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Award

Meat Foodservice Data requirements

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

UK6: Contract award notice - Procurement Act 2023 - view information about notice types
Notice identifier: 2025/S 000-054824
Procurement identifier (OCID): ocds-h6vhtk-055abb (view related notices)
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Scope

Reference

2024-747

Description

AHDB currently source GB Foodservice data, quarterly, through Kantar Worldpanel, this contract is due to expire and therefore we are going back out to tender. HDB core Foodservice data requirements 1. The basic measures required will consist of the following as a minimum: • Spend • Servings/packs • Price • Buyer numbers i.e. penetration • Servings/packs per buyer i.e. frequency and volume per trip 2. Data must be split by method including the following as a minimum: • Dine out - Eating in or on the go • Takeaways - Collected or delivered 3. Data must be split by channel (we are open to agencies proposing different channel coding approaches): • Quick service retail e.g. coffee shops, fast food, cafes, bakery/sandwiches • Full service restaurants e.g. restaurants, diners • Pubs and bars • Contract catering e.g. workplace canteens, hospitals, schools etc • Travel & leisure e.g. train, ferries, events etc • Multiples including forecourts e.g. supermarkets, convenience stores etc 4. Data must be split by product type/meal, with the protein identifiable (beef, lamb, pork, chicken, fish, vegetarian, vegan) and key cuts (e.g. steaks, burgers, roasting joints, sausages etc) specified or obvious.

Please detail robustness of these in your proposal. A read of meat-free/alternatives is also beneficial. Please detail dish and protein coding in proposal in detail. 5. Data must be able to be split by day part and demographics to help analysis 6. It would be beneficial for data to be split by operator for volume estimate purposes (see below) - please detail if possible 7. Our standard requirement is quarterly data delivery but we are asking for the costs for bi-annual as well. The proposal should also provide guidelines as to the lead time for data delivery following the end of the data period. 8. We require access to 52, 24 and 12 week endings as a minimum, in addition the ability to run and export historic trends (2 years minimum). 4 week ending data is beneficial to look at custom events such as Christmas and please indicate if bespoke time periods can be created if required on an ad-hoc basis. 9. AHDB require 2 years of back data as a minimum. 10. We require an online platform to access results with the ability to manipulate, create custom tables and export data to PowerPoint and Excel. Training and technical support/help for all users is required on the use of all software programmes and is expected to be inclusive in data costs as standard. AHDB would prefer for the category definitions used in reporting to be available on the tool, for example the ability to see 'total beef' which would capture relevant dishes. Please be clear in your response as to what categories and measures will be available on the online platform/software versus other methods. 11. Compatibility with current datasets - To evaluate compatibility with current datasets, tenderers should provide their L52 w/e data in the following areas. Measures listed (Items and occasions/servings) are for indication only, suppliers should provide their standard measure(s).

Contract 1. Meat Foodservice Data requirements

Supplier

- Worldpanel by Numerator

Contract value

- £123,333 excluding VAT

- £148,000 including VAT

Above the relevant threshold

Award decision date

8 September 2025

Date assessment summaries were sent to tenderers

8 September 2025

Standstill period

- End: 18 September 2025

- 9 working days

Earliest date the contract will be signed

29 September 2025

Contract dates (estimated)

- 1 January 2026 to 31 December 2028

- Possible extension to 31 December 2030

- 5 years

Description of possible extension:

1+1

Main procurement category

Services

Options

The right to additional purchases while the contract is valid.

1+1 extensions available

CPV classifications

- 72316000 - Data analysis services

Contract locations

- UK - United Kingdom

Information about tenders

- 4 tenders received

- 4 tenders assessed in the final stage:

  - 4 submitted by small and medium-sized enterprises (SME)

  - 0 submitted by voluntary, community and social enterprises (VCSE)

- 1 supplier awarded contracts

- 3 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Open procedure

Special regime

Light touch

Supplier

Worldpanel by Numerator

- Companies House: 16341231

TNS House, Westgate, United Kingdom

London

W5 1UA

United Kingdom

Email: press@numerator.com

Region: UKI73 - Ealing

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: Yes

Associated people/organisations:

Worldpanel by Numerator

Contract 1. Meat Foodservice Data requirements

Contracting authority

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

• Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park

Coventry

CV3 4SU

United Kingdom

Contact name: Sarah Waters

Email: procurement@ahdb.org.uk

Website: https://defra-family.force.com/s/Welcome

Region: UKG13 - Warwickshire

Organisation type: Public authority - sub-central government