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# Agriculture and Horticulture Development Board (AHDB)

## INVITATION TO TENDER FOR

**Understanding farmer behaviour change (as a result  
of project interventions)**

**Issued May 2019**



## **About AHDB**

The Agriculture and Horticulture Development Board (AHDB) is a statutory levy board, funded by farmers, growers and others in the supply chain and managed as an independent organisation (independent of both commercial industry and of Government). Our purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world. Our vision is for a world-class food and farming industry inspired by, and competing with the best. More information can be found at [www.ahdb.org.uk](http://www.ahdb.org.uk)

## **About the Dairy Improvement Programme (DIP)**

In June 2018, AHDB was successful in applying for grant funding to undertake a five-year Dairy Improvement Programme (DIP) which will trial the implementation of new engagement strategies to increase the profitability and resilience of the Welsh dairy sector. The DIP is made possible through the Rural Development Programme 2014-2020, which is funded by the Welsh Government and the European Union.

The Programme will trial the implementation of new engagement strategies to increase the profitability, resilience and long-term sustainability of the Welsh dairy sector, together with exploring new approaches to Knowledge Exchange.

The DIP aims to drive change within the industry by:

- ensuring direct impact on farm level,
- assisting individual businesses to make informed decisions
- piloting enabling technologies, processes and practices.
- providing facts, figures and evidence to inform policymaking.

This will be delivered via two strategic projects:

- HerdAdvance
- Strategic Dairy Farms

This tender relates specifically to the HerdAdvance element of the programme.

### **HerdAdvance**

The project aim is to pilot how improving disease control awareness and pre-emptive animal health and welfare management on Welsh dairy farms can improve on-farm efficiencies and profitability and ensure that businesses realise their full potential in the market place. A new whole farm holistic approach to disease prevention will be applied taking into consideration other influential factors such as nutrition, genetics and the suitability of buildings.

The project will ensure that Animal health plans become an active on-farm management tool aimed at promoting the health and welfare of farm animals by

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setting out disease prevention, detection and management procedures. The aim is to recruit up to 500 farmers to participate in the Herd Health Planning and Monitoring element.

Data will play a key part in this project in terms of:

- Providing baseline figures for the farm (which will also be used for action planning decisions)
- monitoring improvements
- cost benefit analysis

## Services Required

AHDB requires suppliers who can provide:

1. An initial review of the project interventions and an assessment of how they relate to behaviour change theories.
2. Develop a framework to be used to measure farmer behaviour change including evaluation criteria.
3. Conduct an evaluation of the evidence collected.
4. Recommendations for future actions.

## Specific Requirements

The work should focus on how (and if) the project's many interventions (e.g. one-to-one support, training, financial incentives) have contributed to changing farmer behaviour i.e. has the project resulted in a change in the farmers' mind-set and approach to animal health and will the farmer continue with a pro-active approach to animal health management post project; and if so what are the main reasons for doing so.

We expect the successful supplier to:

- Conduct an analysis and breakdown of the project (HerdAdvance) interventions in line with behaviour change theories with particular reference to the AHDB study in 2018 'Understanding how to influence farmers' decision-making behaviour: a social science literature review'<sup>1</sup> and also the RESET model (Annex A).
- Develop a framework for measuring farmer behaviour change.
- Develop a practical evaluation criteria (this may well involve farmer surveys/discussions) to measure impact.

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<sup>1</sup> The report can be found at: <https://ahdb.org.uk/knowledge-library/understand-how-to-influence-farmers-decision-making-behaviour>

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- Evaluate the information collected during the project to determine if some interventions have a greater effect on farmer behaviour change than others i.e understanding the drivers/motivation for change

*(The cost of conducting a farmer surveys etc whether on line or telephone will sit outside the requirements and costs of this tender.)*

The final evaluation will provide a detailed analysis of what interventions have had the greatest impact on the farmer's engagement. The successful provider will be expected to work with other providers, to some degree, who will have been successful in tendering for:

- The Evaluation of the Dairy Improvement Programme
- The Cost Benefit Analysis of DIP

The contract will commence in July 2019 and end in April 2023.

### Submission Requirements

The submission should include/demonstrate:

- A detailed methodology
- Delivery team knowledge, experience and expertise of the subject area
- Milestones for the different element of the project
- A breakdown of costs

The submission should provide detail of all surveys/focus groups etc that will be required to acquire farmer feedback but the tender should **not** include the cost for undertaking the survey/focus groups or similar activity – this activity/cost will be carried out as a separate piece of work, if required.

### Evaluation Criteria

Your submission will be scored against the following criteria:

Evaluation Criteria	Weighting
1. Evidence of understanding the brief / tender and proposed methodology for delivery: <ul style="list-style-type: none"><li>• Understanding the issues involved</li><li>• The approach and methodology for undertaking the 'Understanding farmer behaviour change' work</li></ul>	30%

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2. Experience, knowledge and expertise of the delivery team that will be assigned to this contract: <ul style="list-style-type: none"><li>• Knowledge of subject area</li><li>• Examples of comparable work undertaken</li><li>• Relevant skills, experience and background of key staff involved.</li></ul>	35%
3. Ability of contractor to deliver on time and on budget – to include key dates and milestones.	10%
4. Cost <ul style="list-style-type: none"><li>• The breakdown should be based on methodology and services required. Please provide a comprehensive breakdown of costs for transparency including a breakdown of day rates and number of days for each person involved. (Please note that any costs not included in your submission will not be taken into consideration after award of the contract.)</li></ul>	25%

### Estimated Value

Indicative budget: £40,000 exclusive of VAT.

The information provided regarding pricing and budget should include the total fee sought for the work including all taxes and expenses and a breakdown of the costs provided.

### Questions

If you have a specific question related to this specification please email **delyth.davies@ahdb.org.uk**. As part of the open competition process AHDB cannot discuss specific project details with you before submitting your proposal. All responses to questions received as part of the process will be recorded, anonymised and shared with all other applicants.

### Timetable

Any questions regarding this tender must be submitted by 5pm on 15 June 2019.

Tenders must be submitted electronically by no later than 5pm on 24 June 2019.

## Submission of Proposals

Proposals must be submitted electronically to Delyth Davies, Head of Dairy Development Wales: [delyth.davies@ahdb.org.uk](mailto:delyth.davies@ahdb.org.uk)

Please title your submission: Understanding farmer behaviour change

## Conditions of contract

Please note that AHDB Standard Terms and Conditions will apply to the contract, a copy of which can be found on the AHDB website:

<http://www.ahdb.org.uk/about/Procurement.aspx>

Tenderers are advised to familiarise themselves with these Terms and Conditions prior to submitting the proposal.

The successful supplier will be required to sign a contract with AHDB before commencement of services.

## Right to Withdraw

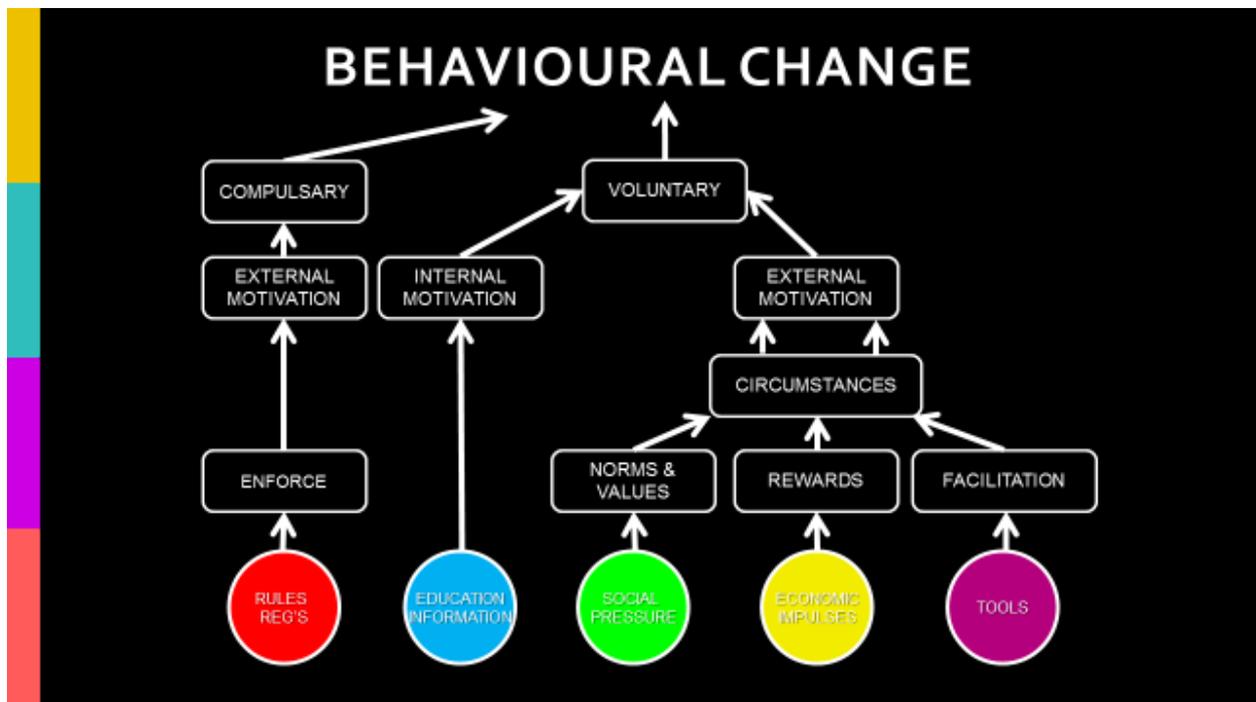
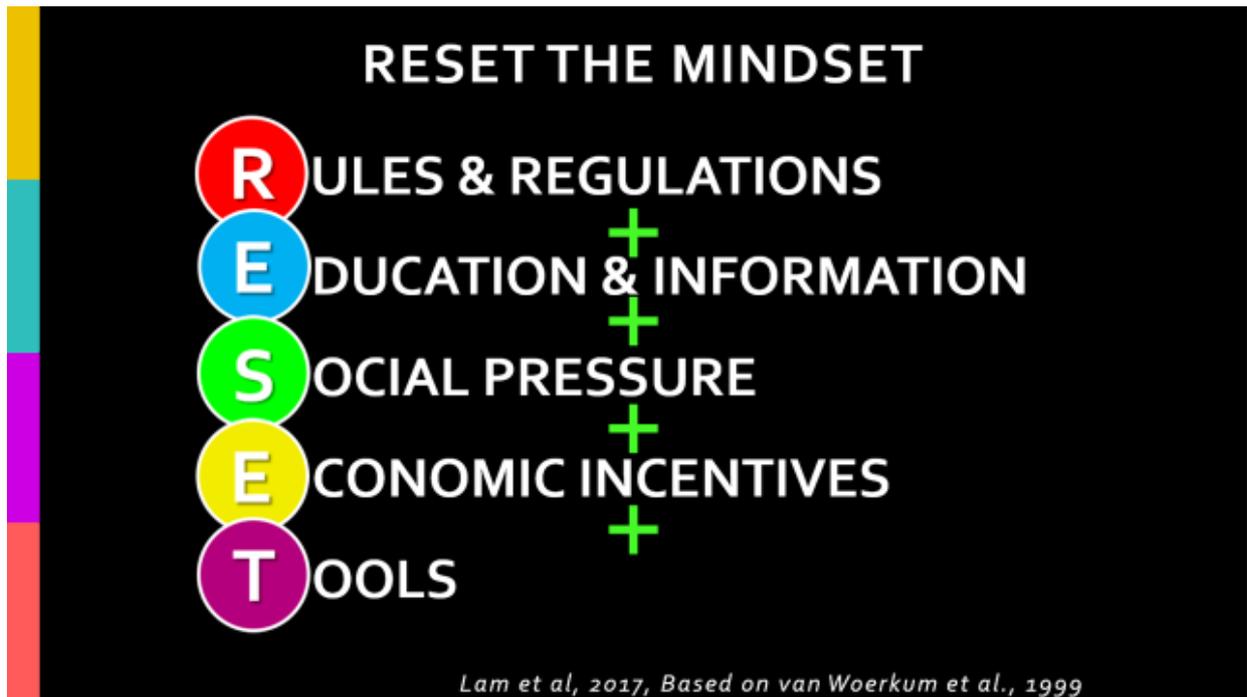
AHDB reserves the right:

- to withdraw from and/or to abandon and/or to defer the tender process at any time (including if there are no acceptable responses to this invitation);
- not to award any contract as a result of the tender process;
- to supplement, revise and/or clarify the terms of this invitation; and
- to require a bidder to clarify its response to this invitation and/or to provide additional information in relation thereto.

## Bidder Costs

AHDB is not liable for and will not under any circumstances contribute towards the following, which are matters for each bidder's commercial judgment and are at each bidder's own risk:

- any costs or expenses incurred by a bidder in connection with the preparation for or delivery of a tender response to this invitation; or
- any costs or expenses incurred by a bidder in connection with its participation in this tender process; or
- any costs or expenses incurred or work or effort undertaken by the bidder in connection with or in preparation for any services prior to AHDB issuing an order form.



Further work on how the RESET model works in agriculture has been undertaken by Jolanda Jansen and can be found on the web. e.g.

‘The RESET Mindset Model applied on decreasing antibiotic usage in dairy cattle in the Netherlands’.