

## DPS FRAMEWORK SCHEDULE 4: LETTER OF APPOINTMENT AND CONTRACT TERMS

### Part 1: Letter of Appointment



Dear Sirs

#### Letter of Appointment for Consumer Tracker

This letter of Appointment dated 12<sup>th</sup> May 2021, is issued in accordance with the provisions of the DPS Agreement (RM6018) between CCS and the Supplier.

Capitalised terms and expressions used in this letter have the same meanings as in the Contract Terms unless the context otherwise requires.

Order Number:	[TBC]
From:	AHDB ("Customer")
To:	YouGov ("Supplier")

Effective Date:	1 <sup>st</sup> July 2021
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Expiry Date:	<p>End date of Initial Period 30<sup>th</sup> June 2022</p> <p>End date of Maximum Extension Period 30<sup>th</sup> June 2024 (there will be 2 options of 12 months each for extension if required)</p> <p>Minimum written notice to Supplier in respect of extension 3 months</p>
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Services required:	<p>Set out in Section 2, Part B (Specification) of the DPS Agreement and refined by:</p> <ul style="list-style-type: none"> <li>· the Customer's Project Specification attached at Annex A and the Supplier's Proposal attached at Annex B</li> </ul> <p><b>Please note: For year 1, the optional Bolt on for Potatoes as mentioned within the brief will not be taken up, and therefore AHDB would like to be transparent and upfront, as this will have an overall effect on the contract value. If AHDB wish to include this in years 2 and 3, this will be evidenced within the Schedule 5 Variation form.</b></p> <p><b>This will mean there is no need for wave 25 (August 2021) and wave 27 (February 2022) as these are potato related. The cost of the contract will be reduced by £[REDACTED] for year one with the removal of Potatoes. The total value of year one without potatoes will therefore be £[REDACTED].</b></p> <p><b>If removal was to continue for years 2 and 3, this would mean the same reduction of £[REDACTED] for each extension, therefore an annual value of £[REDACTED]</b></p>
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Key Individuals:	<p>[REDACTED] – AHDB Senior Consumer Insight Manager</p> <p>[REDACTED] – AHDB Consumer Insight Manager</p> <p>[REDACTED] – AHDB Head of Strategic Insight</p>
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	<p>██████████ – YouGov Consulting Director</p> <p>██████████ – YouGov Senior Research Manger</p> <p>██████████ – YouGov Senior Research Executive</p>
[Guarantor(s)]	N/A

Contract Charges (including any applicable discount(s), but excluding VAT):	<p>Please note advice on removal of potatoes as mentioned above under Services Required.</p> <p>AHDB wish to be clear and transparent about any works in relation to Potatoes and the current situation with the ballot. Therefore these have been separated out of the main core requirements of this contract and were advertised as optional bolt on requirements, should AHDB wish to take up.</p> <p>YouGov had the optional bolt on for Potatoes as £██████████ for year one (as mentioned on page 52 under Contract Charges). In years 2 and 3 it is shown as £██████████ as YouGov were offering AHDB the option to run Meat 3 module more often. AHDB are thankful but do not wish to take up this approach. Therefore the optional bolt on for Potatoes for years 2 &amp; 3 would be £██████████ – the annual cost to AHDB without Potatoes will be ██████████ per annum.</p>
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	<p><b>AHDB summary costing table: AHDB Consumer Tracker 2021</b>          Agencies to populate cells marked in red and send alongside proposal - please leave any cells marked in blue</p> <p><b>Option 1: period of one year with the option for AHDB to extend by 2 further periods of 12 months each</b></p> <table border="1"> <thead> <tr> <th>Cost Breakdown</th> <th>Year 1</th> <th>Year 2</th> <th>Year 3</th> </tr> </thead> <tbody> <tr> <td>Set-up cost</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Fieldwork costs</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Charting and Reporting costs</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Other associate costs (please specify in background table below)</td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Optional Bolt on - Potatoes</b> (please include any setup-fieldwork cost linked to the potatoes bolt on here)</td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>Total (including optional bolt on - Potatoes)</b></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>Background to costings</th> <th>Details - Year 1</th> <th>Details - Year 2</th> <th>Details - Year 2</th> </tr> </thead> <tbody> <tr> <td>Number of grid questions built into costing</td> <td>12 screening plus lifestyle. Plus 5-10 depending on module</td> <td>12 screening plus lifestyle. Plus 5-10 depending on module</td> <td>12 screening plus lifestyle. Plus 5-10 depending on module</td> </tr> <tr> <td>Number of open questions built into costing</td> <td>0 to 3 depending on module</td> <td>0 to 3 depending on module</td> <td>0 to 3 depending on module</td> </tr> <tr> <td>Approximate Survey Length (minutes)</td> <td>21</td> <td>21</td> <td>21</td> </tr> <tr> <td>Details linked to any other associate costs - can leave blank if there are no other associated costs within costings.</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Details linked to Potatoes optional bolt on costs - numbers of grid questions, number of open questions, approx survey length of bolt on</td> <td>8 grids, 0 open questions, 7 minutes</td> <td>8 grids, 0 open questions, 7 minutes</td> <td>8 grids, 0 open questions, 7 minutes</td> </tr> </tbody> </table> <table border="1"> <tr> <td><b>Option 1: Total Contracted + optional extensions (inclusive of Bolt on option for Potatoes)</b></td> <td></td> <td></td> <td></td> </tr> </table> <p>AHDB will be taking up Option 1, a one year contract with the option to extend for 2 further periods of 12 months each if required. These will be agreed via a Schedule 5 Variation form</p>	Cost Breakdown	Year 1	Year 2	Year 3	Set-up cost				Fieldwork costs				Charting and Reporting costs				Other associate costs (please specify in background table below)				<b>Optional Bolt on - Potatoes</b> (please include any setup-fieldwork cost linked to the potatoes bolt on here)				<b>Total (including optional bolt on - Potatoes)</b>				Background to costings	Details - Year 1	Details - Year 2	Details - Year 2	Number of grid questions built into costing	12 screening plus lifestyle. Plus 5-10 depending on module	12 screening plus lifestyle. Plus 5-10 depending on module	12 screening plus lifestyle. Plus 5-10 depending on module	Number of open questions built into costing	0 to 3 depending on module	0 to 3 depending on module	0 to 3 depending on module	Approximate Survey Length (minutes)	21	21	21	Details linked to any other associate costs - can leave blank if there are no other associated costs within costings.				Details linked to Potatoes optional bolt on costs - numbers of grid questions, number of open questions, approx survey length of bolt on	8 grids, 0 open questions, 7 minutes	8 grids, 0 open questions, 7 minutes	8 grids, 0 open questions, 7 minutes	<b>Option 1: Total Contracted + optional extensions (inclusive of Bolt on option for Potatoes)</b>			
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Insurance Requirements	<p>Additional public liability insurance to cover all risks in the performance of the Contract, with a minimum limit of £5 million for each individual claim</p> <p>Additional employers' liability insurance with a minimum limit of £10million indemnity</p> <p>Additional professional indemnity insurance adequate to cover all risks in the performance of the Contract with a minimum limit of indemnity of £3 million for each individual claim</p> <p>*It is a legal requirement that all companies hold Employer's (Compulsory) Liability Insurance of £5 million as a minimum. Please note this requirement is not applicable to Sole Traders.</p>																																																								

Liability Requirements	<b>Suppliers limitation of Liability</b> (Clause 18.2 of the Contract Terms);
Customer billing address for invoicing:	Attn: [REDACTED], AHDB, Stoneleigh Park, Kenilworth, Warwickshire, CV8 2TL

GDPR	Contract Terms Schedule 7
Alternative and/or additional provisions (including Schedule 8(Additional clauses)):	N/A

#### **FORMATION OF CONTRACT**

**BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT** (which may be done by electronic means) the Supplier agrees to enter a Contract with the Customer to provide the Services in accordance with the terms of this letter and the Contract Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Contract Terms.

**The Parties hereby acknowledge and agree that this Contract shall be formed when the Customer acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Supplier within two (2) Working Days from such receipt**

**For and on behalf of the Supplier:**

**For and on behalf of the Customer:**

Name and Title:

[Redacted]

Name and Title:

[Redacted]

Signature:

[Redacted]

Signature:

[Redacted]

Date:

[Redacted]

Date:

[Redacted]

## **ANNEX A**

### **Customer Project Specification**

To be determined by the Customer at Call for Competition stage

#### **Mini-Competition for AHDB Consumer Tracker**

##### **CCS – Research Market Place (RM6018)**

### **1. Introduction**

This mini competition is for the supply of an attitude and usage tracking study for AHDB. AHDB is a statutory levy board, funded by farmers, growers and others in the food supply chain. Our purpose is to make our agriculture and horticulture industries more competitive and sustainable through factual, evidence-based advice, information and activity.

As part of AHDB's consumer insight offer we have a live consumer tracker which runs quarterly, and is used to capture consumer views/attitudes across AHDB food sectors. The core food categories covered are Meat, Dairy and Potatoes. The Tracker is used to monitor and report on key consumer attitude/behaviour it is used for strategy planning, market development planning and media communications.

Submissions should be based on the information contained within this document in the format outlined in section 3. Any questions/clarifications on the project should be directed to Procurement via the messaging system on the Bravo portal.

### **2. Research Background Aims**

AHDB has been running a consumer tracker for over 10 years, when they first launched they were run separately and evolved in content depending on the need within each sector. Methodology was switched from paper based to online in 2011. The majority of charting contains trends from 2011 at the point the online methodology was adopted.

In 2015 these separate trackers were merged to launch a single AHDB consumer tracker and managed by a single agency. A lot of the existing questions were used to allow for historic trending of results. This work was last tendered in 2018 and the contract was awarded to YouGov. The last wave before the re-tender runs in field during April results are due back w/c 31<sup>st</sup> May 21.

Questionnaire length dedicated within the food groups will vary based on our requirements. The current breakdown of this is provided in the 'additional information' held later in the brief.

There are two supporting files with this tender – Appendix A is the AHDB Consumer Tracker Costing Table 2021 and must be completed by agencies (found in the Buyer attachment area on the Bravo portal). The second Appendix B - Questionnaire is the current live questions—this should be used as a guidance document on current format of questions. These questions are confidential to AHDB and should only be used by agencies as part of this procurement exercise.



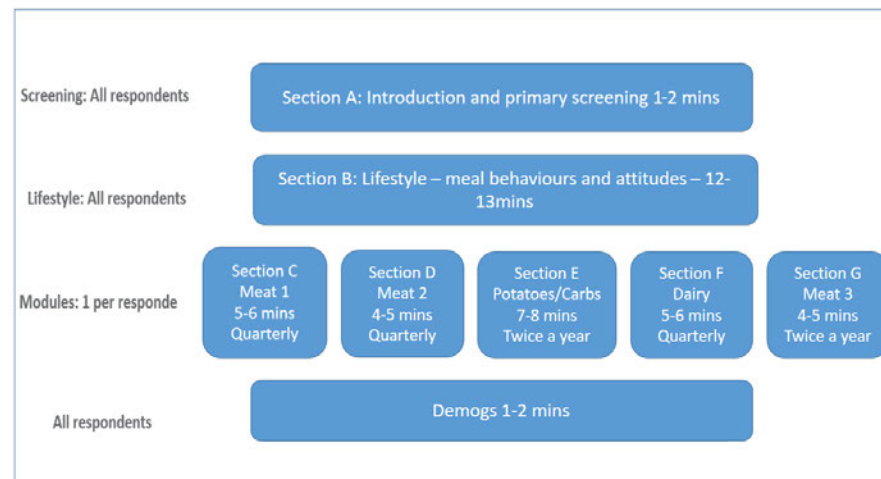
### 3 Service Requirement

<b>Research Objectives</b>	<p><b>Target outcomes of running the tracker</b></p> <ul style="list-style-type: none"><li>• Provides a strong insight tool for the team to track/monitor key consumer trends</li><li>• Ability to filter in and extract key views in target age groups or shopper profile</li><li>• Proactive tool to respond to media enquiries sourcing the AHDB Tracker in external questions</li></ul> <p><b>Tracker Aims:</b> To design and deliver a consumer attitude / usage tracker which over time obtains and tracks consumer views across a number of key areas.</p> <p>These objectives include: -</p> <p><b>Lifestyle – Meal Behaviours/Attitudes</b></p> <ul style="list-style-type: none"><li>• To explore lifestyle habits that may influence consumption behaviour, covering time pressures of modern lifestyles, current eating patterns, changes in technology that impacts food preparation/consumption.</li><li>• Explore meal preparation habits e.g. use of recipes, cooking skills, scratch cooking and home baking.</li><li>• Identify product purchase driver e.g. the importance of price, quality and product perceptions across key product categories</li><li>• Monitor cooking skills and confidence to try/prepare new meals. Including desire to look up recipes and try new dishes.</li><li>• Capture methods used to learn new cooking skills – e.g. TV shows/Family/Friends etc.</li></ul>
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	<ul style="list-style-type: none"> <li>• Monitor consumer reaction to statements relating to cooking more in-home, in particular cooking from scratch more frequently.</li> </ul> <p><b>Dairy</b></p> <ul style="list-style-type: none"> <li>• Capture consumers media awareness of stories within the dairy sector</li> <li>• Track consumer views on the dairy industry including views on welfare / levels of interest in dairy farming.</li> <li>• Monitor and track key attitudinal trends towards eating Dairy products and the subsequent impact this has across reputational factors such Health, Environment and Sustainability.</li> <li>• Monitor views from consumer on key dairy welfare standards e.g. housing</li> <li>• Obtain views around the environment/climate change/sustainability with a specific link back to the dairy industry.</li> <li>• Capture consumer views on key dairy category topic e.g. dairy alternatives, milk prices, healthiness of dairy products</li> </ul> <p><b>Meat category focus</b></p> <ul style="list-style-type: none"> <li>• Monitor awareness of media stories featuring meat – including magazine or newspaper articles or TV consumer programmes. Capturing if the stories were positive or negative. Identifying key topics that they are linked to e.g. protein sources, processed meat health alert</li> <li>• Monitor and track key attitudinal trends on meat and its impact on wider reputational factors such as the Environment and Sustainability.</li> <li>• Monitor drivers of product choice/strengths across the primary red meat and poultry – such as taste, versatility, source of iron/protein etc.</li> <li>• Capture the level of agreement across the proteins across a range of attitudinal statements that may influence consumption (positive and</li> </ul>
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	<p>negative) e.g. link to heart disease, cause of high blood pressure, good price/promotional offers.</p> <ul style="list-style-type: none"> <li>• Track key barriers around increased consumption and if relevant, reasons why consumption of red meat has changed.</li> <li>• Awareness of food assurance schemes such as Red Tractor and Quality Standard Mark. Then capture reaction of these quality marks and role they play in purchase decisions.</li> <li>• Review a range of purchase factors – e.g. price/appearance when deciding on what meat to purchase?</li> <li>• Capture barriers around more regular meat consumption</li> <li>• Reasons behind increase/decreased consumption</li> <li>• Views on cooking with beef, lamb and pork in terms of ease of cooking, convenience, product knowledge, different cuts.</li> <li>• Capture price and value perception across key meat cuts - plotting those who perceive to offer strong/poor value for money.</li> </ul> <p><b>Optional Bolt on - Potatoes - Carbohydrates</b></p> <ul style="list-style-type: none"> <li>• Obtain consumers views on carbohydrates including key purchase motivators e.g. convenience, taste, health, energy, and ability to fill you up. These need to be obtained across each of the key carbohydrates – potatoes, rice and pasta</li> <li>• Explore a range of image statements across key carbohydrates covering potatoes, rice and pasta looking at fit with current lifestyle.</li> <li>• Highlight any variations on health across the range of key potato products including mash/boiled /new/roast/baked and chips.</li> <li>• Discover consumer knowledge on potatoes – views on varieties, if consumers think these are worth paying more for.</li> </ul>
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<b>Requirements</b>	<p>The proposal must clearly demonstrate that the research objectives listed above will be met.</p> <p>The methodologies used to achieve the research objectives must clearly be identified <b>in the proposal</b> with <b>clear demonstration</b> of how the approach achieves the objectives.</p> <p>The full and comprehensive cost breakdown must be provided.</p> <p>Any other costs (such as out of pocket expenses) that will be incurred by the projects must be included in the proposal and detailed in the breakdown.</p> <p>The proposal must also include the following details:</p> <ul style="list-style-type: none"> <li>• Name and CV of project managers assigned to work on the consumer tracker.</li> <li>• Key targets and dates of achievement (timetable).</li> <li>• Details and experience of any 3<sup>rd</sup> party agencies that will be used to deliver the research project. Clearly indicating the stage in which they would be involved</li> <li>• Agency must confirm compliance with new GDPR rules when dealing with consumer data and any 3<sup>rd</sup> party panel providers.</li> </ul> <p><b>Questionnaire Structure and Survey Length</b></p> <p>The current questionnaire from the tracker is attached on Bravo as 'Appendix B – AHDB Consumer Tracker Questionnaire'</p> <p>Currently the tracker is structured in a modular style. Section A is asked to 4,000 consumers. These are then broken down into follow on slots which then focus on Meat, Dairy or Potatoes (1000 sample). The structure of this is shown in the in the diagram below. Please note section E and G rotate and are run twice a year. AHDB require that the setup and costing for the Carbs/Potatoes is in the form further details on this is provided in the 'additional information' section.</p>
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### Survey Length:

The estimated survey time for each of the modules is contained above and also on the attached questionnaire. But agencies are encouraged to look at the questions themselves to review the questionnaire length.

The current survey length from start to finish of all of the modules ranges from 21-25 minutes. As part of the re-tender AHDB are prepared to reduce the survey length down to 20 minutes working with the successful agency on re-prioritising the current questions.

**Survey Flexibility:** - Built into the survey length AHDB aim to leave 2-3 minutes onto a meat, dairy and potatoes module which are flexible to ask topical questions in the category which might not already be covered in the tracker. Often these form part of a rotation of questions that are not asked every wave. As part of the tender AHDB welcome plans/structure from agencies on how this can be achieved.

	<p>Open ended questions – There are currently open ended questions included in the tracker. These are not currently coded, but a raw extract of responses is required so they can be reviewed.</p> <p><b>Timing Requirements:</b> The last fieldwork wave under the current contract takes place in April with results w/c 31<sup>st</sup> May. The appointed agency will need to work with AHDB upon the planned contract commencement of 1<sup>st</sup> July 2021. Where upon agreeing and signing off questions during July with a target of continuing the next wave in August with target of w/c 9<sup>th</sup> Aug-w/c 16<sup>th</sup> Aug 21 for fieldwork.</p> <p><b>Comparable with previous questions</b> It is critical that AHDB can track back and use historic results of the tracker. Agencies should be picking out key trends in quarterly report but in addition to this the current agency provide AHDB with access to trended results for each questions allowing us to see past trends for each question. YouGov currently do this in two formats – one is their own excel extract which trends data from 2015. The second via their own software platform where we can run and filter data by sample demographics over time. We are open to new initiatives such as online dashboards, online analysis tools etc. but agencies must advise if these are achievable within the budget or not. The basic level must not fall below our current service.</p> <p>Sample profiling must be kept consistent with the current tracker so that new fieldwork can be used alongside historic data. Agencies must provide AHDB with plans on how they will manage this conversion and demonstrate to AHDB that it will be kept in line with past results.</p> <p><b>Sample Requirements</b> The overall screening and Lifestyle sections have a UK based sample. There must be quota controls to ensure a representative sample. Age, socio-economic groups, regions and working status should be to national proportions (Nat Rep).</p> <p>A minimum sample of 1,000 for each category-focused segments must be built into proposal.</p>
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	<p>Meat and Potatoes also filter to 'main shoppers' (defined as personally choose the items to buy from supermarkets and shops for your household either 'Almost all the time' or 'Half or more' and a 70:30 female/male main shoppers).</p> <p>There are further filters for the spin off categories sections due to historic tracking and extra requirements mainly in the meat sections. These are detailed below:</p> <p><b>Dairy Category focus filters:</b> UK Nat Rep / 18+</p> <p><b>Potatoes Category focus filters:</b> UK Nat Rep / 18+ and joint/main shopper</p> <p><b>Meat Category focus filters</b>  The meat modules are based on those who buy/consume meat.  Meat Filters:</p> <ul style="list-style-type: none"> <li>○ Buy beef/ lamb/ pork/ chicken</li> <li>○ Non-vegetarians</li> <li>○ Consume beef, lamb or pork</li> <li>○ Have eaten beef cuts/ lamb cuts or pork cuts in the past month</li> </ul> <p>The current age range used is 16-64, but AHDB is open to recommendations to expand the upper range, but would need the ability to filter back to 16-64 when making comparisons back to past waves.</p> <p>Details above, but further routing details are shown in the full questionnaire attached.</p> <p><b>Outputs - Presentation and data requirements:</b></p> <p><b>Quarterly Chart book:</b> - Each quarter AHDB require key findings/trends to be created in a PowerPoint deck. This should pick out key trends and use strong visual representations to bring key insight. AHDB use these slides in a lot of internal/external presentations. Where historic data matches year-on-year changes must be marked. When comparing to past results significant testing must take place highlighting significant movements.</p>
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**Annual Presentation** – Each year AHDB require the agency to come on-site and delivery a key trends presentation to wider stakeholders. This should identify key trends over the past year and be an issue led and story driven piece of work.

**Raw data outputs:-**

- Excel with trended top line results
- Excel with all cross breaks per wave
- Agencies should also outline their approach for additional raw data to be run.

This is the current way raw results are sent to AHDB – agencies can outline different ways of getting access to this data for AHDB such as online analysis software/remote access etc.

**Timing plans:-**

Agencies should provide timings plan for each quarterly wave highlighting when each of the following would be delivered

- Questionnaire review time range
- Fieldwork dates (currently over a two week period)
- delivery of presentation deck (The presentation deck and raw data files must be delivered to AHDB no later than one month after fieldwork has taken place),
- Delivery of all raw data files – trended and cross breaks

The live fieldwork dates over the past 12 months are listed below:

Q3 20 – w/c 3<sup>rd</sup> August and w/c 10<sup>th</sup> August

Q4 20 – w/c 23<sup>rd</sup> November and w/c 30<sup>th</sup> Nov

Q1 21 - w/c 15<sup>th</sup> Feb and w/c 22<sup>nd</sup> Feb

Q2 21 – w/c 19<sup>th</sup> April and w/c 26<sup>th</sup> April

We target around a three-month gap between dates - some were adjusted a few weeks either side during 2020 due to Covid household restrictions/announcements. Potential Q2 21 may move a couple of weeks later due to Q1 21 (timing delayed to allow more time for consumers in light of new Covid restrictions in Jan).



	<p>Please note the Bolt on option for 'Potatoes – Carbohydrates' category involvement questions will only be required two waves per year. With Aug 20 and Feb 21 the fieldwork dates over the past year.</p> <p>For comparable results to past trackers the proposed timeline should be matched as closely as possible to these dates.</p> <p><b>Question Amendments:</b>          Agencies must build in time for AHDB review questions and adjust/replace questions during the questionnaire sign off for each fieldwork wave. As a tracking study, most questions would be kept the same, however changes may be needed from time to time, particularly on the topical modules.</p> <p>The proposal must demonstrate how a process for quality control will be followed along with adherence to MRS code of conduct.</p>
<b>Additional Information</b>	<ul style="list-style-type: none"> <li>Any research tools e.g. questionnaires used by the successful tenderer must be approved by AHDB prior to any fieldwork-taking place.</li> <li>The current method of collection has been via online surveys – this has been successful and AHDB wish to continue with this method.</li> <li>AHDB require that the setup and costing for the Carbs/Potatoes section of the tracker is in the form of an optional bolt on. AHDB require the ability to add/remove this section of the tracker at annual intervals during the duration of the contract. AHDB would be able to confirm upon commissioning if we wish to run waves for year 1 (x2 waves Aug &amp; Feb 22). Then at annual intervals for July 22 and July 23.</li> </ul>
<b>Contract Length</b>	<p>AHDB require agencies to cost based on two options</p> <ul style="list-style-type: none"> <li>Option 1: period of one year with the option for AHDB to extend by 2 further periods of 12 months each</li> <li>Option 2: multiyear - 3 year agreement</li> </ul>

	<ul style="list-style-type: none"> <li>Please note the Bolt on option for Potatoes needs to be costed separately as outlined in the excel tables contained in the commercial envelope.</li> </ul>
<b>Budgets / Costs</b>	<p><b>An budget of £52,800 ex VAT per year is available (inclusive of Bolt on option for Potatoes)</b></p> <p>Agencies must clearly mark their <u>recommended route to achieve objectives</u> and <u>final per annum lump sum cost</u> in delivering the service for years 1, 2 and 3 under both costings options. In order to allow for a comparison across agencies please use the AHDB summary costing table provided. Variations in sample options with linked costs can be provided in the tender but it is the cost of agencies recommended route to meet tracker the subsequent costs entered into the costing table that proposals will be evaluated against in section 4.</p> <p>To enable comparable costings there are formatted tables that AHDB would like populated by agencies marked on AHDB summary costing table. This can be found on the Bravo portal, and is where you will need to attach your response. It is these costs agencies will be assessed against in the price element of the scoring criteria. Agencies should apply any % discounts offered before populating the table. Details on services/data covered behind this cost can be submitted by agencies in their own format in the proposal but must ensure the costs match to this summary costing table. To score the cost section AHDB will look both cost options - reviewing the total cost over the potential lifetime of the contract (including potential extensions in the case of option 1).</p>
<b>Deliverables</b>	<ul style="list-style-type: none"> <li>- A detailed PowerPoint chart book of quarterly results via email. This should be delivered no later than one month after fieldwork has taken place. This Key executive summary of findings and implications to AHDB where relevant must be included.</li> <li>- Excel summary of raw data with cross breaks on sample filters must be provided (or equivalent via agencies outline plan for data access for AHDB)</li> </ul>

	<ul style="list-style-type: none"> <li>- Historic data adding the results of each wave must also be provided (same reference to access applies).</li> <li>- Annually a 'key trends' presentation to be presented to AHDB and stakeholders. Typically done face to face but in 2020 this was done via MS Teams due to Covid-19 restrictions.</li> </ul>
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#### 4 Structure of submissions and evaluation methodology

Evaluation and scoring for each project submission will be undertaken in accordance with the following criteria and weightings:

**80% of the evaluation weighting will be based on the quality of the proposal.** This will entail:

- Outline a clear approach and highlight any proposed techniques to be used in the methodology and/or analysis used to achieve objectives (10%)
- Demonstrate how a process for quality control in fieldwork and survey outputs will be followed (including GDPR compliance). Demonstrating how consistency to the past tracker results will be ensured (15%).
- Demonstrate how you will work with AHDB on prioritising questions to create a tracker which is kept relevant to meet research objectives along with the flexibility to evolve and adapt to answer topical consumer issues. (25%)
- Showcase reporting outputs that could be used as part of any quarterly slide deck and annual debrief. Including details of how raw data will be sent to AHDB and access given (10%)
- Provision of detailed project plan including a timeline with identification of any risks/key dates. (10%)
- Relevant experience of agency and project team (10%)

**Please note: a minimum score of 60 out of 80 is required in this section to be appointed by AHDB on this project.**

**20% of the evaluation weighting will be based on the cost of the proposal.**

To enable comparability of proposals, a breakdown of costs (by key activities) is to be provided. In order to allow for a comparison across agencies please use the AHDB summary costing table provided. To enable AHDB to score the costing section agencies must supply a cost for all types of research detailed within the red boxes marked on AHDB's costing table. This is to be uploaded on Bravo.

AHDB will review tenders following the closing date and may consult with interested parties as part of the selection process. AHDB reserve the right to seek alteration of individual tenders to meet the exact requirements and to decline all tenders should the requirements not be met.

The proposal must demonstrate how a process for quality control will be followed along with adherence to MRS code of conduct.

**Proposals must be submitted before the closing time of Noon 16<sup>th</sup> April 2021.** As a guide, proposals should not exceed 10 sides of A4. AHDB would also accept the proposal in PowerPoint format and should not exceed 20 slides. The Excel scoring file and Copies of CVs can be treated outside of this estimate.

AHDB will review and evaluate tenders following the closing date, and may seek further clarification from agencies in regards to their submission as part of the process. AHDB reserve the right to seek alteration of individual tenders to meet the exact requirements and to decline all tenders should the requirements not be met.

#### **Supplier Timetable**

<b>Activity</b>	<b>Description</b>	<b>Dates</b>
Closing	Mini competition returns	Noon 16 <sup>th</sup> April
Evaluate Stage One	Evaluation period	19 <sup>th</sup> -28 <sup>th</sup> April
Notify	Notification of award	10 <sup>th</sup> May
Notify	Award of contract	17 <sup>th</sup> May
Commencement	Contract commencement	1 <sup>st</sup> July 21

Please note that these timescales are indicative and subject to change. 1<sup>st</sup> Wave can go in later during August if agencies need extra time from contract commencement for initial setup on wave 1 of this agreement but should advise this in the proposal.



## **ANNEX B**

### **Supplier Proposal**

To be determined at Call for Competition stage



YouGov proposal

## **Part 2:      Contract Terms**



Contract Terms v6.0