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Award

## AHDB Dairy in Food Service

Agriculture and Horticulture Development Board

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-038776

Procurement identifier (OCID): ocds-h6vhtk-054345 ([view related notices](#))

Published 10 July 2025, 8:23am

## Scope

## Reference

2025-773

## Description

Award of contract, no standstill required as under £50k.

AHDB required an agency to deliver a research deep-dive with the following requirements: Within this one-off deep dive, AHDB would like to understand: •Key metrics (spend, packs/servings, visits/trips, penetration, average price) for total OOH market (including eating and drinking out, on-the go and takeaway/delivery) ...

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## **Contract 1. AHDB Dairy in Food Service**

### **Supplier**

- LUMINA INTELLIGENCE LTD

### **Contract value**

- £34,560 excluding VAT
- £40,200 including VAT

Below the relevant threshold

### **Award decision date**

9 July 2025

### **Earliest date the contract will be signed**

11 July 2025

### **Contract dates (estimated)**

- 14 July 2025 to 10 September 2025
- 1 month, 28 days

### **Main procurement category**

Services

## CPV classifications

- 73110000 - Research services

## Contract locations

- UK - United Kingdom

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## Information about tenders

- 3 tenders received
- 3 tenders assessed in the final stage:
  - 3 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 2 suppliers unsuccessful (details included for contracts over £5 million)

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## Procedure

### Procedure type

Below threshold - open competition

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## Supplier

## **LUMINA INTELLIGENCE LTD**

- Companies House: 16121613
- Public Procurement Organisation Number: PQMW-9536-YVLW

1a Newlands Grove

Halifax

HX3 7HZ

United Kingdom

Email: [wr-luminaintelligence@wrbm.com](mailto:wr-luminaintelligence@wrbm.com)

Region: UKE44 - Calderdale and Kirklees

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. AHDB Dairy in Food Service

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## **Contracting authority**

### **Agriculture and Horticulture Development Board**

- Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park, Siskin Parkway East

Coventry

CV3 4PE

United Kingdom

Contact name: Sarah Waters

Email: [procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk)

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government