**AHDB Procurement Specification**

**Data Enrichment of Existing Database Records**

1. **Overview of Requirements:**

The Agriculture and Horticulture Development Board (AHDB) requires the services of a specialist agency to undertake enrichment of their existing database records.

The core project is for enrichment of AHDB’s existing horticulture database. This enrichment exercise will require interaction with horticulture companies and stakeholders to capture key contact information, including name, job titles and crop interests.

Work on the horticulture database will need to commence in early 2019 and must be fully completed by end of July 2019. The ability to meet this deadline is an essential criteria for this contract.

Operating as an extension of AHDB, the successful agency will be required to have an understanding of UK horticulture and agriculture, including a familiarity of farm business structures and language / terminology. They will need to demonstrate a flexible approach to data gathering that is sector appropriate e.g. working out of normal office hours.

Database enrichment projects may subsequently be required for other industry sectors covered by AHDB – see table below. As such, the successful agency will be contracted by AHDB for 2 years (December 2018 until December 2020) with the option to extend for a maximum of 2 years. Please note, however, that this work is not guaranteed, either in part or in its entirety.

1. **Introduction to AHDB**

The Agriculture and Horticulture Development Board (AHDB) is a statutory levy board, funded by farmers, growers and others in the food supply chain (independent of both commercial industry and Government).

It exists to make British agriculture and horticulture more competitive and sustainable through factual, evidence-based advice, information and activity. Levy payers are considered to be the primary customers although AHDB also benefits the wider industry. The delivery of services to levy payers and industry stakeholders is currently channelled through six sectors that account for about 75% of total agricultural output in the United Kingdom (UK) including meat, dairy, cereals, fruit, vegetables, ornamentals and potatoes. AHDB comprises six sectors that have different geographical responsibilities as shown in the table below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Division | England | Wales | Scotland | Northern Ireland |
| AHDB Beef and Lamb | √ | X | x | x |
| AHDB Cereals and Oilseeds | √ | √ | √ | √ |
| AHDB Dairy | √ | √ | √ | x |
| AHDB Horticulture | √ | √ | √ | x |
| AHDB Pork | √ | X | x | x |
| AHDB Potatoes | √ | √ | √ | x |

AHDB’s purpose is to inspire UK farmers, growers and industry to succeed in a rapidly changing world and its vision is for a world-class food and farming industry inspired by, and competing with the best.

1. **Core Project Objectives**

AHDB’s horticulture sector has identified a need to improve the quality of information they hold on their levy payers and stakeholders. This need is driven by a requirement to better understand who their key contacts are.

This deeper level of information will enable AHDB to improve its relationship management through better understanding of key contacts, including area of responsibilities within the business and communication preferences. In turn, this will enable AHDB to deliver a more targeted communication strategy, ensuring messages are tailored to the appropriate audience and reflect their role and interests.

1. **Core Project Requirements**

As noted above, the successful agency is required to enrich an existing horticulture database of accounts and contacts. This database includes a number of organisational types, which can be broken down into two broad groups:

* **Commercial horticultural businesses** – these enterprises are AHDB levy payers and are the primary targets for this project. Please note they may operate in more than one sector and, therefore, pay more than one AHDB levy.
* **Stakeholder Businesses (other)** – e.g. seed companies, universities, ag-chem companies. These businesses are secondary targets for this project.

The database enrichment will focus on capturing defined information against existing business records. This includes:

* Primary contact:
  1. Primary contact / business owner / key contact – title / first name / surname
  2. Job title / area of responsibility (as specified in **Appendix 1**)
  3. Address / postcode (contact address)
  4. Email address
  5. Telephone number
  6. Mobile number
  7. Contact permissions (post / email / phone / mobile)
  8. Crop interests (as specified in **Appendix 2**)
  9. Confirmation of what communications they get / what they want to receive e.g. *Crop Protection News* (as specified in **Appendix 3**)
  10. If a levy paying business, do they pay any additional AHDB levies and, if so, which.
* Additional contacts\*:
  1. The same information listed above should be captured for up to 5 additional contacts per business account based on a prioritised list of job titles and areas of responsibility. This prioritised list will be provided by AHDB before work commences.

\* **Please note** that it is expected that direct contact will need to be made with both the primary contact and any additional contacts within the same business.

1. **Data Provision**

The successful agency will be provided with AHDB’s existing horticulture database in a Microsoft Excel file with contact / account reference keys, plus all details currently held on them (along with field descriptors). The current database includes approximately:

* + - * 2,000 commercial horticulture businesses ) Approx 2 contacts per account
      * 500 Stakeholder accounts )

This data should be updated with confirmation of the primary contact and any other relevant contacts (up to 5 per business account) in line with requirements listed above.

Updated data should be supplied back to AHDB in the same format it was provided on staged basis (e.g. weekly) as records are completed. Data feedback should be based on a prioritised list provided by AHDB.

1. **Specification Responses**

Responses to this opportunity should include the following:

* GDPR Compliance

Please complete the following GDPR questionnaire. Please note that this is a pass or fail criteria for this contract.



* Core project proposal, including approach and timeline

A proposal to deliver a cleaned and enhanced AHDB horticulture database. It should clearly demonstrate how the objectives will be met within our timescale. This should include your strategy for maximising contact rates, plus proposed number of call attempts and expected contact levels for the completed project. Please also identify any potential challenges and how you will overcome these.

Company details should also be provided e.g. experience, time in business and location(s) etc, as well as how you will report progress to AHDB.

* Quality control procedures for core project, including data security and customer service

Details of your quality controls procedures and how you ensure these are followed. Consideration on data security and customer service, in terms of levy payer / stakeholder experience, should also be included. Please advise what, if anything, is required from AHDB to ensure you deliver a quality experience to levy payers and stakeholders.

* Core project team

Details on team that will work on the core project, including relevant experience. This should include details on how the team liaising directly with database contacts will be selected and trained, and whether they will be dedicated to the project. Please also include reference to your staff retention record.

* Case Study – Similar project experience

A recent case study (last 18 months) demonstrating your experience of working on a comparable project with similar challenges (as identified in your project proposal). Ideally this example should demonstrate your agriculture and horticulture industry knowledge and / or experience.

* Costs

Please provide your total cost for the horticulture data enrichment project based on the accounts and contacts detailed in section 5 (data provision) above.

This must be supported by a detailed breakdown of project costs; a breakdown of costs (by key activities) with details of allocated days and day rates per activity should be included covering, for example, set up, script development, hourly rate / number of calls per day per agent, reporting and training.

The above rates shall be fixed for the duration of the contract (December 2020) or until completion of the contract. The quoted rates will be used as the pricing mechanism should there be any contract modifications.

1. **Structure of submissions and evaluation methodology**

Tender submissions should be provided in Microsoft Word. Please note word limit for case studies below.

Evaluation of tender submissions will be in accordance with the following criteria:

|  |  |
| --- | --- |
| GDPR Questionnaire | Pass or Fail |
| Core project proposal, including approach and timeline | 20% |
| Quality control procedures, including data security and customer service | 20% |
| Core project team | 10% |
| Case Study – Similar project experience *(1 page of A4 only)* | 15% |
| Costs | 35% |
| **TOTAL** | **100%** |

Please note that a pass quality threshold will be required of 40% out of a possible 65% i.e. all the above criteria less costs.

Please also note that a pre-award site visit to the preferred agency will be required before award of contract – see dates below.

Submissions should be emailed to Diane Prescott, Head of CRM at [diane.prescott@ahdb.org.uk](mailto:diane.prescott@ahdb.org.uk)

**Submission deadline:** 12 noon on 12 December 2018.

All clarifications relating to this opportunity should be directed to Diane Prescott either at the email address above or telephone 024 7647 8914.

1. **Terms and Conditions**

AHDB Terms and Conditions will apply to this contract, which can be found at <https://ahdb.org.uk/procurement>

1. **Timetable**

Please see below and timeline for procurement and project delivery:

|  |  |
| --- | --- |
| Deadline for receipt of responses (12.00 noon) | 12th December 18 |
| Pre-award site visit | 9th or 10th January 19 |
| Award of contract | 14th January 19 |
| Initial briefing meeting – Stoneleigh, Warwickshire | w/c 14th January 19 |
| Sign off Script and supply data | 30th January 19 |
| Calling commencement | w/c 4th February 19 |
| Cleaned data retuned to AHDB | 26th July 19 |

**Appendix 1 – DRAFT Job Titles & Areas of Responsibility**

*Please note these are subject to change.*

|  |  |
| --- | --- |
| **Commercial Horticultural Businesses – Levy Payers** | |
| **Area of responsibility** | **Related job title** |
| Agronomy, crop protection, pest & disease forecasting | Technical Director |
| Agronomist |
| Crop manager |
| Crop nutritionist |
| Technical, trials manager, new varieties, plant health & security, resource management (soils, water, energy, buildings - e.g. glasshouses), nutrition | Technical Director |
| Production Manager |
| Crop manager |
| Crop nutritionist |
| Production Director |
| Operations Director |
| Operations Manager |
| Nursery Manager |
| Crop nutritionist |
| Business owner & decision maker | Business Partner |
| Commercial Director |
| Managing Director |
| Manager |
| Business Owner |
| CEO |
| Director |
| Supervisory role, overview of production management | Farm Manager |
| Production Manager |
| Head grower |
| Harvest manager |
| Production Director |
| Operations Director |
| Sales & product development (market data, market insight, forecasting, marketing) | Plant Breeder |
| Crop developer |
| Market Intelligence |
| Marketing Director |
| Marketing Manager |
| Account Manager |
| Retail and sales |
| Post-harvest (storage, distribution) | Packhouse manager |
| Processing Manager |
| HR (staff recruitment, retention, training, health & safety) | HR Director |
| HR Manager |
| Supervisor |
| Training & Development Manager |
| IT Manager |
| Operations Director |
| Innovation, new technology | Innovation Director |
| Production Director |
| Operations Director |
| Food security and food safety | Production Director |
| Operations Director |
| Finance & Administration | Finance Director |
| Finance Officer |
| Finance Controller |
| Finance Manager |
| Finance Administrator |
| Administration Assistant |
| Environmental Management, wastestreams, plastics | Sustainability Manager |

|  |  |
| --- | --- |
| **Other business categories:** | |
| **Type of organisation** | **Related job title** |
| Advisors / consultants | Consultant |
|  | Farm Advisor |
|  | Director |
|  | Trustee |
|  | Partner |
| Producer organisation | Technical Manager |
| Technical Director |
| Seed company | Sales Manager |
| Technical manager |
| Propagator | Sales Manager |
| Technical manager |
| Processor | Technical Director |
| Technical Manager |
| Operations Director |
| Operations Manager |
| Marketing Director |
| Marketing Manager |
| Plant breeder | Technical Manager |
| Operations Director |
| Operations Manager |
| Marketing Director |
| Marketing Manager |
| Growing Media company | Technical Manager |
| Operations Director |
| Operations Manager |
| Marketing Director |
| Wholesaler | Senior Buyer |
| Buyer |
| Technical Manager |
| Ag-Chem Company | Technical Manager |
| Operations Director |
| Operations Manager |
| Marketing Director |
| Industry Body or Associations | Crop Association |
| Discussion Group |
| Government | Politician |
| Official |
| Advisor |
| Agency |
| Universities, Colleges and Research Institutes | Research Fellow |
| University Lecturer |
| Professor |
| Research Scientist |
| PHD Student |
| Undergraduate |
| Charities | Scholar |
| Fellow |
| Director / Partner / Trustee / Manager / Associate |
| Press and Media | Reporter |
| Journalist |
| Agricultural correspondent |
| Editor |

**Appendix 2 – DRAFT Crop Interests**

*Please note these are subject to change.*

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Sector level >** | **Level 2 >** | **Level 3 >** | **Level 4** |
| **Field Vegetable >** | Lettuce & leafy salads |  |  |
|  | Herbs |  |  |
|  | Carrots, parsnips |  |  |
|  | Onions and leeks |  |  |
|  | Brassicas |  |  |
|  | Asparagus |  |  |
|  | Legumes |  |  |
|  | Sweetcorn |  |  |
|  | Cucurbits |  |  |
| **Protected Edibles >** | Tomatoes |  |  |
|  | Cucumbers |  |  |
|  | Peppers |  |  |
|  | Mushrooms |  |  |
|  | Lettuce & leafy salads |  |  |
|  | Herbs |  |  |
| **Ornamentals >** | Protected ornamentals > | Bedding plants |  |
|  |  | Pot Plants > | Poinsettias |
|  |  | Cut flowers |  |
|  | Bulbs & outdoor flowers > | Cut flowers |  |
|  |  | Bulbs (inc. narcissus) |  |
|  | Hardy nursery stock > | Trees & hedges |  |
|  |  | Shrubs |  |
|  |  | Perennials & other specialist (e.g. heathers) |  |
| **Tree fruit >** | Apples |  |  |
|  | Pears |  |  |
|  | Cherry |  |  |
|  | Plum |  |  |
| **Soft Fruit >** | Strawberry |  |  |
|  | Raspberry |  |  |
|  | Blackcurrant |  |  |
|  | Blueberry |  |  |
|  | Rhubarb |  |  |

**Appendix 3 – Communications**

*Please note these are subject to change.*

|  |
| --- |
| **Communications** |
| **The Grower** |
| **Review Magazines** |
| **Horticulture News** |
| **Crop Protection News** |
| **Event alerts** |
| **EAMU alerts** |
| **Pest Alerts** |

*ENDS*