This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/042218-2025">https://www.find-tender.service.gov.uk/Notice/042218-2025</a>

Contract

# **AHDB Dairy in Food Service**

Agriculture and Horticulture Development Board

UK7: Contract details notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-042218

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

Published 23 July 2025, 8:30am

### Scope

#### Reference

2025-773

### **Description**

Awarded and signed contract, refer to Notice identifier: 2025/S 000-038776 and 2025/S 000-030119.

AHDB required the following: 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)

# **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

# **Date signed**

22 July 2025

#### **Contract dates**

- 23 July 2025 to 10 September 2025
- 1 month, 19 days

# Main procurement category

Services

### **CPV** classifications

• 73110000 - Research services

#### **Contract locations**

• UK - United Kingdom

# Signed contract documents

Redacted contract for notice.pdf

# **Procedure**

## **Procedure type**

Below threshold - open competition

# **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

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

# **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

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government