUREMENT@ahdb.org.uk](mailto:PROCUREMENT@ahdb.org.uk)

#### **Telephone**

+44 2072385921

#### **Country**

United Kingdom

## **NUTS code**

UK - United Kingdom

## **Internet address(es)**

Main address

[WWW.AHDB.ORG.UK](http://WWW.AHDB.ORG.UK)

## **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**

AHDB Technical Framework

#### **II.1.2) Main CPV code**

- 72221000 - Business analysis consultancy services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Framework Agreement to support the technical directorate of AHDB and its activities relating to knowledge exchange, research and development. The aim of this framework is to support those activities with additional expertise and capabilities sourced from consultants,

experts and trainers. It is split into 9 Lots covering:

Lot 1 Leadership & Management training

Lot 2 Lean reviews

Lot 3 Health and Safety, Environmental Management, Integrated Pest Management and Grassland Management

Lot 4 Agribusiness/ Finance reviews

Lot 5 HR/ Workforce Planning

Lot 6 Animal Health, Welfare and Biosecurity

Lot 7 Digital Copywriting

Lot 8 Behavioural Insights

Lot 9 Evidence for Farming Initiative.

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £12,040,000

## **II.2) Description**

### **II.2.1) Title**

Lot 1 Leadership and Management Accredited and Non-Accredited

Lot No

1

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

- 79632000 - Personnel-training services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

The Supplier shall deliver leadership and management development activity to improve business resilience, profitability and empower individuals. The target audience is employers and employees of all AHDB levy paying businesses, with a broad range of experience engaging in this kind of development activity previously. Services shall include:

- Leadership and management programme/ event planning and delivery
- Issuing of certification
- Certification body registration
- Reporting
- Event feedback collation
- CPD registration
- Programme/ event impact assessments
- Follow up evaluation session attendance
- Article/ content creation
- Digital content creation
- Provision of one-off speakers
- Provision of leadership and management consultancy/resources/information

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: Yes

Description of options

2 years +1+1

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 2 Lean

Lot No

2

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

- 79632000 - Personnel-training services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

The Supplier shall deliver LEAN training embedding LEAN principles in levy payer businesses to act as live case studies for the industry. Services shall include:

- Lead and develop LEAN training through various AHDB programmes across different sectors.
- Annual start-up meeting/ milestone and KPI setting
- Initial visit to host business
- Develop programme content

- Production of workshop materials
- Programme/ event impact assessments through collection and analysis of metrics.
- Provision of additional support to host site
- Digital content creation
- Production of case studies
- Provision of standalone LEAN reviews

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: Yes

Description of options

2 years +1+1

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 3 Health & Safety, Integrated Pest Management, Grassland and Environment

Lot No

3

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

- 71317210 - Health and safety consultancy services

- 90700000 - Environmental services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

Services shall include:

- Provision of training
- Communications and digital content writing/development including provision of written content for technical resources
- Speakers at events
- Coordination and delivery of discussion groups,
- Engaging in subsequent KE activity

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: Yes

Description of options

2 years +1+1

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 4 Agribusiness Appraisals & Data Collection and Group Formation

Lot No

4

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

- 72221000 - Business analysis consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

The Supplier shall provide one or both of the following services :

- Agribusiness Appraisals, either as a one-off piece of work or to support Monitor or Strategic host farms

- Farmer recruitment, group formation and data collection, validation and upload into AHDB online business tools, plus 1:1 feedback

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: Yes

Description of options

2 years +1+1

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No



## **II.2) Description**

### **II.2.1) Title**

Lot 5 HR Workforce Planning

Lot No

5

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

- 79414000 - Human resources management consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

The Supplier shall provide services that shall enable AHDB levy payers to strengthen workplace planning processes and training plans, including:

- Delivery of Workforce Planning Workshops to AHDB levy payers
- Production of Workshop content and training materials
- Development of template documentation
- Production of webinars and podcasts on topics relating to Workforce Planning.
- Production of “How-to” videos
- Insight sharing, support and guidance to AHDB on Workforce planning
- Delivery of on farm workforce planning reviews at specific Farm Excellence host farms
- Presenting at relevant knowledge exchange events

### **II.2.5) Award criteria**

Price

### **II.2.11) Information about options**

Options: Yes

Description of options

2 years +1+1

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 6 Health, Welfare and Biosecurity Training and Guidance, On Farm Assessments and Notifiable Outbreak Support

Lot No

6

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

- 77100000 - Agricultural services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

The Supplier shall provide one or more of the following services:

- On-farm assessment of health, welfare and biosecurity standards of AHDB levy paying businesses involved in KE or R&D activities

- Technical support, advice and guidance on health, welfare and biosecurity to employees of AHDB

- Provision of Training to AHDB and third parties

- Support to AHDB in the event of a PEDv outbreak

## **II.2.5) Award criteria**

Price

## **II.2.11) Information about options**

Options: Yes

Description of options

2 years +1+1

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 7 Digital Copywriting

Lot No

7

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

- 92312211 - Writing agency services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

Services include rewriting of content that was initially written for a printed publication and is currently in PDF format; and provide accurate web addresses, search engine optimised titles and descriptions to images, videos and other digital media.

## **II.2.5) Award criteria**

Price

## **II.2.11) Information about options**

Options: Yes

Description of options

2 years +1+1

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 8 Behavioural Insights

Lot No

8

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

- 79632000 - Personnel-training services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

The Supplier shall provide the following Behavioural Insights services:

- Training and mentoring.
- Consultancy services
- Research, literature reviews and evidence synthesis on the use of behavioural insights in agriculture, horticulture and related industries.

## **II.2.5) Award criteria**

Price

## **II.2.11) Information about options**

Options: Yes

Description of options

2 years +1+1

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 9 Evidence for Farming Initiative

Lot No

9

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

- 71621000 - Technical analysis or consultancy services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

The supplier shall provide the following services to support AHDB in the design and development of the Evidence for Farming Initiative (EFI)

- Rapid Evidence Assessments
- Agglomerations of research evidence
- Identification of gaps in the evidence base
- Identification of future data developments and technologies
- Curation of data and evidence from EFI
- Development of oncology and statistical analysis for evidence
- Development and review of evidence standards
- Peer review the quality of EFI assessments
- Establishment or running of field trials/case studies

#### **II.2.5) Award criteria**

Price

#### **II.2.11) Information about options**

Options: Yes

Description of options

2 years +1+1

#### **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 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: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-002768](#)

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## **Section V. Award of contract**

### **Lot No**

1

### **Title**

Lot 1 Leadership and Management Accredited and Non-Accredited

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 July 2021

### **V.2.2) Information about tenders**

Number of tenders received: 24

The contract has been awarded to a group of economic operators: Yes

### **V.2.3) Name and address of the contractor**

Harper Adams University College

Edgmond Newport Shropshire TF10 8NB

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Lantra

Royal Welsh Showground Builth Wells Powys LD2 3WY

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No



**V.2.3) Name and address of the contractor**

Promar International

Cheshire

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

SAC Commercial Ltd

Edinburgh

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Sandstone Communications

Harrow

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

The Aware Leader

Northwich

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

U&I Learning

Sheffield

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

University of Lincoln

Lincolnshire

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

5Agri

Dumfries and Galloway

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

ASK Europe

Cranfield

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Cedar Associates

Broadwell

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: £500,000

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## **Section V. Award of contract**

### **Lot No**

2

### **Title**

Lot 2 Lean

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 July 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 3

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Fedden USP Ltd

Burnley

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

LEAN Training and Support Farming

NA

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: £400,000

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## **Section V. Award of contract**

### **Title**

Lot 3 Health and Safety, Integrated Pest Management, Grassland and Environment

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 July 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 33

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

5Agri

Lockerbie

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

#### **V.2.3) Name and address of the contractor**

AE & GM Jones

Welshpool

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

AKC

Devizes

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Ceres Rural LLP

Essex

Country

United Kingdom

NUTS code

- UK - United Kingdom



The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Charlie Morgan Grassmaster Ltd

Hereford

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

David Lyth Consultancy

THIRSK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

George Fisher Consulting

Stoke on Trent

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Harper Adams University College

Newport

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Hazel Preece Consultancy Ltd

Holme on Spalding Moor

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Liz Genever Consulting

Stamford

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

NIAB

Cambridge

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Promar International

Nantwich

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

RSK ADAS Limited

Helsby

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

SAC Commercial Ltd

Edinburgh

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Silage solutions Ltd

Ystrad Meurig

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: £1,000,000

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## **Section V. Award of contract**

### **Lot No**

4

### **Title**

Lot 4 Agribusiness Appraisals & Data Collection and Group Formation

A contract/lot is awarded: Yes

## **V.2) Award of contract**

### **V.2.1) Date of conclusion of the contract**

23 July 2021

### **V.2.2) Information about tenders**

Number of tenders received: 34

The contract has been awarded to a group of economic operators: Yes

### **V.2.3) Name and address of the contractor**

5Agri

Lockerbie

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

AKC

Devizes

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

BNP Paribas Real Estate Advisory & Property Management UK Limited

London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Brown & Co

Brigg

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Ceres Rural LLP

Essex

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

David Lyth Consultancy

THIRSK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

DJM Consulting

Bridgnorth

Country

United Kingdom

NUTS code



- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

GSC GRAYS LTD

Richmond

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Harper Adams University College

Newport

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Laurence Gould Partnership

Dunfermline

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

LIC UK

Salisbury

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

NIAB

Cambridge

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Promar International

Nantwich

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

RSK ADAS Limited

Helsby

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

SAC Commercial Ltd

Edinburgh

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

The Dairy Group

Taunton

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £5,400,000

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## **Section V. Award of contract**

### **Lot No**

5

### **Title**

Lot 5 HR Workforce Planning

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 July 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

ASK Europe

Cranfield

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Promar International

Nantwich

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Real Success Ltd

Solihull

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

U&I Learning

Sheffield

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: £200,000

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### **Section V. Award of contract**

#### **Lot No**

6

#### **Title**

Lot 6 Health, Welfare and Biosecurity Training and Guidance, On Farm Assessments and Notifiable Outbreak Support

A contract/lot is awarded: Yes

#### **V.2) Award of contract**

##### **V.2.1) Date of conclusion of the contract**

23 July 2021

##### **V.2.2) Information about tenders**

Number of tenders received: 25

The contract has been awarded to a group of economic operators: Yes

##### **V.2.3) Name and address of the contractor**

Clevedale Veterinary Practice

Saltburn-by-the-sea

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Dugdale Nutrition

Barnard Castle

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Eville & Jones (Commercial Services) Ltd

Leeds

Country

United Kingdom



NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Holstein UK

Telford

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Kingshay Farming & Conservation Ltd

Glastonbury

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Louise Blenkhorn Consultancy

Bewholme, Driffield

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Map of Agriculture Limited

NA

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Promar International

Nantwich

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Quality Milk Management Services Ltd

WELLS

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

RAFT Solutions Ltd

Ripon

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

SAC Commercial Ltd

Edinburgh

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Synergy Farm Health Ltd

Evershot

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

The University of Liverpool

Liverpool

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

UK Farmcare Ltd

STONE

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £160,000

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## **Section V. Award of contract**

### **Lot No**

7

### **Title**

Lot 7 Digital Copywriting

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 July 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 6

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Ink Gardener Copywriting

York

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Lara Kavanagh Ltd

Bath

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

ProseWorks

Rugby

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

Victoria Macgregor

NA

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: £300,000

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### **Section V. Award of contract**

#### **Lot No**

8

#### **Title**

Lot 8 Behavioural Insights

A contract/lot is awarded: Yes

#### **V.2) Award of contract**

##### **V.2.1) Date of conclusion of the contract**

23 July 2021

##### **V.2.2) Information about tenders**

Number of tenders received: 9

The contract has been awarded to a group of economic operators: Yes

##### **V.2.3) Name and address of the contractor**

Behavioural Insights Ltd



London

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Harper Adams University College

Newport

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

Mo Gannon & Associates Ltd

Henley on Thames

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

SAC Commercial Ltd

Edinburgh

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

St. Anna Advies B.V.

Nijmegen

Country

Netherlands

NUTS code

- NL33B - Oost-Zuid-Holland

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

The University of Liverpool

Liverpool

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

University of Gloucestershire

Cheltenham

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £200,000

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## **Section V. Award of contract**

### **Lot No**

9

### **Title**

Lot 9 Evidence for Farming Initiative

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

23 July 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 9

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Harper Adams University College

Newport

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

NIAB

Cambridge

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

RSK ADAS Limited

Helsby

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

**V.2.3) Name and address of the contractor**

SAC Commercial Ltd

Edinburgh

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

### **V.2.3) Name and address of the contractor**

University of Gloucestershire

Cheltenham

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £1,000,000

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## **Section VI. Complementary information**

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

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

AHDB

Kenilworth

Country

United Kingdom