

# **CONTRACT FOR THE PROVISION OF GOODS AND/OR SERVICES**

**Agriculture and Horticulture Development Board**  
  
**and**  
  
**Kantar UK, trading as Kantar Worldpanel**

**Contract for the Supply of  
Foodservice Data  
Ref 2020-451**

AHDB  
Stoneleigh Park  
Kenilworth  
Warwickshire  
CV8 2TL

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## FORM OF AGREEMENT

**THIS CONTRACT IS MADE ON, 10<sup>TH</sup> NOVEMBER 2020**

**BETWEEN**

**Agriculture and Horticulture Development Board**, of Stoneleigh Park,  
Kenilworth, Warwickshire CV8 2TL ('**AHDB**')  
AND

**Kantar UK Limited trading as Kantar Worldpanel**, of [REDACTED]  
[REDACTED] ('**the Supplier**')  
AHDB and the Supplier are the Parties to the Contract.

**WHEREAS**

- A. AHDB wishes to acquire general description of goods or services (see Schedule A).
- B. The Supplier is willing to supply the Goods and/or Services in accordance with this Contract.

**IT IS HEREBY AGREED**

1. The Supplier agrees to supply the Goods and/or Services in accordance with this Contract, including Schedule A and the Appendix.
- 1.1. Unless otherwise specified, the Supplier shall supply the Goods and/or Services to the Principal Office.
2. Subject to the Supplier's compliance with this Contract including any milestones, AHDB agrees to make payments in accordance with Schedule B.
3. The Parties agree to comply with AHDB's Terms and Conditions for the Purchase of Goods and Services version 2018A ('AHDB Terms' - see Annex), which are incorporated into this Contract.
4. This Contract consists of:
  - this Form of Agreement;
  - Schedule A (Specification, Milestones, page 6), including the Appendix (Specification Details, page 36);
  - Schedule B (Payment and Invoicing, page 7);
  - Schedule C (Contacts, page 9);
  - Annex (AHDB Terms, page 10); and
  - Annex 2 (Data Processing and Protection of Personal Data, page 36,

each of which together with any documents specified therein including the Appendix is incorporated into and forms part of the Contract.

- 4.1. In the case of any conflict or inconsistency, documents shall take precedence in the order in which they appear in Clause 4 above.
- 4.2. Subject to public procurement law, this Contract including the Specification may be amended. Any amendment shall be agreed by the Parties in Writing and shall have no effect unless it has been so agreed.
- 4.3. This Contract and any amendment to it may be executed in counterpart and by the Parties on separate counterparts, each of which when so executed and delivered shall be an original, but all the counterparts shall together constitute one and the same instrument.
5. The Contract shall commence or be deemed to have commenced on 1<sup>st</sup> January 2021, ('Commencement Date'). This will allow time to cover the extra requirement of data that sits outside of the main tender requirements.
- 5.1. The Supplier shall complete its performance of the Contract not later than 31<sup>st</sup> December 2023 ('Completion Date'). There is an option to extend this contract for a further 2 periods of 12 months each. This will be assessed on an annual basis after the initial contract end date (31<sup>st</sup> December 2023), and agreed by an extension contract between both parties. A new extension contract will be produced for each extension taken up.
- 5.2. Any date in this Contract may be amended in advance by agreement in Writing and any dates that are consequently to be amended shall be similarly agreed.
- 5.2.1. Any amendment to this Contract shall be compliant with the public procurement principles underlying the Public Contracts Regulations 2015.
- 5.3. Notwithstanding any act of termination or the achievement of the Completion Date, the relevant provisions of this Contract shall remain in effect insofar as is necessary to ensure the performance of all obligations and the satisfaction of all liabilities and to enable the exercise of all rights under the Contract in each case as such shall exist at the time of such act or the Completion Date as appropriate.
6. Subject to Clause 6.4:
  - 6.1. The maximum total liability of each Party under this Contract shall be three times the amount set out in relation to that Party in Clause 6.2.
  - 6.2. In respect of any claim or series of connected claims arising out of the same cause in any year whether arising from negligence, breach of contract or otherwise:
    - (a) the maximum aggregate liability of AHDB shall be the greater of £100,000 or 125% of the cumulative total of the payments identified in Schedule B.
    - (b) the maximum aggregate liability of the Supplier shall be the greater of £1,000,000 or 125% of the cumulative total of the payments identified in Schedule B.

- 6.3. The amounts above may only be amended in Writing and prior to the event in relation to which a claim is made.
- 6.4. Nothing in this Contract shall limit either Party's liability for death or personal injury which may arise as a direct result of that Party's negligent act or omission, or for fraud or fraudulent misrepresentation, or arising as a result of any breach of Data Protection Legislation.
7. For the avoidance of doubt:
- 7.1. In the event that the Contract applies only to the provision of Goods, the provisions in the Contract relating only to Services shall not apply.
- 7.2. In the event that the Contract applies only to the provision of Services, the provisions in the Contract relating only to Goods shall not apply.
- 7.3. Subject to any specific provision to the contrary, this Contract shall not apply to Research.
8. Any amendments to the Annex to this Contract shall be made as sub-clauses below
- 8.1. There are no amendments to the Annex.
9. Special Conditions (see 9.2)
- 9.1. Any conditions specified in this Form of Agreement as Special Conditions shall have precedence over any other provision in this Contract.
- 9.2. There are Special Conditions.

**Signed for and on behalf of the Agriculture and Horticulture Development Board**

Signature:

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

**Signed for and on behalf of the Supplier:**

Signature:	

## Schedule A Specification, Milestones

### 1. Specification

- 1.1. The Specification is detailed in the Appendix, page 36.
- 1.2. The Specification is based on:
  - the invitation and/or acceptance by AHDB for the supply of the Goods and/or Services, whether by tender or otherwise, and
  - the Supplier's offer but excluding any of the Supplier's terms and conditions indicated to be imposed thereby except insofar as such terms and conditions do not conflict with any other provision of this Contract.
- 1.3. Any amendment to the Specification agreed in accordance with this Contract shall be deemed to be included in the Appendix.

### 2. Milestones

- 2.1. The following milestones are agreed:

Date	Milestone
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]

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## Schedule B Payment and Invoicing

1. AHDB shall raise a Purchase Order following its receipt of this Contract signed by the Supplier, the serial number of which shall be notified to the Supplier.

Subject to Condition 11.3.1 and any agreed amendment of this Contract in Writing, AHDB will pay the Supplier no more than £[REDACTED] for Year One, exclusive of VAT. The following years are agreed as per figures shown in below table [REDACTED]

Quarterly delivery				
Requirement	Category	1 year total	2 year total	Additional 12-month periods
Mandatory & Desirable	Combined – Protein & Potatoes	£ [REDACTED]	£ [REDACTED]	£ [REDACTED]

[REDACTED]									
Desirable includes - addition of takeaway vs. non-takeaway									

There is an option to extend this contract for another 2 periods of 12 months each should AHDB choose, this will be agreed between both parties towards the end of January 2023, where an extension contract will be drawn up between both parties on a yearly extension basis.

- 2.1. Subject to paragraph 2.1.1 below and compliance with this Contract including any milestones in Schedule A, the Supplier shall invoice AHDB monthly in retard for the Goods and Services supplied.

2.1.1. The Supplier shall invoice AHDB as follows for the Goods and Services supplied:

Date	Description	Amount (VAT-exclusive)
	Additional Q1 2021 data (P13 and P2)	£ [REDACTED]
	Q2 2021 data (April to June)	£ [REDACTED]

<i>Date</i>	<i>Description</i>	<i>Amount (VAT- exclusive)</i>
	Q3 2021 data (July to Sept)	£ [REDACTED]
	Q4 2021 data (Oct to Dec)	£ [REDACTED]
	Q1 2022 data (Jan to Mar)	£ [REDACTED]
	The same data capture for Year Two with yearly price of	£ [REDACTED]

2.2. If the Contract is amended, any payment schedule relating to this Contract may be adjusted appropriately.

2.3. The final claim for payment shall be made within four months of the Completion Date.

### **3. Invoices**

3.1. An invoice shall be deemed to be proper if it is submitted in compliance with this Schedule, paragraph 3.2 below is satisfied, and it includes:

- (a) the serial number of AHDB's Purchase Order;
- (b) any AHDB reference code notified to the Supplier;

3.2. The following information shall be provided contemporaneously with the invoice:

- (a) A description of the relevant period and activities to which the claim relates;
- (b) a breakdown of the Goods and Services supplied and any other documentation reasonably required by AHDB to substantiate the invoice.

3.3. Unless otherwise agreed, the information required by paragraph 3.2 and a copy of each invoice shall be provided to AHDB's Primary Contact (electronic provision is acceptable).

3.4. VAT will only be paid if a proper VAT invoice is submitted. The Supplier must exercise due care not to charge VAT on claims which are not chargeable to VAT.

3.5. AHDB's address for submission of invoices will be:

Accounts Payable, AHDB, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL.

3.5.1. Unless otherwise agreed, invoices relating to sums payable by AHDB may be sent by electronic mail in pdf format to [APTeam@ahdb.org.uk](mailto:APTeam@ahdb.org.uk).

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## **Schedule C    Contacts**

1. Contact information provided by the Parties shall be deemed to be appropriately inserted below.
2. Unless otherwise agreed, the Primary Contact nominated by a Party shall represent the Party for the purposes of this Contract.

### **AHDB**

3. AHDB's address for correspondence and service (excluding invoices, see Schedule B) will be:  
AHDB, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL
- 3.1. Communications with AHDB shall be marked for the attention of the person named below as AHDB's Primary Contact.
4. AHDB's Primary Contact will be:  
[REDACTED]  
or such other person as AHDB may nominate.
- 4.1. AHDB's Primary Contact will accept communications by electronic mail ([REDACTED]) and (except for notices and other matters required to be in Writing) by telephone (☎ [REDACTED]).

### **Supplier**

5. The Supplier's address for correspondence and service will be:  
[REDACTED]
- 5.1. Communications shall be marked for the attention of the person named below as the Supplier's Primary Contact.
6. The Supplier's Primary Contact will be:  
[REDACTED]  
or such other person as the Supplier may nominate.
- 6.1. The Supplier's Primary Contact will accept communications by electronic mail ([REDACTED]) and (except for notices and other matters required to be in Writing) by telephone (☎ [REDACTED]).
7. The Key Personnel if any in relation to the supply of the Goods and/or Services will be:  
[REDACTED]  
or such other person as the Supplier may nominate.

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## **Annex AHDB Terms**

### **Agriculture and Horticulture Development Board Terms and Conditions for the Purchase of Goods and Services version 2018A**

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## 1. DEFINITIONS

- 1.1. In this Contract the following words and expressions shall have the meanings given to them below, unless the context otherwise requires:

<i>Word Expression</i>	<i>or Meaning</i>
Academic Institution	<p>A body recognised by an EU member state within which it is situated as being constituted for the principal purposes of academic research and tertiary education. Unless otherwise specified any employee, Student, agent and consultant thereof relevant to the supply of the Goods and Services shall be deemed to be part of the Academic Institution.</p> <p>For the avoidance of doubt a subsidiary company or other affiliate of an Academic Institution shall not be an Academic Institution for the purposes of this Contract unless it is a body constituted <i>per se</i> for the principal purposes of academic research and tertiary education;</p>
AHDB	The Agriculture and Horticulture Development Board or any subsidiary thereof;
AHDB Stores	AHDB Stores, Avenue M, Stoneleigh Park, Kenilworth CV8 2LG
AHDB Terms	AHDB's Terms and Conditions for the Purchase of Goods and Services (the content of this Annex);
Annex	This annex incorporated into this Contract under Clause 4;
Appendix	The appendix incorporated into this Contract under Clause 4;
Bribery Act	The Bribery Act 2010 and any subordinate legislation made under that Act from time to time together with any relevant guidance or codes of practice issued by a government department concerning the legislation.
Business Hours	Monday to Friday between 9am and 5pm excluding Public and Bank holidays in the UK;
Commencement Date	The date set out in Clause 5 as it may have been amended;
Completion Date	The date set out in Clause 5.1 as it may have been amended;
Confidential Information	<p>Any information which has been designated as confidential by a Party in writing or that ought to be considered as confidential (however it is conveyed or on whatever media it is stored) including information the disclosure of which would, or would be likely to, prejudice the commercial interests of any person or trade secrets or Intellectual Property Rights of a Party and all personal data and sensitive data within the meaning of the Data Protection Legislation.</p> <p>Confidential Information does not include information which:</p> <p>(a) is public knowledge at the time of disclosure (otherwise than by breach of any obligation of confidentiality);</p>

		<p>(b) is in the possession of the receiving Party, without restriction as to its disclosure, before receiving it from the disclosing Party;</p> <p>(c) is received from a third party who lawfully acquired it without restriction as to its disclosure; or</p> <p>(d) is independently developed without access to the Confidential Information;</p>
Contract		This written contract between AHDB and the Supplier as described in Clause 4;
Contracted Worker		A person complying with the criteria set out in Condition 6.1;
Contractor's Confidential Information		For the purposes of Condition 16.2.1 only, any information, which has been designated as confidential by AHDB or the Supplier in Writing or that ought reasonably to be considered as confidential however it is conveyed, including information that relates to the business, affairs, developments, trade secrets, Know-How, personnel and suppliers of the Supplier, including Intellectual Property Rights, together with all information derived from the above, and any other information clearly designated as being confidential (whether or not it is marked as "confidential") or which ought reasonably to be considered to be confidential;
DDP		'Delivered Duty Paid' (as defined in the Incoterms® rules 2010);
Data Protection Legislation(DPL)		The Data Protection Act 1998 and the Privacy and Electronic Communications (EC Directive) Regulations 2003 and any laws or regulations implementing Directive 95/46/EC (Data Protection Directive) or Directive 2002/58/EC (ePrivacy Directive) and/or the General Data Protection Regulation (EU) 2016/679 (GDPR) and/or any corresponding or equivalent national laws or regulations, including any amendment or update thereof and/or any new or updated laws and regulations relating to data protection including any judicial or administrative interpretation thereof and any guidance, guidelines, recommendations, codes of practice, approved codes of conduct or approved certification mechanisms issued by the Information Commissioner, any replacement body or other relevant government department or supervisory authority in relation to such legislation from time to time;
Due Date		Has the meaning given to it in Condition 11.3;
FOI Legislation		The Freedom of Information Act 2000 and similar legislation, as set out in Condition 16.1;
Form Agreement	of	The agreement on the supply of goods and/or services, to which the Schedules, Annex, Appendix and other documents are attached;
Goods		Any goods, being tangible moveable items, as described in the Specification that are agreed by this Contract to be purchased by AHDB from the Supplier whether or not in relation to the supply of Services;

Industry	The beef and sheep industry in England; the cereal industry in the United Kingdom; the horticulture industry in Great Britain; the milk industry in Great Britain; the oilseed industry in the United Kingdom; the pig industry in England or the potato industry in Great Britain, in each case as defined in the Agriculture and Horticulture Development Board Order 2008;
Intellectual Property Right	Any patent, utility model, invention, trade mark, service mark, logo, design right (whether registrable or otherwise), application for any of the foregoing, copyright, database right, domain name, Know-How, trade or business name, moral right and other similar right or obligation whether registrable or not in any country (including but not limited to the United Kingdom) and the right to sue for passing off;
Key Personnel	Any person identified by name or job title as Key Personnel by the Supplier in Schedule C. If no Key Personnel is identified therein, all references to Key Personnel in this Contract shall have no effect;
Know-How	All information not in the public domain held in any form (including that comprised in or derived from drawings, data formulae, patterns, specifications, notes, samples, chemical compounds, biological materials, computer software, component lists, instructions, manuals, brochures, catalogues and process descriptions and scientific approaches and methods);
Latent Defect	Any hidden flaw, weakness or imperfection in the Goods which AHDB could not discover by reasonable inspection at the time of its receipt of the Goods other than any such defect that had been made known to AHDB by the Supplier in Writing prior to the delivery of the Goods;
Party	Each of AHDB and the Supplier;
Primary Contact	A person nominated as such from time to time by a Party in accordance with Schedule C;
Principal Office	AHDB, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL;
Purchase Order	AHDB's order for the supply of Goods and/or Services under the Contract;
Research	Any experimental or theoretical work undertaken primarily to acquire new knowledge of the underlying foundations of phenomena and observable facts and/or any planned research or critical investigation (including any critical topic review) aimed at the acquisition of new knowledge and skills for developing new products, processes or services or for bringing about a significant improvement in existing products, processes or services;
Schedule	A schedule incorporated into this Contract under Clause 4;
Services	Any services as described in the Specification that are agreed by this Contract to be purchased by AHDB from the Supplier whether or not in relation to the supply of Goods;
Special Condition	Any provision so specified in the Form of Agreement;

Specification	The specification provided in Schedule A and the Appendix, as it may have been amended;
Supplier	The natural or legal person named in the Form of Agreement as the Supplier. For the avoidance of doubt: <ul style="list-style-type: none"> <li>• the Supplier may comprise more than one person, and</li> <li>• a person undertaking activities on behalf of the Supplier shall not comprise part of the Supplier unless he is named as such in the Form of Agreement;</li> </ul>
Writing	Writing on paper, electronic mail, or any other medium that (a) allows information to be addressed to the recipient, (b) enables the recipient to store the information in a way accessible for future reference, and (c) allows the unchanged reproduction of the information stored.

1.2. Unless the context otherwise requires, references in the Contract:

- 1.2.1. to the Supplier or to AHDB shall, where appropriate, be references to any lawful successor, assignee or transferee;
- 1.2.2. to the Supplier shall refer to each person constituting the Supplier and where the Supplier consists of more than one person, subject to any allocation of specific work concerning any part(s) of the Contract to a person or any agreement otherwise, the obligations and liabilities of those persons in relation to the Contract shall be joint and several;
- 1.2.3. to Clauses are references to the clauses of the Form of Agreement, to Conditions are references to the terms and conditions of the AHDB Terms and to paragraphs are references to paragraphs in the referring Appendix or Schedule unless otherwise indicated.
- 1.2.4. to 'person' or 'third party' include any individual, body corporate, unincorporated association, company, corporation, firm, partnership, joint venture, public authority, organisation, institution, trust or agency and any other person whether or not having a separate legal personality and shall include subject to these Conditions the successors, transferees and assigns of such a person;
- 1.2.5. to one gender include all genders;
- 1.2.6. to the singular include the plural and vice versa;
- 1.2.7. to 'includes' or 'including' shall mean without limitation;
- 1.2.8. to 'contract' includes any relevant contract however described therein;
- 1.2.9. to any statute, statutory provision or other instrument, is a reference to it as from time to time amended, extended, consolidated or re-enacted and includes all instruments, orders or regulations made under, or deriving validity from such instrument and any instrument having a similar purpose in the relevant part of the United Kingdom.
- 1.3. Any undertaking by a Party not to do an act or thing shall be deemed to include an undertaking not to permit or suffer such act or thing to be done by another person.
- 1.4. The headings and indexes in this Contract are inserted for convenience only and shall be ignored in construing the Contract.

## **2. TERMS AND CONDITIONS**

- 2.1. Subject to the operation of law, these AHDB Terms read with the other provisions of this Contract as any such may be amended shall govern the Contract to the entire exclusion of all other terms or conditions.
  - 2.1.1. Any amendment to this Contract shall have effect only in relation to this Contract and only if agreed in Writing.
  - 2.1.2. These AHDB Terms as they may be amended from time to time apply to all purchases by AHDB of Goods and Services from the Supplier.
  - 2.1.3. The terms of this Contract shall take precedence over all other terms relating to the undertaking of the Project, including those in any Purchase Order. The Parties agree that any terms in any Purchase Order inconsistent with the terms of this Contract will not amend the terms of the Contract.

## **3. UNDERTAKINGS BY THE SUPPLIER**

- 3.1. The Supplier undertakes that:
  - 3.1.1. it has taken reasonable care in developing and/or assessing the Specification, and believes after due consideration that it together with any of its agents and sub-contractors can fully carry out the necessary work;
  - 3.1.2. to the best of its knowledge and belief, the following shall not constitute an infringement of the Intellectual Property Rights of any third party:
    - (a) the supply of the Goods and Services;
    - (b) appropriate use by AHDB of the Goods and Services, which shall take into due consideration any relevant advice on such use that the Supplier may provide.
  - 3.1.3. it shall take reasonable steps to ensure that there is no conflict of interest as would be likely to prejudice its impartiality and objectivity in supplying the Goods and Services and that upon becoming aware of any such conflict of interest it shall promptly (and in any case within seven days) inform AHDB in Writing of the same, giving particulars of its nature and the circumstances in which it exists or arises and shall furnish such further information as AHDB may reasonably require.
  - 3.1.4. the Goods and the Services shall:
    - (a) not be changed without the prior consent in Writing of AHDB; and
    - (b) conform to the Specification, which the Supplier confirms to be accurate, complete in all material respects and not misleading.
  - 3.1.5. the Goods shall:
    - (a) be of the best available design, of the best quality and workmanship subject to the Specification and in any case without fault or defect (including Latent Defect);
    - (b) conform with all Laws applicable to such Goods as regards the design, manufacture, quality, packaging, storage, transportation, delivery, labelling, health, safety and environmental standards and use of such Goods which are in force at the time of supply;
    - (c) be complete and fully operational and shall be delivered within the agreed contract price with all parts (including all parts that are not specified in the Specification but which are required for proper operation and also the usual guards, safety devices, special tools etc.);

- (d) be accompanied by all appropriate information, warnings, instructions and documentation in relation to the safe use, handling, storing, operation, consuming, transportation and disposal of any Goods or parts or materials including paper and/or electronic operation manuals or those available via functioning web link, in particular in relation to hazardous materials which will be clearly identified to AHDB;
  - (e) be free from chlorofluorocarbons, asbestos, dioxins, halons and radiation above natural background levels and any other similarly hazardous substances unless specifically agreed by AHDB; and
  - (f) comply with any applicable national and international quality assurance standards from time to time published under which the Supplier is approved; and/or as reasonably requested by AHDB.
- 3.1.6. the Services shall be performed with all reasonable care, skill and due diligence and in accordance with best professional, technical and scientific knowledge and practice; legislative requirements; generally recognised commercial practices and standards for similar services; and any agreed service levels.
- 3.1.7. it shall at all times during the duration of this Contract and at its own expense:
- (a) maintain all licences and consents necessary for the performance of its obligations under the Contract;
  - (b) adopt safe working practices and shall not in the performance of the Contract in any manner endanger the safety of or unlawfully or unreasonably interfere with the convenience of any other person, including employees and/or contractors of AHDB;
  - (c) ensure that, in performing its obligations under the Contract, it does not cause any disturbance or damage to the operations and property at the relevant site;
  - (d) comply with AHDB's conditions and policies in relation to any site under the control of AHDB and any code of conduct and code of ethics that AHDB may provide to the Supplier from time to time;
  - (e) assist AHDB (and any person nominated by AHDB) in the investigation of any accident or incident or the resolution of any dispute, which assistance shall include, but not be limited to, making personnel available for interview, providing access to documents and records and providing information reasonably requested by AHDB; where no conflicts of interest have been identified.
  - (f) notify AHDB as soon as it becomes aware of any breach of laws or any health and safety incident which arises in relation to the Goods or Services (which notification shall not release the Supplier from any liability and/or obligations in respect of such breach, hazard or issue); and
  - (g) co-operate with AHDB in all matters relating to the Goods and Services.
- 3.2. The undertakings given under this Condition 3 shall survive any performance, acceptance or payment pursuant to, or any expiry or termination of, the Contract and shall be extended to any repaired or replacement Goods or substituted or remedial Services provided by the Supplier.

#### **4. PERSONNEL**

##### **4.1. The Supplier shall:**

- 4.1.1. deploy sufficient personnel of appropriate qualifications, competence and experience to supply the Goods and Services to time and ensure that they are properly managed and supervised;
- 4.1.2. carry out and ensure that its employees, agents and sub-contractors supply the Goods and Services with reasonable skill, care and due diligence, in accordance with best professional, technical and scientific knowledge and practice, any legislative requirements and applying an appropriate level of integrity.
- 4.1.3. take reasonable steps to avoid any changes of Key Personnel, but where the Supplier considers it necessary to do so or such Key Personnel withdraw from or become unavailable for any reason, the Supplier shall promptly inform AHDB and shall take appropriate steps to replace the Key Personnel.
- 4.2. All persons employed by the Supplier in the supply of the Goods and Services shall be its responsibility as employer. The Supplier shall be liable to AHDB for any loss AHDB may suffer arising out of the relationship of the Supplier with any person employed by it or its sub-contractors except (i) where this arises as a direct result of any breach of contract, breach of statutory duty and/or negligence on the part of AHDB or (ii) where the Supplier could not reasonably have prevented the act or failure to act leading to the loss.
- 4.3. The Supplier shall on request and subject to any requirements or limitations of the DPL, give AHDB such particulars as it may reasonably require of all persons who are or may be at any time employed in the supply of the Goods and Services.

#### **5. TUPE – NOT APPLICABLE FOR THIS CONTRACT**

- 5.1. The Supplier shall indemnify AHDB for itself and any future provider of services to AHDB against all and any costs, expenses, liabilities, damages and losses arising out of any claim, action, demand or proceeding which arises or is alleged to arise by virtue of the operation of the Transfer of Undertakings (Protection of Employment) Regulations 2006 in connection with the termination of the provision of any of the Services (including without limitation in relation to any dismissal or alleged dismissal of any individual employed or engaged or formerly employed or engaged in the provision of the Services).
- 5.2. The Supplier shall not:
  - (a) at any time during the Contract, including any extension, move any staff into the undertaking or relevant part of the undertaking, who do not meet the standards of skill and experience or who are in excess of the number required for the purposes of the Contract; or
  - (b) make any substantial change in the terms and conditions of employment of any staff engaged in supplying the Goods and Services that is inconsistent with the Supplier's established employment and remuneration policies.
- 5.2.1. Where, in the reasonable opinion of AHDB, any change or proposed change in the staff employed in the undertaking or relevant part of the undertaking, or any change in the terms and conditions of employment of such staff would be a material breach of Condition 5.2, AHDB shall have the right:
  - (a) to make representations to the Supplier against the change or proposed change;
  - (b) to give notice to the Supplier in accordance with Condition 7 requiring it to remedy the breach within 30 days; and

- (c) if the Supplier has not remedied the breach by the end of the period of 30 days to the satisfaction of AHDB acting reasonably, to terminate the Contract in accordance with Condition 14.4.
- 5.2.2. If, after due consultation with the Supplier, AHDB reasonably requires and gives the Supplier notice in accordance with Condition 7 that any person is to be removed from involvement in the supply of the Goods and Services, the Supplier shall take reasonable steps to comply with such notice.
- 5.3. Where, in the reasonable opinion of AHDB, the Transfer of Undertakings (Protection of Employment) Regulations 2006 are likely to apply on the termination or expiry of the Contract, the Supplier shall promptly provide on request accurate information relating to the staff who would be transferred under the same terms of employment under those Regulations, including in particular:
  - (a) the number of staff who would be transferred, but with no obligation on the Supplier to specify their names;
  - (b) in respect of each of those members of staff their age, sex, salary, length of service, hours of work, overtime hours and rates, any other factors affecting redundancy entitlement and any outstanding claims arising from their employment;
  - (c) the general terms and conditions applicable to those members of staff, including probationary periods, retirement age, periods of notice, current pay agreements, working hours, entitlement to annual leave, sick leave, maternity and special leave, terms of mobility, any loan or leasing schemes, any relevant collective agreements, facility time arrangements and additional employment benefits.
- 5.3.1. The Supplier shall indemnify AHDB against any claim made against AHDB at any time by any person in respect of any liability incurred by AHDB arising from any deficiency or inaccuracy in information which the Supplier is required to provide under Condition 5.3.
- 5.3.2. AHDB shall take reasonable precautions to ensure that the information referred to in Condition 5.3 is given only to suppliers who have qualified to tender for the future provision of the supply of the Goods and Services and similar goods and services.
- 5.3.3. AHDB shall require any supplier to whom such information is given:
  - (a) to treat the information in confidence,
  - (b) not to communicate it except to such persons within their organisation and to such extent as may be necessary for the purpose of preparing a response to an invitation to tender issued by AHDB, and
  - (c) not to use it for any other purpose.

## **6. CONTRACTED WORKERS**

- 6.1. This Condition 6 applies in relation to and only in relation to a person satisfying all of the following criteria (a 'Contracted Worker'):
  - 6.1.1. The person must be contracted to undertake Research for or supply goods or services to AHDB for six months or more, directly by this Contract or consequent upon an obligation in this Contract upon the Supplier;
  - 6.1.2. The person must not be on the payroll of AHDB or Meat and Livestock Commercial Services Limited or any UK government department (including a devolved administration) or any agency thereof;

- 6.1.3. The person must be or have been liable to pay UK income tax and/or national insurance contributions at the appropriate time;
- 6.1.4. The rate of payment (calculated based on a 7.5 hours working day, and excluding reimbursement of expenses necessarily incurred and VAT) for the provision of such services must be £220 or more per day.
- 6.2. Insofar as the Contracted Worker is liable to be taxed in the UK in respect of consideration received in relation to this Contract, he shall at all times comply with the Income Tax (Earnings and Pensions) Act 2003 and all other statutes and regulations relating to income tax in respect of that consideration.
- 6.3. Insofar as the Contracted Worker is liable to National Insurance Contributions (NICs) in respect of consideration received in relation to this Contract, he shall at all times comply with the Social Security Contributions and Benefits Act 1992 and all other statutes and regulations relating to NICs in respect of that consideration.
- 6.4. AHDB may, at any time during the term of this Contract, request the Contracted Worker to provide within a specified period information which demonstrates how he complies with Conditions 6.2 and 6.3 above or why those Conditions do not apply to him. For the avoidance of doubt, this does not oblige the Contracted Worker to disclose the amount of income tax or NICs paid.
- 6.4.1. AHDB may supply any information which it receives under this Condition 6.4 to the Commissioners of Her Majesty's Revenue and Customs for the purpose of the collection and management of revenue for which they are responsible.
- 6.5. Insofar as the Supplier is a Contracted Worker or the Supplier contracts directly or through any other person with any Contracted Worker for the supply of Research or goods or services in relation to the satisfaction of its obligations under this Contract, this Condition 6 shall apply in relation to each Contracted Worker.
- 6.5.1. The Supplier shall ensure that such contracts:
  - (a) contain obligations and other provisions equivalent to those in this Condition 6 so that AHDB is able to take action in relation to each Contracted Worker; and
  - (b) ensure that any information provided by a Contracted Worker to any other person in relation to the operation of this Condition 6 may lawfully be provided to AHDB and be provided by AHDB to the Commissioners of Her Majesty's Revenue and Customs.
- 6.6. Subject to Condition 14.12, AHDB may terminate this Contract if:
  - (a) in the case of a request mentioned in Condition 6.4, the Contracted Worker:
    - (i) fails to provide information in response to the request within any specified period or, if no period is specified, within a reasonable time, or
    - (ii) provides information which is inadequate to demonstrate either how he complies with Conditions 6.2 and 6.3 above or why those Conditions do not apply to him; or
  - (b) AHDB receives information which demonstrates that, at any time when Conditions 6.2 and 6.3 apply to the Contracted Worker, he is not complying with those Conditions.
- 6.6.1. Amendments to the Contract under Condition 14.12 may exclude the Contracted Worker but AHDB shall have no liability to the Supplier in relation to any liability thereby falling upon the Supplier.

## **7. CONTACTS AND COMMUNICATION**

- 7.1. AHDB and the Supplier shall each nominate a Primary Contact as its principal point of contact.
  - 7.1.1. The Supplier shall nominate any Key Personnel.
  - 7.1.2. Any such nomination shall be in Writing to the other Party.
- 7.2. The Primary Contacts and the Key Personnel shall communicate as necessary to facilitate the performance of this Contract.
- 7.3. Contact and communication information relating to each Party is set out or deemed to be set out in Schedule C.
  - 7.3.1. Unless otherwise agreed, any communication between the Parties concerning the Contract shall be in English.

### *Notices*

- 7.4. Any notice required to be given shall:
  - 7.4.1. be in permanent written form and signed by or on behalf of a duly authorised officer of the Party giving notice;
  - 7.4.2. be deemed duly served if:
    - (a) given to the Representative of the Party to be served with the notice (the 'receiving Party'), or
    - (b) left at, or sent by pre-paid first class post (or by air mail if one Party is outside the UK) or by facsimile transmission to, the address of the receiving Party specified in Schedule C.
  - 7.4.3. be deemed to have been received by the receiving Party:
    - (a) on the first Working Day after the day on which it is given to the Representative of, or left at the address of, that Party;
    - (b) on the third Working Day after the day on which it is posted save that if the notice is sent by air mail, it shall be deemed to have been so received on the fifth Working Day after the day on which it is posted;
    - (c) on the first Working Day after the day on which a facsimile is transmitted.
- 7.5. In proving the serving and receipt of a notice it shall be sufficient to prove that:
  - (a) the notice was given or left in accordance with Condition 7.4.2; or
  - (b) the envelope containing the notice was correctly addressed and was posted; or
  - (c) the facsimile was correctly addressed and was confirmed by the recipient equipment as having been received with all pages successfully transmitted.

## **8. OPERATION OF THE CONTRACT**

- 8.1. The Supplier shall properly manage and monitor the supply of the Goods and Services and inform AHDB in Writing without undue delay if any aspect of the Contract is not being or is unable to be performed.
  - 8.1.1. The Supplier shall provide all the facilities necessary to supply the Goods and Services.
  - 8.1.2. Any materials or processes used in connection with the supply of the Goods and Services shall be in accordance with standards set out in the Contract.

- 8.2. The Supplier shall supply the Goods and Services to AHDB in accordance with the Specification and ensure that its employees, agents and sub-contractors act with reasonable skill, care and diligence.
- 8.3. The Supplier shall take reasonable steps to follow best professional or good industry practice and ensure compliance with all applicable laws, codes of practice, guidelines and any Standards set out in the Specification, by itself and its servants, employees, agents and sub-contractors.
- 8.4. The Supplier confirms that:
  - 8.4.1. it will comply with best practice and relevant provisions, whether statutory or otherwise, relating to health and safety at work;
  - 8.4.2. it will comply with the DPL;
  - 8.4.3. it will not unlawfully discriminate within the meaning and scope of the provisions of the Equality Act 2010;
  - 8.4.4. it will comply with the Bribery Act.
- 8.5. The Supplier confirms that in entering into the Contract it has not:
  - 8.5.1. colluded with any competitor in formulating its offer to supply the Goods and Services except insofar as any such competitor is a named participant in a consortium in relation to supply of the Goods and Services of which the Supplier is also a participant;
  - 8.5.2. canvassed any person associated with AHDB or otherwise sought improperly to improve its competitive position in relation to this Contract;
  - 8.5.3. done or omitted to do anything that would result in a breach of the Bribery Act 2010.
- 8.6. Except to the extent permitted in this Contract, the Supplier shall treat all Confidential Information belonging to AHDB as confidential and shall not disclose any such Confidential Information to any other person without the prior consent in Writing of AHDB, except under an obligation of confidentiality upon such persons and to such extent as may be necessary for the performance of the Supplier's obligations under the Contract. AHDB will offer mutual confidentiality by treating all marked confidential information from the Supplier as confidential.
  - 8.6.1. Each Party may discuss the Contract and its performance with any adviser or consultant subject to appropriate conditions of confidentiality.
- 8.7. The Supplier shall promptly and in any case not later than one week of its becoming aware of any circumstances likely to adversely affect the supply of the Goods and Services bring these matters to the attention of AHDB in Writing and the Primary Contacts shall reasonably agree any consequential action that shall be taken.
- 8.8. Each Party shall, subject to being informed reasonably in advance, attend all meetings specified in the Contract or otherwise reasonably arranged by either Party for the discussion of matters concerned with the supply of the Goods and Services.
- 8.9. At any time prior to delivery of the Goods to AHDB or completion of the Services AHDB (or its nominee) shall have the right to inspect and test the Goods or inspect the work being carried out in performance of the Services. If at the date of the inspection the Goods are located or the Services are being performed at the premises of the Supplier or its associated companies or sub-contractors, the Supplier shall procure that AHDB or its nominees have access on reasonable notice and shall ensure that the inspectors shall receive such information and

assistance as they reasonably request in relation to their inspection or testing of the Goods or Services.

- 8.9.1. If the results of such inspection or testing cause AHDB to be of the opinion (acting reasonably) that the Goods and/or Services do not conform or are unlikely to conform to the Specification, or that the Goods and/or Services may not be delivered to time, AHDB may at its option:
- (a) inform the Supplier in Writing, following which the Supplier shall immediately take such action as is necessary to ensure conformity or timely delivery as the case may be;
  - (b) reject the Goods or Services; or
  - (c) require and witness further testing and inspection.
- 8.9.2. Notwithstanding any such inspection or testing, the Supplier shall remain fully responsible for the Goods and the Services and any such inspection or testing shall not diminish or otherwise affect the Supplier's obligations under the Contract.

## **9. SUB-CONTRACTING**

- 9.1. Without prejudice to the provisions of Annex 2, where a Supplier enters into a Sub-Contract for the purpose of performing its obligations under the Contract, it shall ensure that provisions are included *mutatis mutandis* in the Sub-Contract which:
- (a) have the same effect as Conditions 11.3, 11.3.1 and 11.3.2; and
  - (b) require the counterparty to that Sub-Contract to include in any Sub-Contract which it awards provisions having the same effect *mutatis mutandis* as Conditions 11.3, 11.3.1 and 11.3.2.

In this Condition 9.1, 'Sub-Contract' means a contract between two or more suppliers, at any stage of remoteness from AHDB in a subcontracting chain, made wholly or substantially for the purpose of performing (or contributing to the performance of) the whole or any part of this Contract.

- 9.2. The Supplier shall ensure that any sub-contractor complies with the terms and conditions of this Contract insofar as they are applicable and shall provide AHDB on request with a copy of any sub-contract.
- 9.2.1. Where the Supplier becomes liable to pay interest payments to a sub-contractor, AHDB will not reimburse those costs unless they are incurred due to the negligence or default of AHDB.
- 9.2.2. Any sub-contract shall not relieve the Supplier of its obligations under the Contract and the Supplier shall remain liable to AHDB for any performance or non-performance of such obligations.

## **10.**

[REDACTED]

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11.4.1.

## **12. PAYMENT**

- 12.1. AHDB will not reimburse any increase in the Supplier's costs (including increases in pay rates, national insurance and other employment costs) unless agreed in writing prior to the Supplier incurring such an increase.
- 12.2. All payments shall be paid to the Supplier, which shall hold in trust for AHDB any monies due therefrom to any other person until they are received by that person. The Supplier shall comply with instructions from AHDB in Writing to withhold part or all of any such payment to such a person and AHDB shall reimburse the Supplier for any damages awarded judicially against the Supplier consequent upon the Supplier's compliance with any such instructions.
- 12.3. AHDB shall pay all undisputed amounts within 30 days of the day when it has determined that a received invoice is valid and undisputed (the 'Due Date'). Such determination shall include establishing that it is proper (as described in Schedule B). Time for payment shall not be of the essence of the Contract.
  - 12.3.1. AHDB will consider and verify invoices in a timely manner.
  - 12.3.2. If AHDB fails to comply with paragraph 11.3.1 and there is an undue delay in considering and verifying the invoice, the invoice shall be regarded as valid and undisputed for the purpose of Condition 11.3 after a reasonable time has passed, taking into consideration all relevant circumstances.
  - 12.3.3. If any sum due under the Contract is not paid within 30 days of the Due Date then, without prejudice to the Parties' other rights under the Contract, that sum shall bear simple interest from the Due Date until payment is made in full, both

before and after any judgment, at 2 per cent per annum over the official dealing rate in force on the day on which such interest starts to run, where the official dealing rate is the rate announced from time to time by the Monetary Policy Committee of the Bank of England and for the time being in force as the official dealing rate.

- 12.3.4. The Supplier is not entitled to suspend deliveries of Goods or Services as a result of any sum being outstanding.
- 12.3.5. In the event that an agreed milestone is not achieved or the final claim is not made as agreed, AHDB reserves the right to withhold all or part of the relevant monies otherwise due to the Supplier.
- 12.3.6. AHDB reserves the right to audit any payment for which reimbursement is claimed and the Supplier agrees to co-operate fully in relation to any such audit.
- 12.4. Notwithstanding any other provision in this Contract and without prejudice to its other rights and remedies, no part of the final scheduled payment shall be due from or payable by AHDB until the performance of the Contract by the Supplier has been completed to AHDB's satisfaction acting reasonably.
  - 12.4.1. In the event that no final payment is scheduled, such final scheduled payment shall be deemed to be 20% of the total payment due under this Contract if performed in full.
  - 12.4.2. In the event that the Supplier fails to complete such performance on or before the Completion Date through no fault of AHDB:
    - (a) the Parties shall agree a date and the performance shall be completed no later than such date;
    - (b) without prejudice to any other rights and remedies available to AHDB, AHDB shall be entitled to receive from the Supplier an amount equal to 10% of the total sum payable by AHDB to the Supplier under the Contract, such payment being a debt due from the Supplier to AHDB and representing the reasonable estimate by the Parties of the losses or damages likely to arise to or be incurred by AHDB as a result of such breach, and not by way of a penalty or similar charge; and
    - (c) the Supplier shall pay such payment to AHDB within 30 days of receiving a proper invoice from AHDB.
- 12.5. Without prejudice to any other right or remedy, AHDB shall have the right to set off any amount owed by the Supplier to AHDB for any reason including any overpayment by AHDB to the Supplier against any amount payable by AHDB to the Supplier under the Contract or any other contract.

### **13. LIABILITY**

- 13.1. Neither Party shall be responsible to the other Party (including any person forming part of the Supplier) for any special, exemplary, indirect or consequential loss or damage, loss of profit, loss of revenue or anticipated savings, loss of business opportunity or loss of goodwill arising under or pursuant to this Contract, whether arising from negligence, breach of contract or otherwise, whether or not that Party has been advised of the possibility of, should have known of, or could reasonably have prevented, such loss or damage.
- 13.2. The Supplier shall indemnify AHDB, its employees, agents and contractors from and against liability for:
  - (a) death or personal injury;

- (b) loss of or damage to property (including property belonging to AHDB for which it is responsible);
- (c) any losses arising from a breach of Data Protection Legislation; and
- (d) actions, claims, demands, costs, charges and expenses (including legal expenses on an indemnity basis)

which arises out of or in connection with the supply of the Goods and Services or a breach of this Contract.

13.3. The indemnities contained in Condition 12.2 shall not apply to the extent that:

- (a) any loss, damage injury, cost and expense is caused by the negligent or wilful act or omission of AHDB, its employees, agents or contractors, or by the breach by AHDB of its obligations under the Contract; or
- (b) the Supplier is able to demonstrate that the loss, damage or injury arose as a direct result of the Supplier acting on specific instructions in Writing from AHDB.

13.4. Each Party shall, with effect from the Commencement Date for such period as necessary to enable the Supplier to comply with its obligations under Condition 12, take out and maintain (and shall require any sub-contractor to take out and maintain) with a reputable insurance company an appropriate level of insurance covering appropriate risks.

13.4.1. The insuring Party shall responsibly and reasonably determine the appropriateness of the level of insurance and risks to be covered and shall take into consideration any views reasonably expressed by the other Party. That other Party shall not unreasonably refuse to assist the insuring Party when it is making such determination. Failure to insure adequately shall not relieve a Party of its liability to the other Party.

13.4.2. Satisfactory evidence of the level of insurance and the payment of premiums in relation to the policy or policies of insurance referred to in Condition 12.4 shall be shown by the insuring Party to the other Party on request.

13.4.3. No Party to the Contract shall take any action or fail to take any reasonable action, or (to the extent that it is reasonably within its power) permit anything to occur in relation to it, which would entitle any insurer to refuse to pay any claim under any insurance policy in which that Party is an insured, a co-insured or additional insured person.

13.4.4. AHDB may waive the requirement for indemnity and/or insurance, in whole or part, where the Supplier is able to provide adequate assurance that it can meet any liabilities for which indemnities are provided for under Condition 12.2.

13.5. In relation to any Supplier that is an Academic Institution (or is deemed to be such by this Contract), the following shall not apply:

- (a) any requirement for an indemnity and any consequential requirement for insurance and evidence thereof;
- (b) Condition 11.5.

For the avoidance of doubt, such non-application shall not relieve the Supplier of any liability to AHDB.

13.6. Neither Party shall be responsible for any failure to perform its obligations hereunder due to an event of force majeure, including any circumstances beyond its reasonable control, acts of God, governmental actions, war or national emergency, acts of terrorism, protests, riot, civil commotion, fire, explosion, flood,

epidemic, lock-outs, strikes or other labour disputes (whether or not relating to either Party's workforce).

- 13.6.1. In the case of an event of force majeure, the Parties shall seek to minimise any adverse effect on the Contract, including adjusting milestones where appropriate
- 13.6.2. If an event of force majeure delays the supply of any Goods or Services by more than thirty days and this event could reasonably be envisaged to jeopardise the interests of a Party or the Contract, the Parties shall consider and agree on appropriate action including whether the Contract and its performance should be amended, postponed or terminated and subject to the agreement of AHDB shall take appropriate action.

#### **14. TERMINATION**

- 14.1. This Contract may be terminated by agreement in Writing between the Parties at any time.
- 14.2. Where AHDB is reasonably of the opinion that the Supplier has a significant conflict of interest relating to the Contract, subject to Condition 14.12 AHDB may terminate the Contract. This Condition shall not apply if any such conflict of interest is capable of being avoided or removed and the Supplier promptly and successfully takes steps at its expense to avoid or remove the conflict.
- 14.3. Where in the reasonable opinion of AHDB the Supplier has failed to:
  - (a) progress the supply of the Goods and Services in accordance with the Specification unless otherwise reasonably agreed between AHDB and the Supplier in Writing, including any agreement under Condition 13.11; or
  - (b) otherwise fulfil its obligations under this Contract,AHDB may give the Supplier notice in accordance with Condition 7 specifying the way in which its performance falls short of the requirements of the Contract, or is otherwise unsatisfactory. Such notice may:
  - (a) direct the Supplier to remedy the fault at the Supplier's expense within such time as may be reasonably specified by AHDB; and/or
  - (b) withhold or reduce payments to the Supplier, in such amount as AHDB reasonably deems appropriate in the circumstances.
- 14.3.1. In relation to any significant failure described in Condition 14.3:
  - (a) If the failure is not reasonably remediable, AHDB may treat the failure as a material breach of the Contract. Time for remedial action is 30 days from date of notification. For any significant failure, remedial action will be agreed between the two parties in the absence of a timeframe, which could be longer.
  - (b) If the failure is reasonably remediable and the Supplier fails to remedy it reasonably promptly or in accordance with any direction given by notice under that Condition, AHDB may then treat the failure as a material breach of the Contract.
- 14.4. In the event that the Supplier has committed a material breach of the Contract, subject to Condition 14.12 AHDB may terminate the Contract. This Condition shall not apply if such breach is capable of remedy and the Supplier has remedied such breach at its own expense within 30 days (or such other period as may reasonably be agreed) of being required by AHDB in Writing to do so.

- 14.5. If any distress, execution or other process is levied upon any of the assets of the Supplier intended to be used for the purposes of the supply of the Goods and Services, subject to Condition 14.12 AHDB may terminate the Contract. This Condition shall not apply if the Supplier is able to properly undertake such supply by other means at no additional cost to AHDB.
- 14.6. If the Supplier being an individual dies or is judged incapable of managing his affairs within the meaning of Part VII of the Mental Health Act 1983, AHDB may terminate the Contract.
- 14.7. The Supplier shall promptly inform AHDB in Writing of any proposal or negotiations which will or may result in a merger, take-over, change of control, change of name or change of status and of the completion of any such matter. For the purposes of this Condition 14.7, 'control' has the meaning set out in section 1124 of the Corporation Tax Act 2010.
- 14.7.1. AHDB shall respect any reasonable request by the Supplier to treat information provided under Condition 14.7 as Confidential Information for an appropriate specified period.
- 14.7.2. Upon completion of any of the matters described in Condition 14.7, AHDB shall consider in the context of the Public Contracts Regulations 2015 whether the continuation of the Contract with or without reasonable amendment is unlawful and shall take appropriate action which subject to Condition 14.12 may include terminating the Contract.
- 14.8. The Supplier shall inform AHDB in Writing immediately upon the occurrence of any of the following events:
- (a) being an individual:
- is the subject of a bankruptcy order, or
  - has made a composition or arrangement with his creditors;
- (b) being a company:
- goes into compulsory winding up;
  - passes a resolution for voluntary winding up;
  - suffers an administrator, administrative receiver or receiver and manager to be appointed or to take possession over the whole or any part of its assets;
  - has entered into a voluntary arrangement with its creditors under Part I of the Insolvency Act 1986;
  - has proposed or entered into any scheme of arrangement or composition with its creditors under Part 26 of the Companies Act 2006; or
  - has been dissolved;
- (c) being a partnership or unregistered company:
- goes into compulsory winding up;
  - is dissolved;
  - suffers an administrator or receiver and manager to be appointed over the whole or any part of its assets;
  - has entered into a composition or voluntary arrangement with its creditors;
- or

- any individual member of the partnership falls within Condition 14.8(a);
- (d) or is in any case affected by any similar occurrence to any of the above in any jurisdiction,

and subject to Condition 14.12 AHDB may terminate the Contract.

14.9. If:

- (a) the Supplier has failed to make satisfactory progress with the supply of the Goods and Services and AHDB reasonably believes that such supply is unlikely to be completed by the Completion Date;
- (b) AHDB's powers to impose a levy upon any Industry relevant to the Goods and Services are reduced or discontinued; or

subject to Condition 14.12 AHDB may terminate the Contract by giving the Supplier not less than 30 days' notice.

14.10. Subject to Condition 14.12, AHDB shall have the right at any time and for any reason to terminate the Contract by giving not less than 60 days' notice, whereupon all work on the Contract shall be discontinued.

14.11. Subject to Condition 14.12 and pursuant to regulation 73 of the Public Contracts Regulations 2015, AHDB may terminate the contract by giving the Supplier not less than 30 days' notice if:

- (a) the contract has been subject to a substantial modification which would have required a new procurement procedure in accordance with regulation 72(9) of those Regulations;
- (b) the Supplier has, at the time of contract award, been in one of the situations referred to in regulation 57(1), including as a result of the application of regulation 57(2) of those Regulations, and should therefore have been excluded from the procurement procedure; or
- (c) the contract should not have been awarded to the Supplier in view of a serious infringement of the obligations under the Treaties and the Public Contracts Directive that has been declared by the Court of Justice of the European Union in a procedure under Article 258 of the Treaty of the Functioning of the European Union.

14.12. Before giving notice of termination under Conditions 6.6, 13.5, 14.2, 14.4, 14.5, 14.7.2, 14.8, 14.9, 14.10 or 14.11, AHDB shall consult the Supplier and the Parties shall promptly consider whether any part of the supply of the Goods and Services could reasonably and usefully continue to be undertaken as an alternative to termination and if so whether the Contract should consequently be amended. If AHDB agrees to such continuation, notice of termination shall not be given and appropriate amendments shall be made to the Contract, which may include amendments to the Specification and the payments due.

14.12.1. If routes to maintain the contract have been reviewed by AHDB and in the event that no agreement is reached to continue the supply of any or all of the Goods and Services within 10 days of AHDB consulting the Supplier under Condition 14.12, AHDB may terminate the Contract.

14.13. Notice of termination of this Contract shall be given by AHDB to the Supplier in accordance with Condition 7.

14.14. AHDB may, during any notice period direct the Supplier:

- (a) to refrain from performing the Contract or any part thereof;

- (b) to cease work immediately; or
  - (c) to complete, in accordance with this Contract, any part of the supply of Goods or Services, which shall be paid at the agreed price or, where no agreement exists as to price, a fair and reasonable price, and such of the Contract as is relevant to the completion of such part shall continue to have effect until such part is completed or discontinued.
- 14.15. Termination of this Contract by AHDB may (unless otherwise specified) have immediate effect.
- 14.16. Except as expressly provided in this Contract, termination of the Contract shall not affect:
- (a) any right, obligation or liability of any Party which has accrued at the date of termination;
  - (b) any provision of this Contract which is expressly or impliedly intended to continue to have effect after the Contract has been terminated.
- 14.17. If the Contract is terminated by AHDB otherwise than as a consequence of a material breach by the Supplier, the Supplier shall be entitled to claim from AHDB reimbursement of expenditure incurred or irrevocably committed by the Supplier necessarily and properly in relation to the performance of this Contract including expenditure unavoidably incurred as a result of such termination but excluding loss of profits and any compensation or consequential or indirect loss. The liability of AHDB under this Condition together with any other payments made or to be made to the Supplier shall not exceed the total sum payable for the supply of the Goods and Services as set out in Schedule B.
- 14.17.1. Any such reimbursement shall be conditional upon the Supplier complying with a duty to mitigate such costs as far as is reasonably practicable.
- 14.18. In the event of termination of this Contract as a consequence of a material breach by the Supplier:
- (a) AHDB shall not be under any obligation to make any payment to the Supplier for such period as is reasonable for AHDB to assess the loss and/or damage suffered as a result of the termination. After such period and discussion with the Supplier, AHDB may recover the amount of such loss and/or damage including by set off against any sums due to the Supplier in relation to this Contract;
  - (b) the Supplier shall promptly refund to AHDB any funds paid by AHDB to the Supplier in accordance with this Contract and not in the reasonable opinion of AHDB properly spent or properly committed for the purposes of the Contract;
  - (c) all rights granted to AHDB by the Supplier including any licence to use any Intellectual Property Rights in relation to the Goods and Services shall reasonably continue until the supply of the Goods and Services has been discontinued or completed in relation to the Goods and Services or similar goods and services with a replacement supplier;
  - (d) all rights acquired during the period of the Contract by the Supplier to use any Intellectual Property Rights provided by AHDB shall cease upon termination;
- 14.19. In the case of termination of this Contract pursuant to Conditions 5.2.1(c), 6.6, 13.5, 14.2, 14.4, 14.5, 14.6, 14.7.2, 14.8, 14.9 or 14.10, without prejudice to any other rights which it may have AHDB reserves the right to:

- 14.19.1. refuse to accept any subsequent delivery of the Goods or Services which the Supplier attempts to make;
- 14.19.2. purchase from a third party Goods and Services of similar nature and scope to those that were to be supplied under this Contract;
- 14.19.3. recover from the Supplier any excess cost incurred by AHDB over the price agreed in this Contract together with all charges and expenses arising from the purchase of such Goods or Services from the third party; and
- 14.19.4. claim damages for any additional costs, loss or expenses incurred by AHDB which are in any way attributable to the Supplier's failure to perform the Contract.
- 14.20. Subject to Condition 14.20.1, to the extent that the Contract is declared wholly ineffective or otherwise invalid, void, voidable or unenforceable by any court, tribunal or administrative body of competent jurisdiction pursuant to law (including any law which implements or gives effect to the EU Remedies Directive [2007/66/EC]), the Contract shall terminate with immediate effect and Condition 14.17 shall apply. The Supplier acknowledges that, other than as set out in this Condition 14.20 (or Condition 14.20.1 if applicable), it shall be entitled to no other payment from AHDB in the event of any such termination.
- 14.20.1. Where a declaration of the type described in Condition 14.20 (a 'Declaration') is stayed or otherwise suspended pending an appeal by AHDB or for any other reason, the Contract shall continue in full force and effect for such period of stay or suspension (the 'Relevant Period'). If the Declaration is upheld at the end of the Relevant Period the Contract shall be deemed to have terminated on the date the original Declaration was made (or such other date as may be determined by the court, tribunal or administrative body of competent jurisdiction) and the provisions of Condition 14.20 shall apply with effect therefrom (provided that the amounts being reimbursed to the Supplier thereunder shall include those reasonably incurred by it in respect of work-in-progress or Services performed during the Relevant Period). If the Declaration is overturned at the end of the Relevant Period the Contract shall continue in full force and effect for the remainder of the Term. The Supplier agrees to provide all reasonable assistance to AHDB in connection with any Declaration or appeal against a Declaration and in mitigating the effect of such.
- 14.21. The Supplier shall co-operate fully with AHDB following the termination of the Contract as a consequence of its expiry or otherwise. This co-operation shall extend to allowing full access to, and providing copies of, all documents, reports, summaries and any other information relating to the supply of the Goods and Services. Note: The data is part of a syndicated service and is therefore the property of the supplier. Upon the termination of the Contract, the Supplier shall:
  - (a) forthwith return to AHDB the originals and any copies of all documents and materials provided in relation to the Contract and destroy any electronic copies thereof;
  - (b) transfer to AHDB, or any person designated by AHDB, free of charge, all computerised filing, recording, documentation, planning and drawing held on software and utilised in the supply of the Goods and Services;
  - (c) permit AHDB to enter premises and recover any documents, equipment and materials which are the property of AHDB provided AHDB reasonably informs the Supplier in advance of its intention so to do,so however that such documents, equipment and materials may be retained insofar as they are required by the Supplier for the purposes of another contract with AHDB.

- 14.21.1. Following termination or expiry of the Contract otherwise than as a result of a material breach by the Supplier, the Supplier shall be entitled to invoice AHDB for a reasonable fee in respect of the Supplier's time spent on assisting AHDB with any requests for information.

## **15. TRANSFER OF RIGHTS AND OBLIGATIONS**

- 15.1. The Supplier shall not sub-contract, transfer, assign, charge, or otherwise dispose of the Contract or any part of it without the prior consent of AHDB in Writing, which may be conditional but shall not be unreasonably withheld, denied or delayed.
- 15.1.1. The Supplier shall ensure, if so requested by AHDB, that an assignee enters into a novation agreement with AHDB to perform the Contract as if the assignee were a Party to the Contract in lieu of the Supplier.
- 15.2. AHDB may at any time by giving 30 days' notice to the Supplier in accordance with Condition 7, transfer or assign all or any rights and/or obligations under the Contract.

## **16. FREEDOM OF INFORMATION AND DATA PROTECTION**

- 16.1. The Parties acknowledge that, in order to be compliant with the Freedom of Information Act 2000, the Environmental Information Regulations 2004, or any other legislation governing access to information (the 'FOI Legislation'), there may be an obligation to provide information that relates to this Contract, which may include Confidential Information, on request to third parties.
- 16.1.1. In the event that either Party receives a request for information relating to the Contract falling within the scope of the FOI Legislation, that Party (the 'Disclosing Party') shall be entitled to disclose such information as is necessary to comply with the FOI Legislation. The Parties shall co-operate in order to enable the Disclosing Party to comply with its obligations under the FOI Legislation. Where Confidential Information relating to the Contract is exempt from disclosure, it shall not be disclosed without the agreement in Writing of the owning Party.
- 16.1.2. The Disclosing Party shall not be liable for any loss, damage, harm or other detriment suffered by the other Party arising from the disclosure of any information required by the FOI Legislation to be disclosed.
- 16.2. AHDB maintains a database of its contracts including all those likely to have a value of £25,000 or more. AHDB recognises the importance of transparency in its procurement and contracting, and subject to any confidentiality obligations the contents of these contracts will be made available to interested persons on request.
- 16.2.1. The Parties acknowledge that, except for any information which is exempt from disclosure in accordance with the provisions of the FOI Legislation, the content of this Contract is not Contractor's Confidential Information. The Disclosing Party shall be responsible for determining whether any of the content of the Contract is exempt from disclosure in accordance with the provisions of the FOI Legislation.
- (a) Notwithstanding any other term of this Contract, the Supplier hereby gives its consent for AHDB to provide or publish to the general public the Contract in whole or part, as it may be amended.
- (b) The Supplier shall assist and co-operate with AHDB to enable AHDB to provide or publish this Contract, including by identifying any matters which

it considers to be confidential or otherwise exempt from disclosure under the FOI Legislation. AHDB will take any representation from the Supplier into fair and proper account.

- 16.3. The Supplier shall not publicise or permit any other person to publicise the procurement, award, existence or content of this Contract without the prior written permission of AHDB's Director of Communications and Legal Services, which may be conditional and which shall not be unreasonably denied, delayed or withheld.
- 16.3.1. For the avoidance of doubt, Condition 16.3 does not prevent:
  - (a) The disclosure by any Party of this Contract or a draft thereof to a supplier or sub-contractor that is expected to act with the Supplier in relation to the supply of the Goods and Services so that it is aware of the terms under which the Supplier will contract with AHDB. Commercially sensitive matter may be redacted. Similar conditions to those imposed on the Supplier under Condition 16.3 shall be imposed on the recipient.
  - (b) the disclosure of the AHDB Terms to any person.
- 16.4. The Parties shall comply with the obligations contained in Annex 2 in respect of data processing and the protection of personal data within the meaning of the DPL.
- 16.5. Insofar as the Supplier is subject to the FOI Legislation or is the data controller pursuant to the DPL, this Condition 16 and Annex 2 shall have mutual effect mutatis mutandis.

## **17. DISPUTE RESOLUTION**

- 17.1. The Parties shall in good faith attempt to negotiate a settlement to any dispute between them arising out of or in connection with the Contract.
  - 17.1.1. If any such dispute is not resolved by such negotiation within 42 days from notification that a dispute exists or such longer period as may be agreed, including escalation to senior executives if appropriate, the Parties shall consider referring the matter to mediation in accordance with Conditions 17.2 and 17.3.
  - 17.1.2. Each Party agrees to pay due consideration to Conditions 17.1 and 17.3 before commencing proceedings to settle a dispute relating to this Contract.
- 17.2. The procedure for mediation shall be as follows:
  - 17.2.1. a neutral person ('the Mediator') shall be chosen by agreement between the Parties, alternatively, any Party may within 14 days from the date of the proposal to appoint a mediator, or within 14 days of notice to any Party that the chosen mediator is unable or unwilling to act, apply to the Centre for Dispute Resolution ('CEDR') to appoint a mediator;
  - 17.2.2. the Parties shall within 14 days of the appointment of the Mediator meet with him to agree a timetable for the exchange of all relevant and necessary information and the procedure to be adopted for the mediation. If appropriate, the Parties may at any stage seek from CEDR guidance on a suitable procedure;
  - 17.2.3. unless otherwise agreed, all negotiations and proceedings in the mediation connected with the dispute shall be conducted in strict confidence and shall be without prejudice to the rights of the Parties in any future proceedings;
  - 17.2.4. if the Parties reach agreement on the resolution of the dispute, that agreement shall be put in Writing and shall be binding upon the Parties;

- 17.2.5. failing agreement, any Party may invite the Mediator to provide a non-binding but informative opinion in Writing. Such opinion shall be provided on a without prejudice basis and shall not be used in evidence in any proceedings relating to the dispute without the prior consent of the Parties in Writing.
- 17.3. For a period of 60 days from the date of the appointment of the Mediator, or such other period as the Parties may agree, none of the Parties may commence any proceedings in relation to the matters referred to the Mediator.

## **18. GENERAL**

- 18.1. Subject to any fraudulent misrepresentation, the Contract including any documents referred to herein and any properly made amendment sets out the entire agreement relating to the supply of the Goods and Services and supersedes any prior agreement, contract, understanding, proposal, statement or other communication relating to the Goods and Services whether oral or written.
- 18.1.1. In entering into this Contract, each Party acknowledges that it does not do so on the basis of and does not rely on any representation, warranty or other provision except as expressly provided in this Contract.
- 18.1.2. No terms or conditions endorsed upon, delivered with or contained in the Supplier's quotation, acknowledgement of an Order, specification, delivery note, invoice, proposal or similar document shall form part of the Contract and the Supplier waives any right which it otherwise might have to rely on such terms and conditions.
- 18.2. Nothing in this Contract shall be taken as limiting or excluding AHDB's or the Supplier's rights or obligations pursuant to law.
- 18.3. In carrying out the supply of the Goods and Services, the Supplier shall be acting as principal and not as agent or employee of AHDB. Accordingly:
- 18.3.1. Nothing in this Contract shall be construed so as to create a partnership or joint venture between the Parties or have the effect of making any employee of any Party a servant of another Party;
- 18.3.2. No Party shall act or describe itself as the agent of another Party nor shall it make or represent that it has authority to make any commitments on the other's behalf;
- 18.3.3. The Supplier shall not (and shall ensure that any other person engaged in relation to the Contract shall not) say or do anything that might lead any other person to believe that the Supplier is acting as the agent or employee of AHDB, and
- 18.3.4. Nothing in the Contract shall impose any liability of AHDB in respect of any liability incurred by the Supplier to any other person but this shall not be taken to exclude or limit any liability of AHDB to the Supplier that may arise by virtue of either a breach of the Contract or any negligence on the part of AHDB, its staff or agents.
- 18.4. The following requirements shall not apply as between AHDB and a Party who is part of the Crown and the Supplier shall not require any sub-contractor that is part of the Crown to comply with provisions similar to those requirements:
- (a) Conditions 3.1.2, 12.2, 12.4 (excluding the requirement in relation to sub-contractors) and 14 (to the extent that it relates to Condition 3.1.2);
- (b) Any other requirement for an indemnity or insurance.

- 18.4.1. The provisions in Condition 18.4 shall apply *mutatis mutandis* in relation to a state department of a member state of the European Union, including any executive agency thereof.
- 18.4.2. For the avoidance of doubt the existence, continuation or size of any liability to AHDB shall not be affected by the operation of this Condition 18.4.
- 18.5. If any provision of the Contract is found by any court, tribunal or administrative body of competent jurisdiction to be illegal, invalid, void, voidable, unenforceable or unreasonable it shall, to the extent of such illegality, invalidity, voidness, voidability, unenforceability or unreasonableness, be severed and the remaining provisions of the Contract shall continue in full force and effect.
- 18.6. Each right or remedy of AHDB under the Contract is without prejudice to any other right or remedy of AHDB whether under the Contract or not and is in addition to any conditions implied in favour of AHDB by Law.
- 18.7. A waiver of any right or remedy arising from a breach of contract shall not constitute a waiver of any right or remedy arising from any other breach of the Contract.
  - 18.7.1. The delay, failure or neglect of any Party to exercise any right or remedy shall not constitute a waiver of that right or remedy.
  - 18.7.2. No waiver shall be effective unless it is communicated in Writing.
- 18.8. The Supplier agrees to permit any competent authority to perform such checks as it may lawfully require for the purpose of establishing the compliance of AHDB with regulatory or contractual requirements.
- 18.9. This Contract does not give any person who is not a Party to it any right under the Contracts (Rights of Third Parties) Act 1999 to enforce any of its provisions. This does not affect any right of a third party which exists other than pursuant to that Act.
- 18.10. The Contract shall be governed by and construed in accordance with the law of England and Wales.
  - 18.10.1. Without prejudice to Condition 17, each Party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with this Contract or its subject matter or formation (including non-contractual disputes or claims).

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## Appendix 1 Specification Details

The information in this Appendix is to be read as having been amended by any amendments agreed in accordance with this Contract.

The Specification is based on:

The invitation and acceptance by AHDB for the supply of In-home Usage data by tender as published on Bravo – DEFRA's e sourcing portal  
<https://defra.bravosolution.co.uk>

Project title: Foodservice Data

Bravo project reference: 30302

Invitation to tender published on: 24<sup>th</sup> August 2020

Supplier's tender proposal dated 25<sup>th</sup> September 2020 and all Bravo messaging/clarifications to the award of the contract.

### AHDB TENDER - FOODSERVICE DATA SPECIFICATION

1.	<b>Introduction:</b>	<p>AHDB are a levy funded organisation that works on behalf of British agriculture. Our purpose is to make our agriculture and horticulture industries more competitive and sustainable through factual, evidence-based advice, information and activity. Sectors covered include beef and lamb, pork, dairy, cereals and oilseeds and horticulture. Levy payers range from individual farms to large processors (more information is available if needed). AHDB's activities include technical support with latest innovations, knowledge exchange, market intelligence and market development including export and the domestic market.</p> <p>This tender is for the provision of foodservice market sizing data and insight relating to demand in the out of home market.</p> <p>Submissions for the provision of these data services should be based on the information contained within this document and submitted in the format outlined in section 8.</p> <p>Any questions/clarifications on this project should be directed via the Bravo portal messaging system, direct contact with any known AHDB stakeholder is not permitted.</p>
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2.	<b>Background:</b>	<p>The Retail and Consumer Insight (RCI) team provides independent, impartial market analysis, using AHDB's own, and third party information (either bought or publicly available). Our team's aim is to describe and explain changes in consumer demand, attitude and behaviour enabling levy payers to better understand the market in which they operate. This helps farm businesses and other levy payers in the supply chain plan for the future and make better business decisions.</p> <p>One element of AHDB's data sources is foodservice panel data (currently in contract with MCA). Access to this data allows AHDB to analyse the out of home market and monitor the performance of meat and potato products within the market.</p> <p>The information is used by AHDB to inform the industry on the latest out of home consumption trends and look at potential implications for AHDB sector-related products. The information is used on the AHDB website, contributes to published articles and reports, in business meetings/presentations and also in the media in response to requests for market information/commentary.</p> <p>Please see the Retail &amp; Consumer Insight website for examples of usage: <a href="https://ahdb.org.uk/retail-and-consumer-insight">https://ahdb.org.uk/retail-and-consumer-insight</a>. A key output is our annual eating out report: <a href="https://ahdb.org.uk/knowledge-library/consumer-insight-eating-out-review-2019">https://ahdb.org.uk/knowledge-library/consumer-insight-eating-out-review-2019</a></p> <p>The data is also used internally to help with strategy planning, as well as supporting the activity of AHDB's Retail and Foodservice engagement team.</p> <p>A recent example of how we have used foodservice market data and insight has been in assessing the overall market balance for our sectors. While they remain significant categories in retail, red meat and potatoes have been in long-term consumption decline in-home. For red meat, understanding the extent to which our categories are losing out to vegan/vegetarian dishes is important, both in and out of home.</p> <p>Our sectors have an important role in the out of home market, both in terms of volume but also when it comes to balancing</p>

		<p>the carcass. From a supply perspective it's important for us to understand to what extent the out of home market compensates for any changes in retail demand. This sort of analysis has been used recently as part of our <a href="#">Agri-market outlook forecasts</a>, where we analysed data for the eating out market alongside retail, takeaway and public sector data. This has been particularly important during Covid, highlighting the need for the data supplied to be reactive to market changes.</p> <p>We not only use the data to assess the market size, but also to understand key emerging trends. One example is a recent event with chefs from one of the UK's leading catering businesses, where market performance data was complemented with an overview of growing cuisines and examples of dishes from around the world, in order to inspire the audience to think of ways to include new and different cuts of meat.</p> <p>As an organisation, AHDB is increasing the amount of activity it does in response to issues that affect the reputation of the livestock sectors. This is a key part of our new strategy and includes issues such as sustainability, environment, Britishness and health. These are areas we would want to look into with any future work we do looking at trends in the market.</p>
3.	<b>Scope:</b>	<p>This tender details the requirement for <b>AHDB core foodservice data</b> (a continuous requirement).</p> <p><b>Contract Length:</b> The tendered contract is for 2 years and intends to begin from April 2021 with the option to extend for a further 2 periods of 12 months each after the initial two-year period.</p>
(ai)	<b><u>Requirements for AHDB core foodservice data</u></b>	<p>AHDB's current view foodservice data is anything bought and consumed out of home. (eg coffee shop sandwich eaten on the go). A list of channels can be found in the appendix.</p> <p>However, ad-hoc data has been purchased in order for us to understand the takeaway market. It is therefore desirable that, in future, we have this on a continual basis as part of our core foodservice data.</p>

		<p>Anything made or brought into the home and then eaten out is excluded (eg crisps, sandwich)</p> <p>An agency's standard definitions may differ slightly, so this should be highlighted in your proposal so we can establish where the gaps and overlaps are with our other data sources.</p> <hr/> <p><b><u>Mandatory requirements</u></b></p> <ul style="list-style-type: none"> <li>• Overall OOH market performance <ul style="list-style-type: none"> <li>○ Visits, servings/occasions/packs, estimated spend,etc</li> </ul> </li> </ul> <p>As part of this, we need to understand exactly how a supplier captures the market. This includes an explanation as to how data is collected and extrapolated, including an overview of the specific questions and formulas used to create key market performance figures.</p> <p>We also need to understand how these calculations may change under different market conditions, therefore if there has been a change to core methodology within the past three years, or if there is any planned changes to methodology during the contract period, this needs to be highlighted within the proposal.</p> <ul style="list-style-type: none"> <li>• Ability to cut the data by <ul style="list-style-type: none"> <li>○ Channels</li> <li>○ Daypart</li> <li>○ Cuisines/dish type</li> <li>○ Dish type</li> <li>○ Demographic (SEG, Age, Gender)</li> </ul> </li> <li>• With a further level of detail within the data above to identify occasions containing beef (incl veal), lamb, pork, chicken and potatoes</li> </ul>
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		<ul style="list-style-type: none"> <li>○ Pork includes both primary and processed products (eg sausages, bacon, sausage rolls)</li> <li>○ Therefore granular dish level information is imperative for AHDB to understand sector level performance by cut. A list of the key dishes for our sectors can be found in the Appendix</li> <li>○ Please note that only AHDB's meat and potato sectors are investing in this data, therefore the ability to view drinks is not required.</li> </ul> <p>It is fundamental that the data is provided in sufficient depth (as above), whilst maintaining robustness, as well as being in a suitable format (eg excel / online portal with the option to export to excel). More information on these estimates can be found in 'desirable requirements' below.</p> <p>A further mandatory requirement is for an annual "state of the nation" presentation to wider AHDB stakeholders, as well as the provision of broader market trends information on a regular basis.</p> <hr/> <p><b><u>Desirable requirements</u></b></p> <ul style="list-style-type: none"> <li>• Ability to isolate non-takeaway vs takeaway occasions</li> <li>• Menu tracking information <ul style="list-style-type: none"> <li>○ 'Reputation' is a core pillar of our new strategy, with key themes around environment and welfare. Menu Tracking helps us to understand menu claims for British food, local provenance, or welfare claims (such as Red Tractor, RSPCA Assured, Quality Standard Mark for beef and lamb)</li> </ul> </li> <li>• Conversion of standard occasion/serving measures into volume estimates for beef, lamb, pork and potatoes</li> <li>• Conversion of standard occasion/serving measures into value estimates for beef, lamb, pork and potatoes</li> </ul>
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		<p>There is a strong industry need to get an understanding of category volumes that go through the foodservice market and how these change over time. This then allows AHDB to compare these volumes to sales in grocery retail using our other data sources.</p> <p>While volume estimates are critical to AHDB, it is not a mandatory requirement for the supplier to supply/calculate these, however if it can be included in the current budget please state. What is mandatory is that the occasions/servings/packs data provided to AHDB is robust and detailed enough to allow this, and in a format that allows estimations to be applied, and use these within both external and internal reports. If producing these estimates is out of scope of budget AHDB would then do these conversions themselves.</p> <p>These estimates are based on a set of assumptions around portion size, based primarily on FSA portion sizes, but also menu detail from big brands and the size of the public sector. For example, if we know X many fast food burgers are consumed, and we know a standard McDonalds beef burger patty is Y grams we can work out an approximate volume by X times by Y. AHDB already have available the grammage assumptions for all dishes and therefore the assumptions just need to be applied by the agency/AHDB.</p> <p>AHDB are willing to run these calculations using data provided by the nominated supplier. However, should an agency wish to undertake this task as part of the data provision, this would need to be included within their proposal. We would therefore work closely with the nominated supplier to embed this model for estimating such data over the course of the contract.</p> <p>Your proposal should clearly outline how much set-up and ongoing servicing time you estimate would be required to run critically a volume and/or a value report by yourselves for total potato and total protein (split by beef, lamb, pork, poultry), as well as protein by and at a cut and products level (where possible), along with associated costs.</p> <p>Your proposal should also outline what level of AHDB support would be required in the set up process.</p>
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		<p>The proposal should also provide guidelines as to the lead time for data delivery following the end of the data period.</p> <hr/> <p><b><u>Data delivery</u></b></p> <ul style="list-style-type: none"> <li>• Online platform or software to access results with the ability to create custom tables*</li> <li>• Ability to export data to PowerPoint/Excel</li> <li>• Core AHDB team access (unlimited users) to software analysis tools to undertake raw analysis</li> <li>• A regular (quarterly) excel + ppt report on protein and potato performance to share internally</li> <li>• Excel outputs to support updating online webpages (flat file format) <ul style="list-style-type: none"> <li>○ AHDB are increasingly using Power BI for data visualisation and therefore will require flat files on occasion.</li> </ul> </li> </ul> <p><b>*Data tools</b></p> <p>An online portal or software to enable full manipulation and analysis of the data must be included within the cost of the contract, for all current or future staff members who are expected, by AHDB, to be involved with detailed analysis of the data. A minimum of three licenses would be required.</p> <p>This would normally be the same software as that used by the provider but will also extend to include additional programmes that may be developed.</p> <p>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. If something is not available on the online platform it must be detailed how we will receive the data and if there is an additional cost for this.</p>
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		<p>A brief demonstration of the online platform/analysis tool may be required during the Presentations stage (please see 'Stage 2' in Section 8). However, please use your initial proposal to showcase your data tools (eg with screenshots, video demos, etc)</p> <p>Appropriate training for all users on the use of all software programmes must be included by the data provider as part of the contracted cost</p> <hr/> <p><b><u>Data use</u></b></p> <p>This data must be available for use to all staff, AHDB Board/sector members and marketing sub groups within AHDB or contracting Levy Boards.</p> <p>Please note: Our AHDB contract (including T's and C's) are attached on the Bravo portal for viewing in the Qualification envelope. Please read through these before you submit your proposal. If you submit a bid, it is on the proviso that you are agreeing to them.</p> <p>In addition, this data/ information must be available for regular AHDB/Levy Board publication purposes including web publications. The information will be used for a wide range of presentations and projects that may be carried out by or with industry bodies, levy payers, stakeholder groups or any other organisation.</p> <p>Headline figures may also be provided to and used with all sectors of the media and press, which will be communicated via comms personnel. Standard practice is for AHDB to share anything that will be published externally with our agencies, as part of the sign off process.</p> <p>Where data is disclosed to third parties for the purposes of project work (including educational bodies, universities or contracted companies and individuals) they will be subject to a confidentiality agreement that prevents further disclosure without the approval of AHDB.</p>
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		<p>Suppliers should confirm in their proposal that data/information can be shared in the ways outlined above and indicate what sort of limitations there may be. In the absence of such indications, such onward supply will be deemed to be permissible.</p> <hr/> <p><b><u>Compatibility with current datasets</u></b></p> <p>To evaluate compatibility with current datasets, tenderers should provide their data in the following areas. Measures listed (Items and occasions/servings) are for indication only, suppliers should provide their standard measure(s).</p> <table><tr><td></td><td colspan="2">Items</td><td colspan="2">Occasions/Servings</td></tr><tr><td></td><td>Actual</td><td>YOY % Chg</td><td>Actual</td><td>YOY %Chg</td></tr><tr><td><b>Total beef</b></td><td></td><td></td><td></td><td></td></tr><tr><td><b>Beef burger</b></td><td></td><td></td><td></td><td></td></tr><tr><td><b>Steak dish</b></td><td></td><td></td><td></td><td></td></tr><tr><td><b>Total lamb</b></td><td></td><td></td><td></td><td></td></tr><tr><td><b>Lamb curry</b></td><td></td><td></td><td></td><td></td></tr><tr><td><b>Total pork</b></td><td></td><td></td><td></td><td></td></tr><tr><td><b>Full English</b></td><td></td><td></td><td></td><td></td></tr><tr><td><b>Bacon dish</b></td><td></td><td></td><td></td><td></td></tr><tr><td><b>Sausage dish</b></td><td></td><td></td><td></td><td></td></tr><tr><td><b>Total potatoes</b></td><td></td><td></td><td></td><td></td></tr></table> <p>In addition, suppliers should provide a measure of participation/visitors for Q1 2019 &amp; 2020 and Q4 2018 &amp; 2019.</p> <hr/>		Items		Occasions/Servings			Actual	YOY % Chg	Actual	YOY %Chg	<b>Total beef</b>					<b>Beef burger</b>					<b>Steak dish</b>					<b>Total lamb</b>					<b>Lamb curry</b>					<b>Total pork</b>					<b>Full English</b>					<b>Bacon dish</b>					<b>Sausage dish</b>					<b>Total potatoes</b>				
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<b>Sausage dish</b>																																																														
<b>Total potatoes</b>																																																														
(aii)	<b><u>Client service and outputs for AHDB foodservice data</u></b>	We require a fully supportive team that can help on day-to-day requests as well as deliver insights and analysis on an ad-hoc basis.																																																												

		<p>As a rough guide, please clearly detail approximate support covered in your costing.</p> <p>Required but not limited to:</p> <ul style="list-style-type: none"> <li>• Annual “state of the nation” presentation to wider AHDB stakeholders</li> <li>• Agency time to develop custom reporting and responds to request for analysis into product/market performance trends. (AHDB would seek a response within 24 hours to indicate how long it will take to complete the request)</li> </ul> <p>The proposal should also set out how amends or changes to reporting would be approached and timings associated with making changes. A couple of examples are detailed below in order to add context and comparable across proposals</p> <ul style="list-style-type: none"> <li>• If AHDB required a new bespoke report to be produced, what length of time is required for you to produce the report (report to be between 15 and 20 charts with appropriate commentary)?</li> <li>• If AHDB wanted to change the format and content of a standard regularly produced report what length of time would be required for the changes to be implemented (Assume a 20 chart report)?</li> </ul> <p><b>Wider Insight:</b> Agencies can outline any other insight/services beyond the core deliverables specified that they think would add value to AHDB that they would like to build into the proposals. This may include newsletters, trend reports, conferences, etc. However, any such content needs to be covered within the overall budget for AHDB. Bolt on services not covered in overall lump sum submitted will not be included in the quality/cost assessment of the proposal.</p>
(d)	<b>Proposal Requirements</b>	<p>The proposal must clearly demonstrate that the purchase requirements listed above will be met for <b>AHDB core foodservice data analysis</b>.</p> <p>Agencies must show a clear demonstration of how approaches achieve objectives, along with providing a background on how each requirement is collected, analysed and examples of outputs, as well as information and background on the potential team.</p>

		<p>A full and comprehensive cost breakdown must be provided. In order to allow for a comparison across agencies please use the costing table provided in the appendix.</p> <p>Agencies can provide a summary of cost to sit behind this in the format of their choosing as long as the summary costing sheet is also populated and the figures correlate.</p> <p>It is the costs submitted on the summary costing sheet that proposals will be evaluated using the criteria in section 8. For consistency in scoring across agencies even though we are asking for different costing options (to cover desirable elements, as well as different time periods) we will score based on one score scenario (detailed on the scoring document).</p> <p>Proposals must demonstrate how a process for quality control will be followed alongside details on any code of conducts followed by your organisations.</p>
4.	<b>AHDB Key Personnel</b>	<p>Key account lead – [REDACTED]</p> <p>Key procurement contact – [REDACTED]</p>
5.	<b>Pricing:</b>	<p>AHDB require a proposal to best meet <b>AHDB core foodservice data analysis</b> specification within a budget of £50,000 per annum - clearly identifying what elements of the specification are met and which elements of the specification are not met with associated costs.</p> <p>The costs are required split by different options so the sector leads can find the best combination that works for them (please see pricing summary table in appendix for more detail) but will be scored on one scenario (see scoring section)</p> <p><b>Pricing Structure Summary</b></p> <p><b>(please see appendix for full details)</b></p>

		<ul style="list-style-type: none"> <li>• Cost to provide breakdown on data/service provision for Protein and Potatoes.</li> <li>• Covering mandatory requirements and then additional costs provided for any desirable elements detailed that are not included in the initial cost.</li> <li>• Different frequencies are also requested.</li> </ul> <p><i>Costs should be structured and fixed over the course of a two year period with annual cost provided for extension, if used. The cost for any extensions would not be expected to rise dramatically as the requirements will remain (for the majority of the duration of the contract) the same. Before any extension is agreed and signed, a revised cost will be requested.</i></p>
<b>6.</b>	<b>Invoicing:</b>	The agency will be paid via AHDB standard Terms and Conditions, which is 30 days from receipt of invoice.

<b>7.</b>	<b>Timings</b>	Activity	description	Indicative Dates
		Clarifications	Last date for clarifications to AHDB	18 <sup>th</sup> September 2020
		Returns	Tender closing date for returned submissions	25 <sup>th</sup> September 2020
		Evaluate	Evaluations of submissions	28 <sup>th</sup> September – 26 <sup>th</sup> October 2020
		Presentations	Possible presentations by top suppliers if required	9 <sup>th</sup> & 10 <sup>th</sup> November 2020
		Notify	Notification to all suppliers of the outcome	25 <sup>th</sup> November 2020
		Award	Award to winning bidder	9 <sup>th</sup> December 2020
		Mobilisation period		Jan-Mar 2021
		Commencement	Contract commencement	1 <sup>st</sup> April 2021
<b>8.</b>	<b>Structure of submissions and</b>	<b>Stage 1 Scoring:</b>  Evaluation of the tender will be undertaken in accordance with the following criteria and weightings:		

	<p><b>evaluation methodology</b></p>	<p><b>The weighting of the scoring is detailed below</b></p> <p><b>Data Provision &amp; Analysis (45%)</b></p> <ul style="list-style-type: none"> <li>• Provision of required data based on AHDB 'Standard specification', detailing any areas that are not covered in the 'standard requirements' dataset, along with their associated additional costs (WORTH 15%, split by 10% meeting needs of mandatory data and 5% on desirable)</li> <li>• Demonstrate clearly in a method statement how your Foodservice data is collected and analysed to give an accurate read on channel and product performance. Your method statement must also give an estimate of your market coverage in sector categories along with any margins or error in data collection. Your method statement must also include servings/occasions data for proteins and potatoes, as outlined in the table in section 3(ai)' Compatibility with current datasets' (WORTH 15%)</li> <li>• Clear detail on the suite of reporting measures available for the supply of data further insight to meet AHDB needs (WORTH 5%)</li> <li>• Showcase flexibility; Ability to change standard report formats (WORTH 5%)</li> <li>• Showcase flexibility; Ability to provide bespoke reports (WORTH 5%)</li> </ul> <p><b>Quality and Use of Outputs (20%)</b></p> <ul style="list-style-type: none"> <li>• Detail the steps taken to ensure a high level of accuracy. The response must include details of quality procedures and processes undertaken to check and monitor the accuracy of the data included in outputs, reports and presentations (WORTH 10%)</li> <li>• Clearly indicate the terms of data use for outputs and reports. Included in the terms of use must be details of any data AHDB can use without written permission, in particular if this applies to market size and product size data. It must also confirm data use with AHDB Board/sector members and marketing sub groups within AHDB or contracting Levy Boards. The level of detail which can be used externally, with or without written permission, must also be specified. (WORTH 10%)</li> </ul> <p><b>Service Provision (15%)</b></p>
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		<ul style="list-style-type: none"> <li>• Detail the experience and capabilities of staff that would be employed on the account. Include details of particular experience that relates to Foodservice market trends and data analysis, as well as projected time allocation of these people on the AHDB account per month (WORTH 5%)</li> <li>• Detail your approach and associated timings to respond to ad-hoc queries, with particular references made to the number of working days to respond (WORTH 5%)</li> <li>• Acceptable reporting period for each data period, with backdata availability (WORTH 2.5%)</li> <li>• Provide details on the range of software available and features available to AHDB to access and analyse data. Include in the response details of the functionality of the software, training tools and servicing available (WORTH 2.5%)</li> </ul> <p><b><i>Please note: a minimum score of 60 out of 80 is required in this section to be appointed by AHDB on this project.</i></b></p> <p><b>20% of the evaluation weighting will be based on the cost of the proposal.</b></p> <ul style="list-style-type: none"> <li>• To enable comparability of proposals, a breakdown of costs can be supplied in agencies preferred format but the overall scoring will be obtained via agencies populating AHDB pricing summary template in the appendix.</li> </ul> <p>Your proposal must illustrate how you will meet the service requirements set out above and describe how you plan to deliver this service to AHDB.</p> <p><b><i>AHDB reserve the right to commission on the back of the outcome from Stage 1 scoring. However we also reserve the right to hold a second stage pitch face-to-face if required for the top 2 agencies.</i></b></p> <p><b>Stage 2:</b> Upon reviewing proposals and scoring stage 1, AHDB will then review whether there will be a second stage virtual presentation. If held then agencies will be able to present key items from their proposal <b>plus showcase key tools and outputs.</b></p> <p><b>The second stage scoring structure will be shared at the point of invitation (upon completion of stage 1) so agencies are fully aware of how AHDB will assess the pitch.</b></p>
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		<p><b>Presentations, if required, will be between the 9-10<sup>th</sup> November. Agencies should make themselves available.</b></p> <p><b><u>Your proposal should be submitted via the Bravo portal by 12:00 noon on 25<sup>th</sup> September 2020.</u></b></p> <p>Proposals for agencies pitching for this project should not exceed 30 pages (word or PowerPoint) excluding appendix. Copies of profile of any agency account team/agency experience and examples of outputs can be treated outside of this estimate.</p> <p><b>Please submit your proposal and any clarification questions via the Bravo portal, please be advised that no stakeholders at AHDB should be contacted in relation to this process, any queries/clarifications must come through the portal where they will be handled by the Procurement team.</b></p> <p><b>Submissions must be uploaded onto the portal by midday on the date of closing, late submissions will not be accepted, so please ensure you give yourself plenty of time to upload your proposal.</b></p> <p>The AHDB evaluation panel will review tenders following the closing date, and may ask for further clarification in relation to any submission if required.</p>
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## Annex 1 Pricing Structure

Definition of Mandatory and Desirable attributes can be found in the tender document							
Highlighted cells indicate those which will be used for scoring. All others for information only							
2 year total				Additional 12 month periods			
Category	Category splits	Quarterly	Bi-annual	Category	Category splits	Quarterly	Bi-annual
Mandatory	Protein	£		Mandatory	Protein	£	
	Potatoes	£			Potatoes	£	
Desirable (additional investment required)	Protein	£		Desirable (additional investment required)	Protein	£	
	Potatoes	£			Potatoes	£	
Please detail which elements of the desirable requirements are included in your quote above. If you wish to split costs down further then please do so.							

*Please make clear in your response what data splits and measures are included/not included for each cost given. If something was listed as desirable but is included in your standard and therefore "mandatory" cost please specify.*

*Any additional areas that can be made available to AHDB should be outlined and specified.*

*Any other costs that would be incurred by AHDB must also be included and detailed in the proposal.*

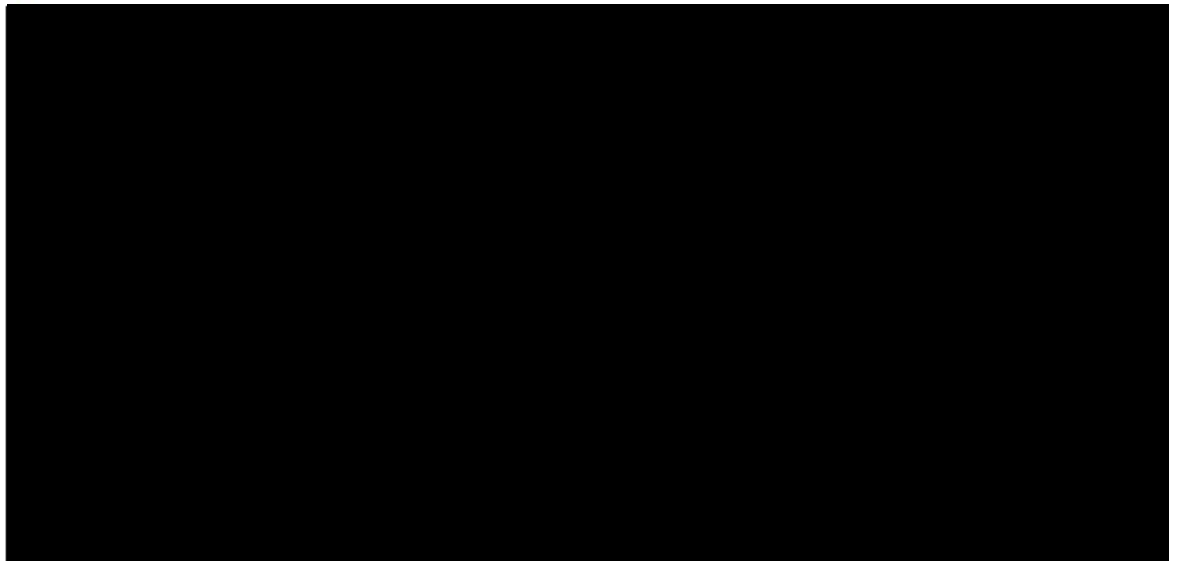
*Costs should be structured and fixed over the course of a two year period with an annual cost (for any extensions) detailed separately.*

*Agencies must also provide any costing structures that would be applied on our account such as such as additional day rates. Expenses should reasonable and in line with AHDB company policy. A copy of which can be made available to suppliers.*

## **Annex 2 Dishes and Channels Table**

	<b>Channels (detailed)</b>	<b>Dishes</b>	<b>Proteins</b>	<b>Potato dish</b>
	Chain Restaurant	Burger	Beef	Boiled
	Fine Dining	Roast/carvery	Lamb	Chips/wedges/fries
	Local Independent	Bread carriers	Pork - primary	Crisps
	Pub Restaurant	Curry	Pork - processed	Hash browns
	Hotel	Steak	Chicken	Jacket potato
	Coffee Shop/Café	Pizza	Other poultry	Mashed
	Department Store/ Supermarket Café	Full English / All day breakfast		Roast
	Fast Food Outlet	Bacon		Other potato
	Sandwich Retailer	Sausage		
	Street Food Vendor	Burrito/Fajita/Taco		
	Supermarket To-Go	Jacket Potato		
	College/School	Lasagne		
	Leisure facility	Pastry		
	Workplace	Pasta		
		Meatballs		
	<b>Channels (grouped)</b>	Salad		
	X	Stew/casserole		
	X	Noodle/Ramen etc		
	X	Moussaka		
	X	Soup		
		Pie		
		Kebab		
		Risotto		
		Tart		
		Nachos		
		Hot dog		
		Ribs		
		Braised		
		In black bean sauce		
		In sweet and sour sauce		
		Battered		
		Rump		
		Shank		
Notes	Current channel view for example - may differ by supplier	Those highlighted are key for AHDB to see All others are examples (non exhaustive list)		

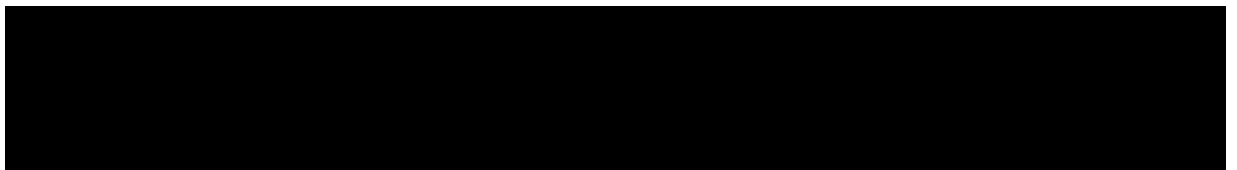
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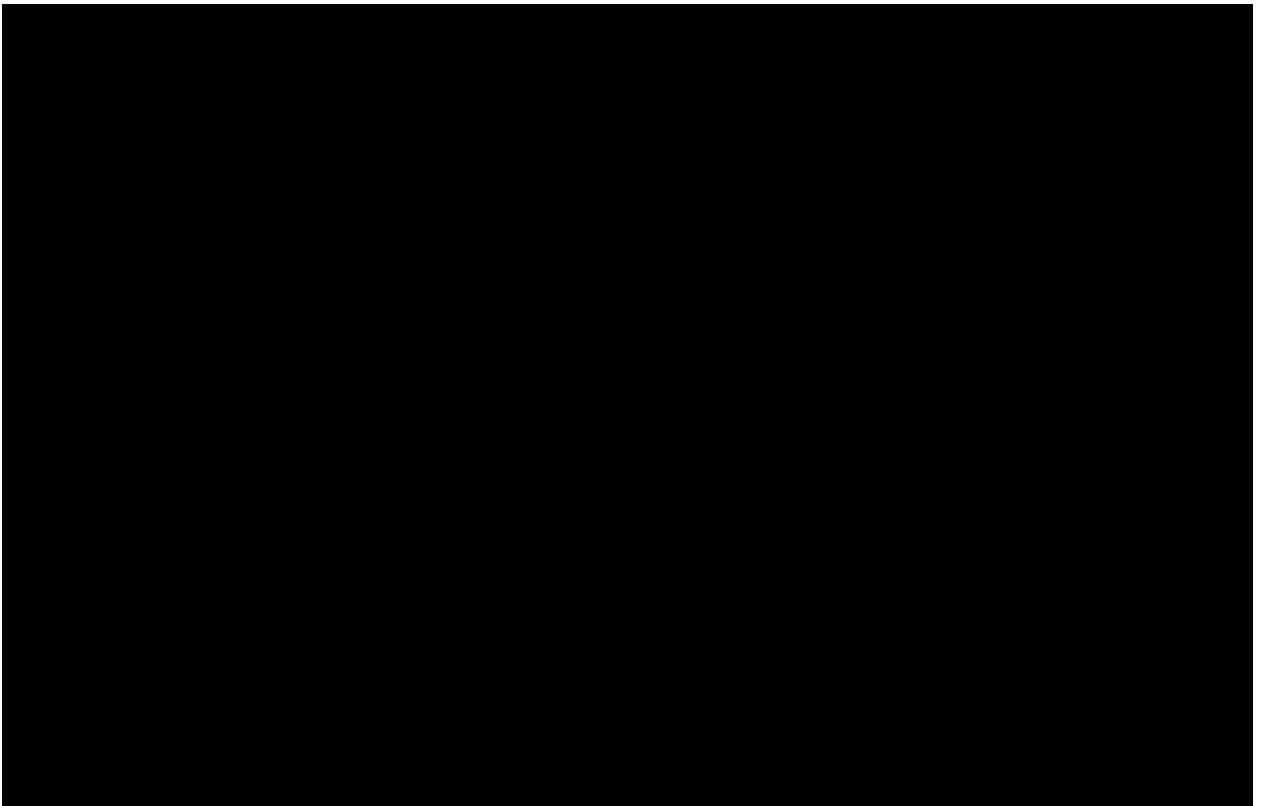


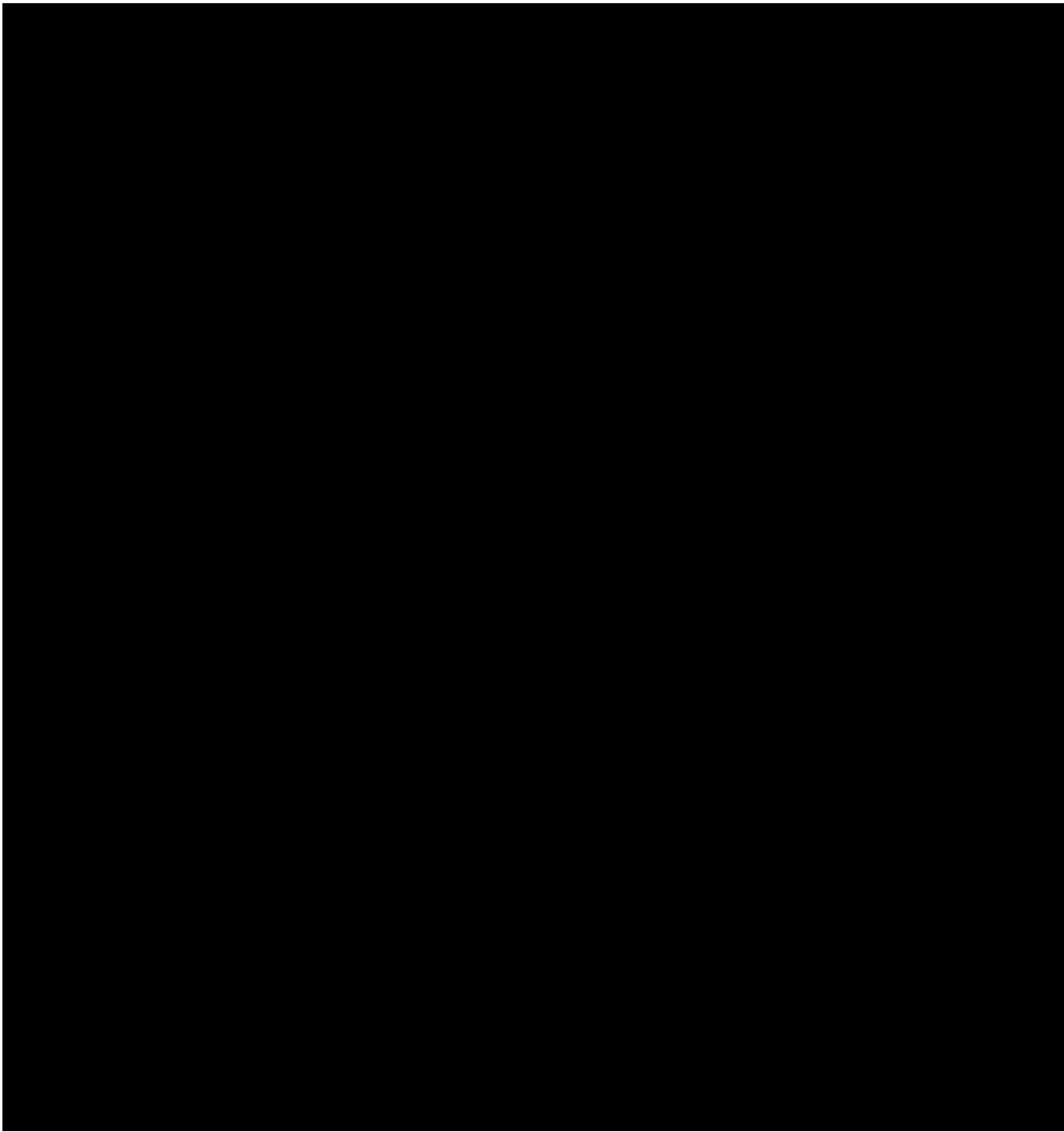
#### **Your requirements**

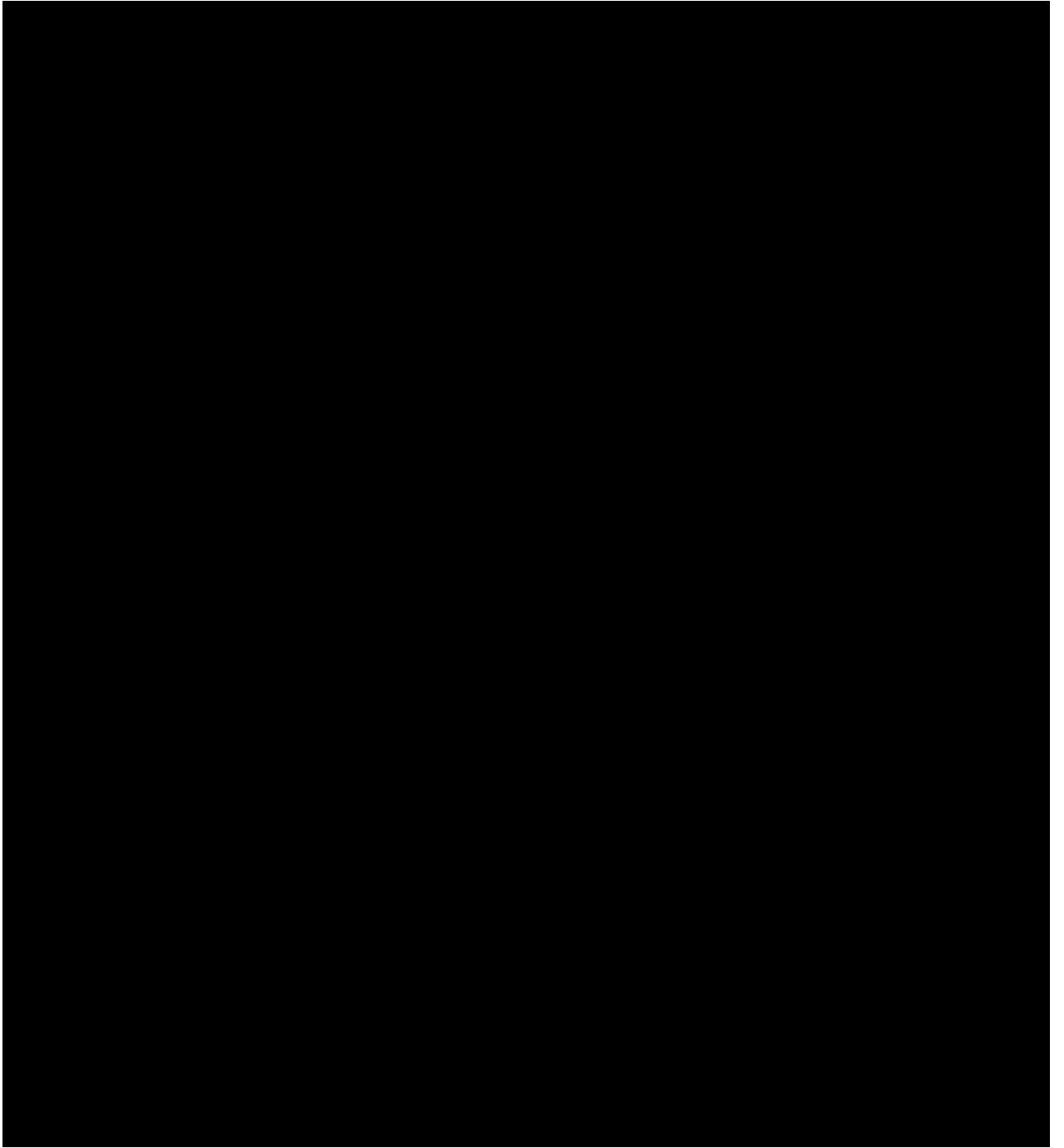
*Our purpose is to make our agriculture and horticulture industries more competitive and sustainable through factual, evidence-based advice, information and activity.*

*The Retail and Consumer Insight team's aim is to describe and explain changes in consumer demand, attitude and behaviour enabling levy payers to better understand the market in which they operate.*



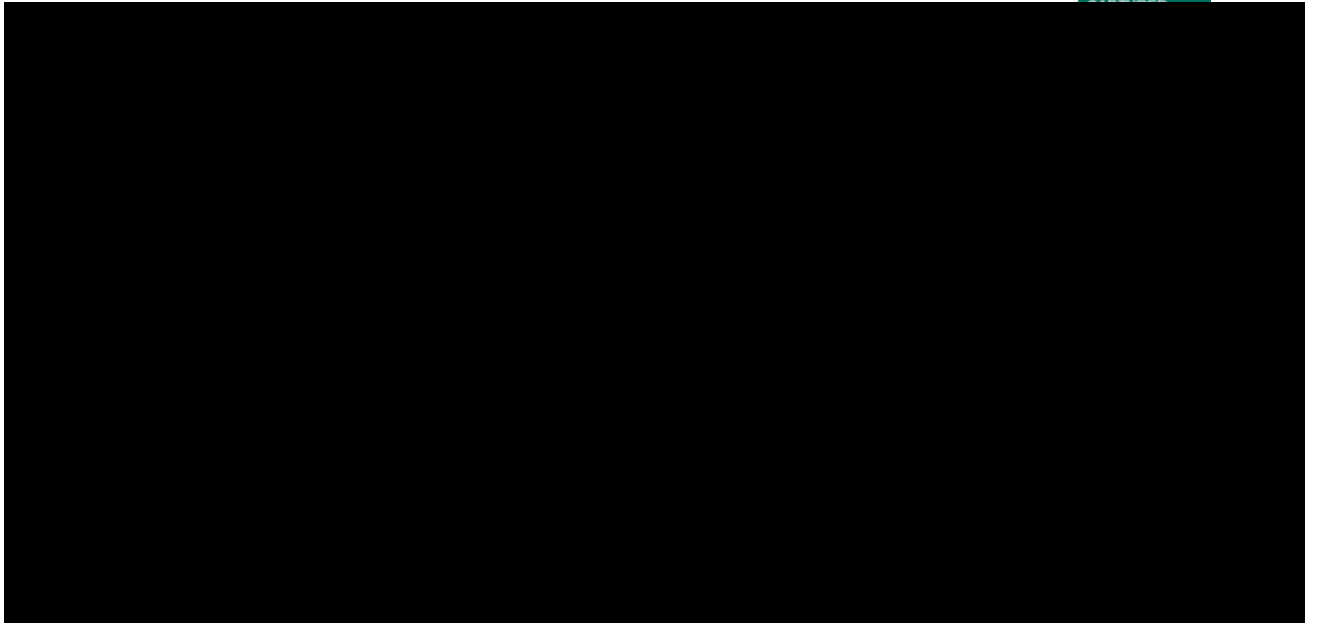


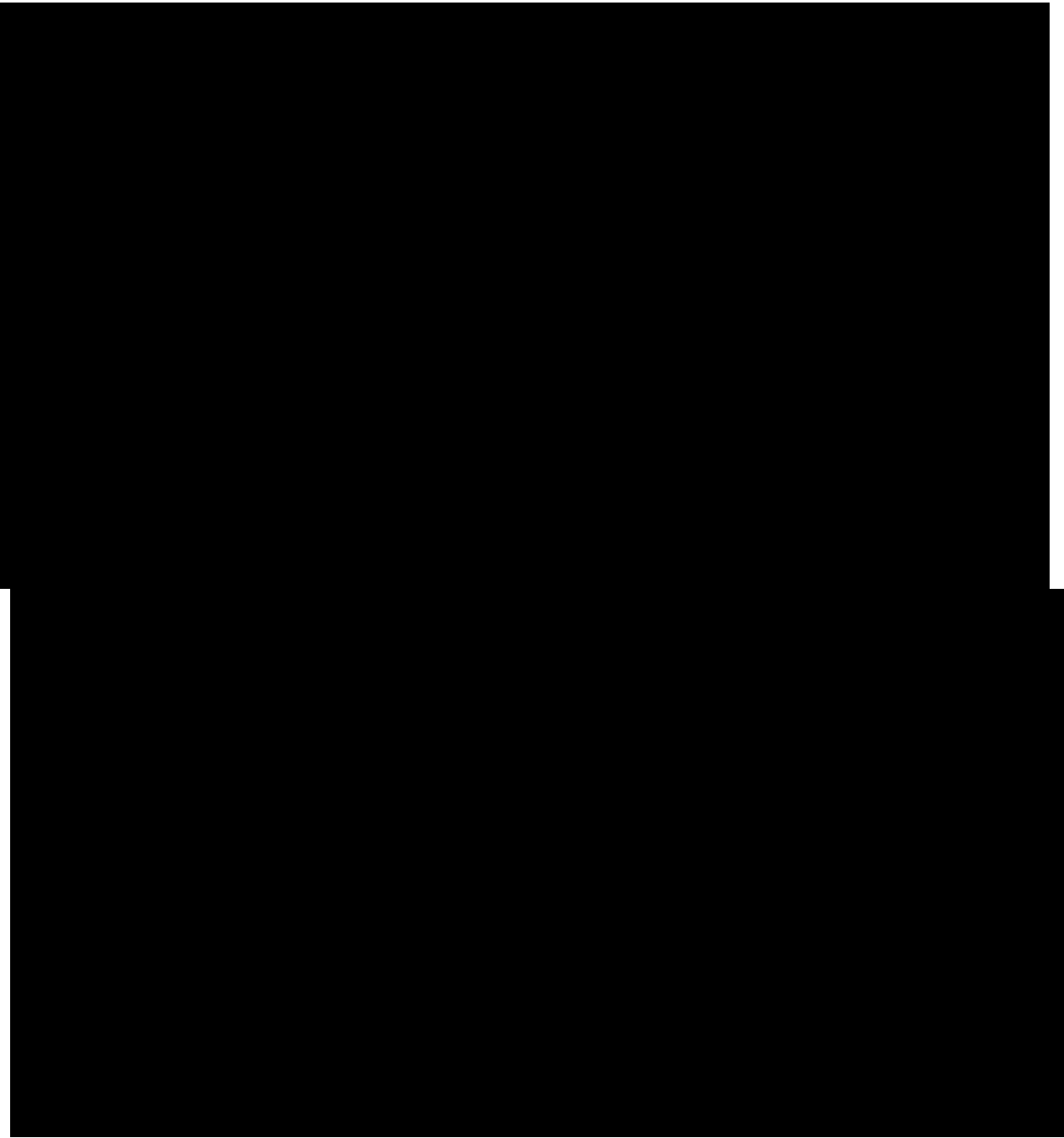


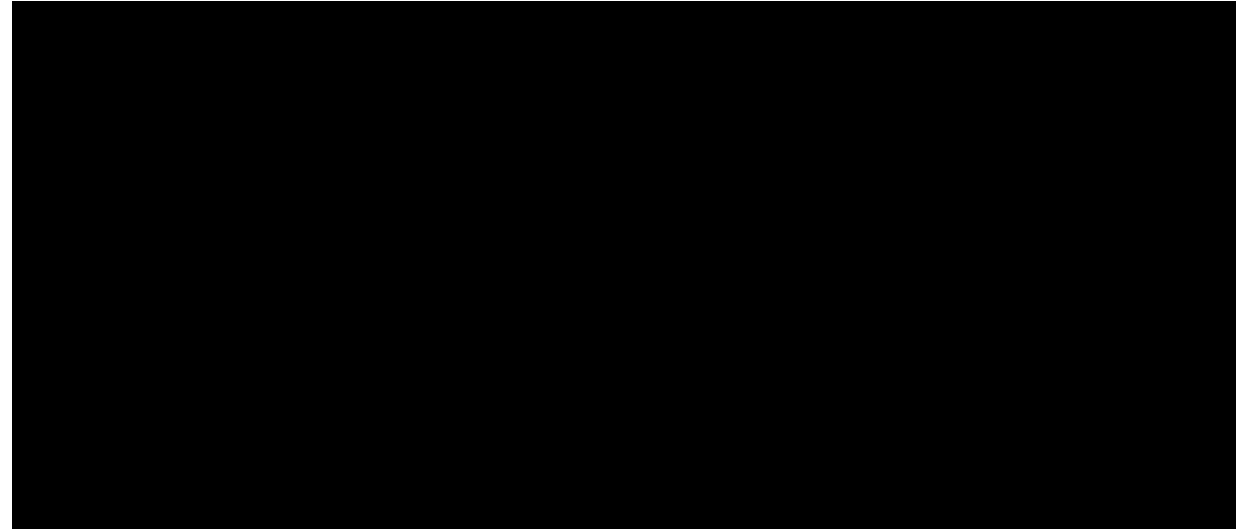


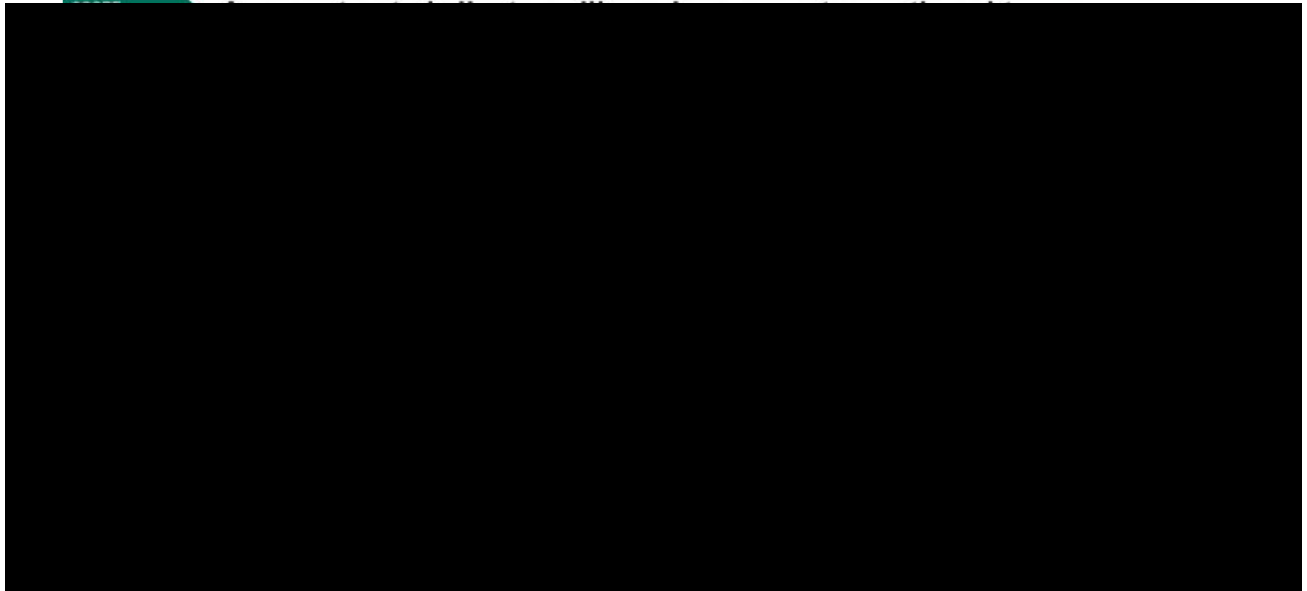
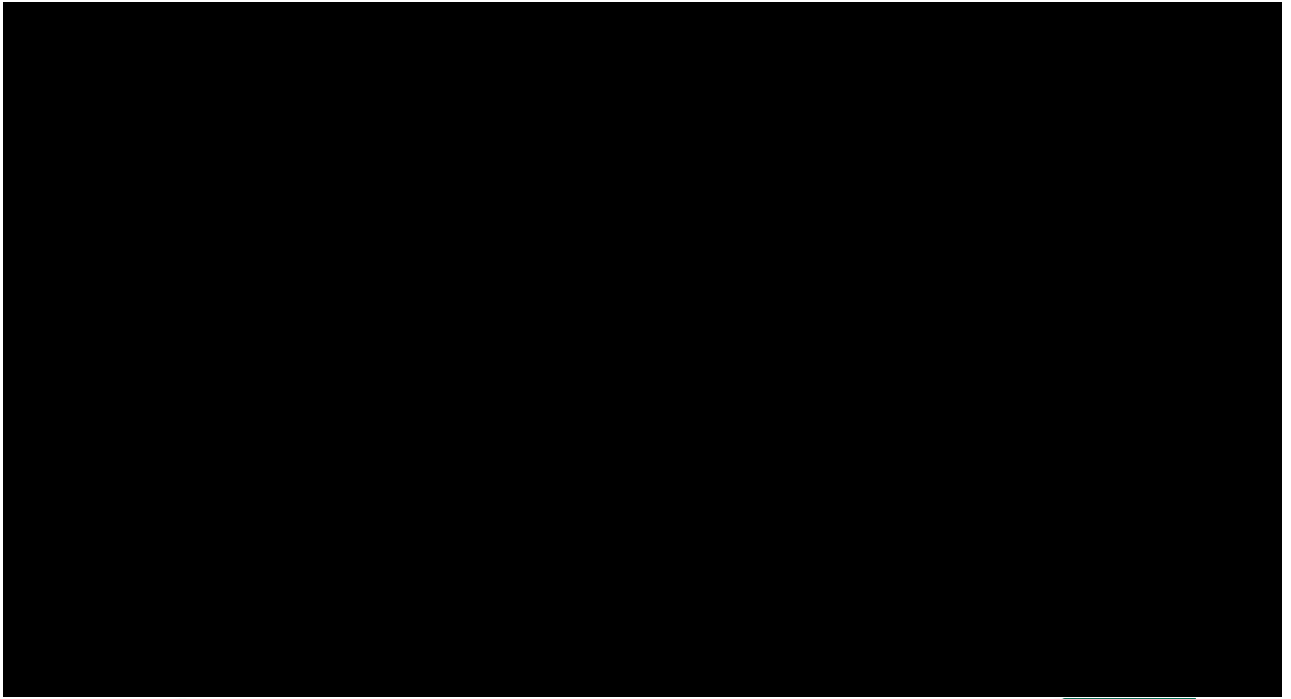


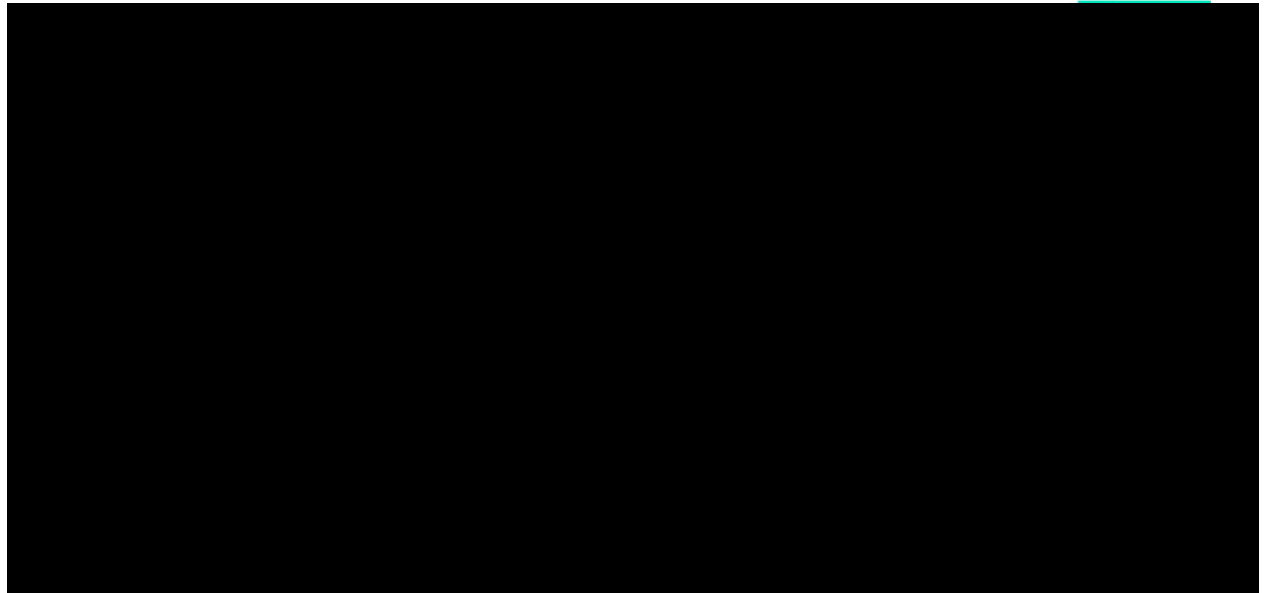
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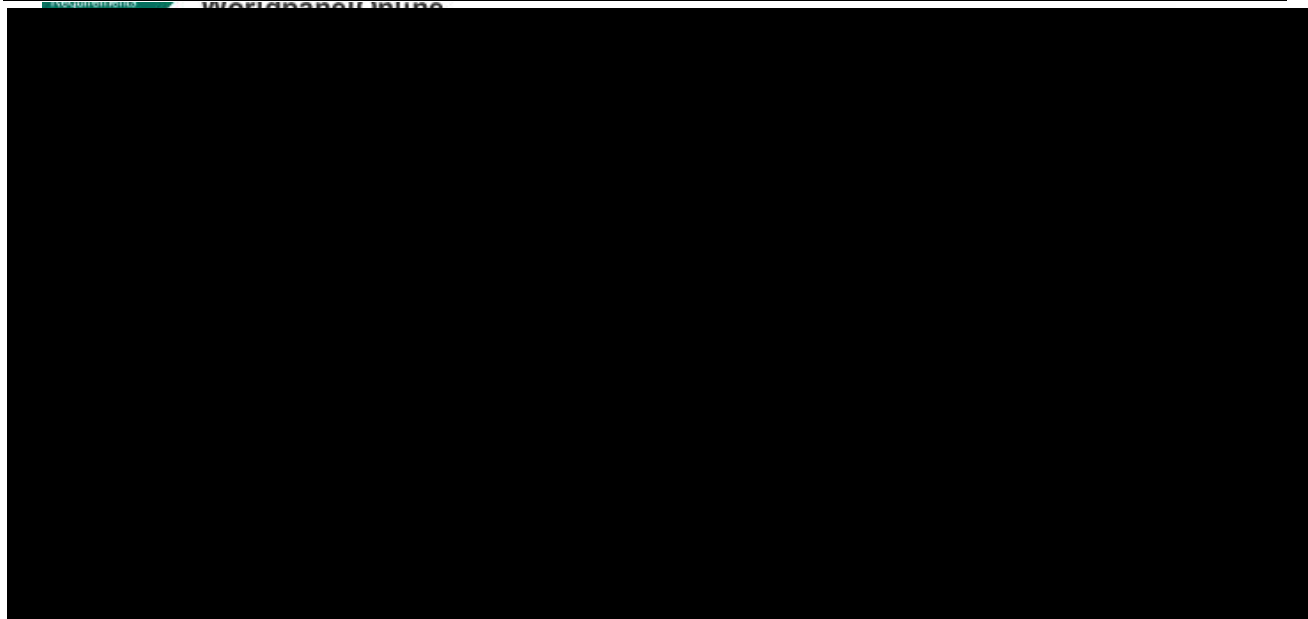
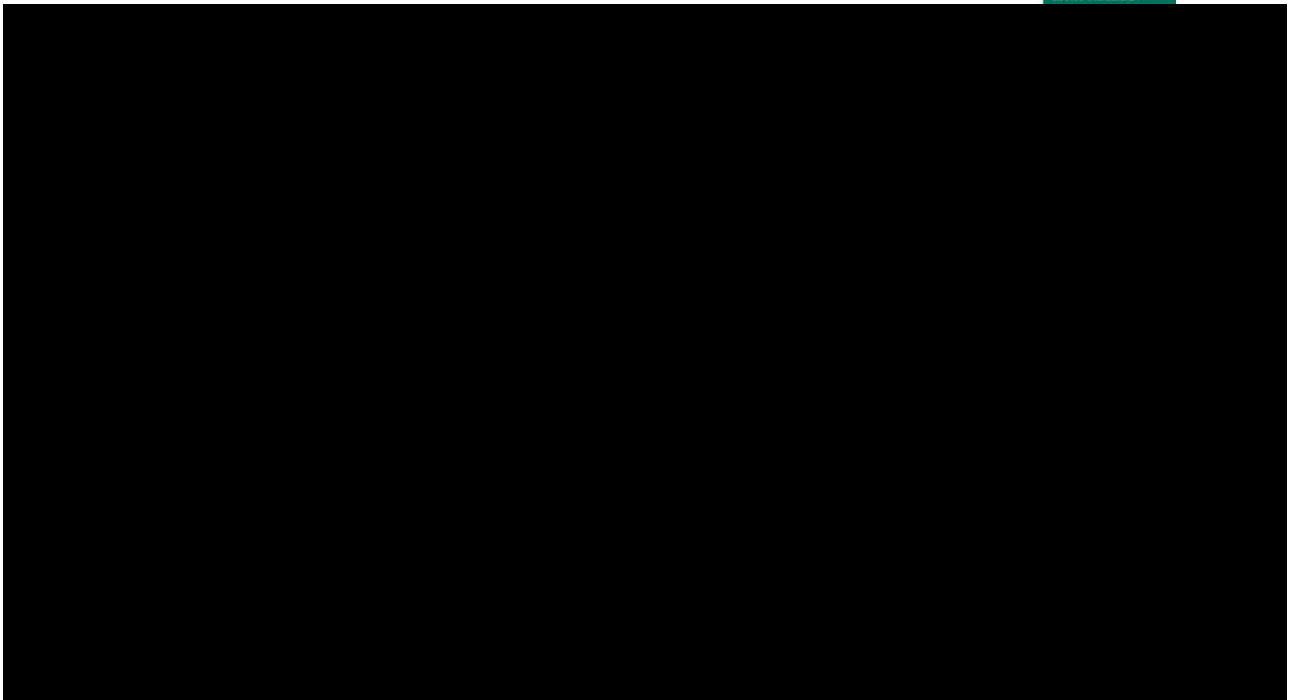


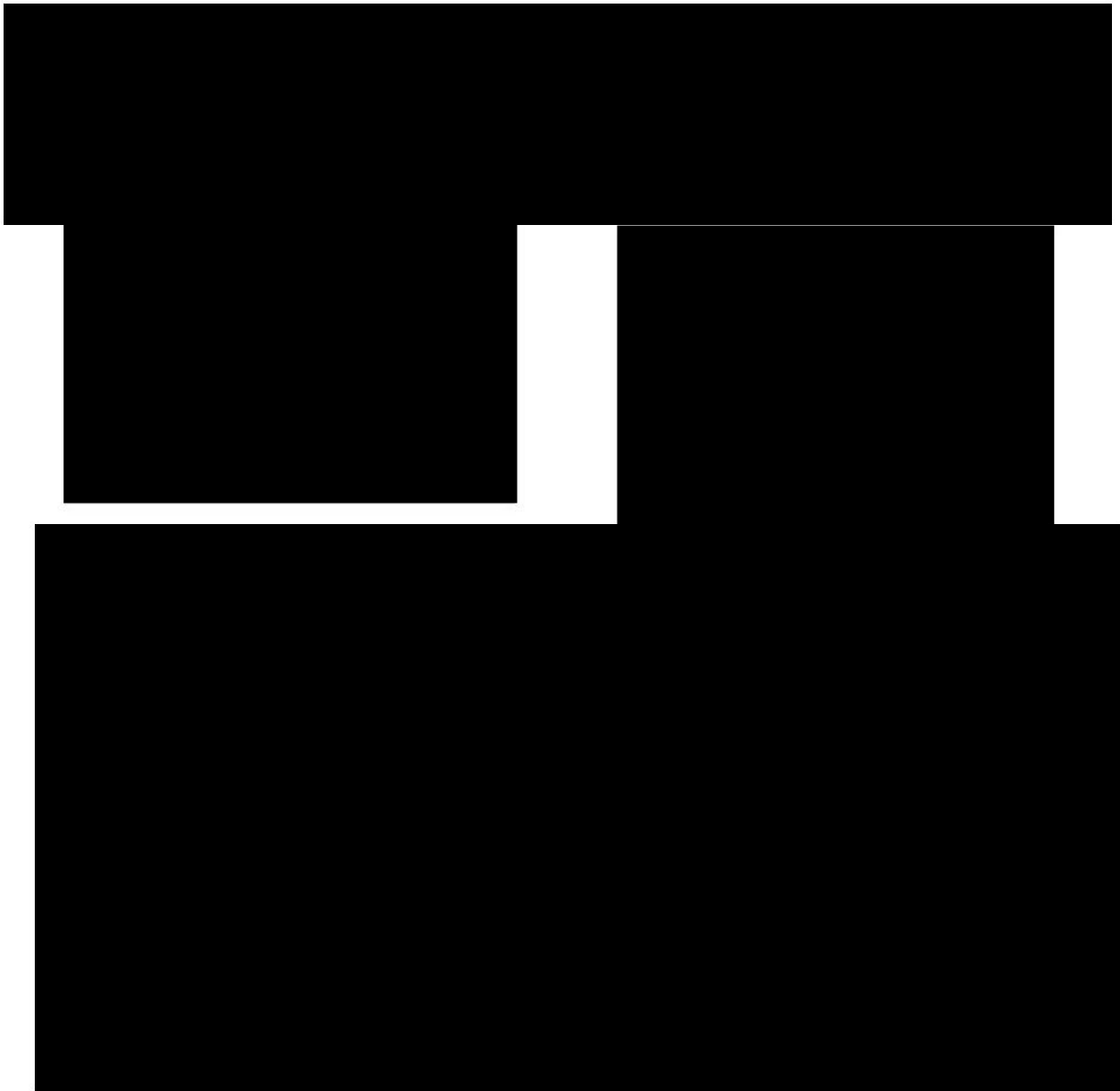


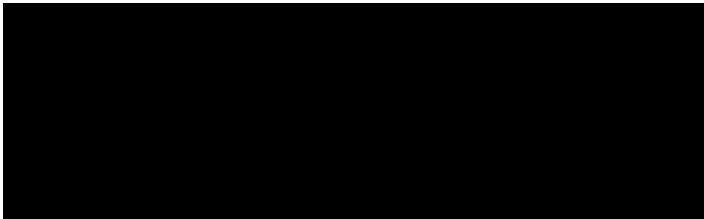


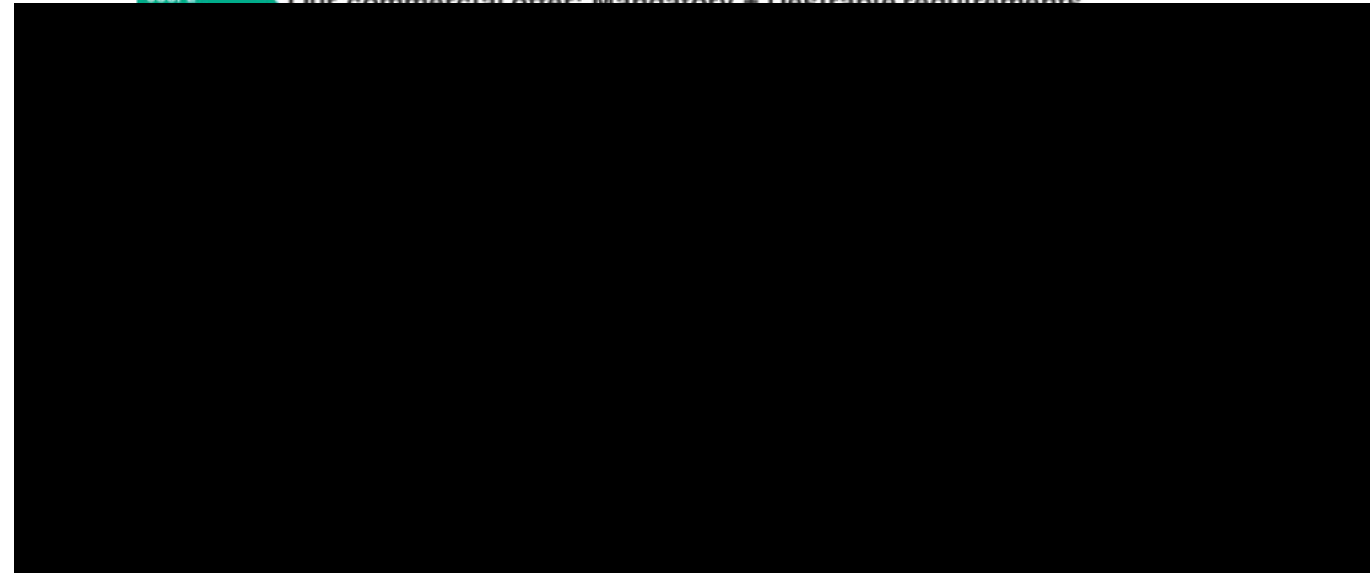


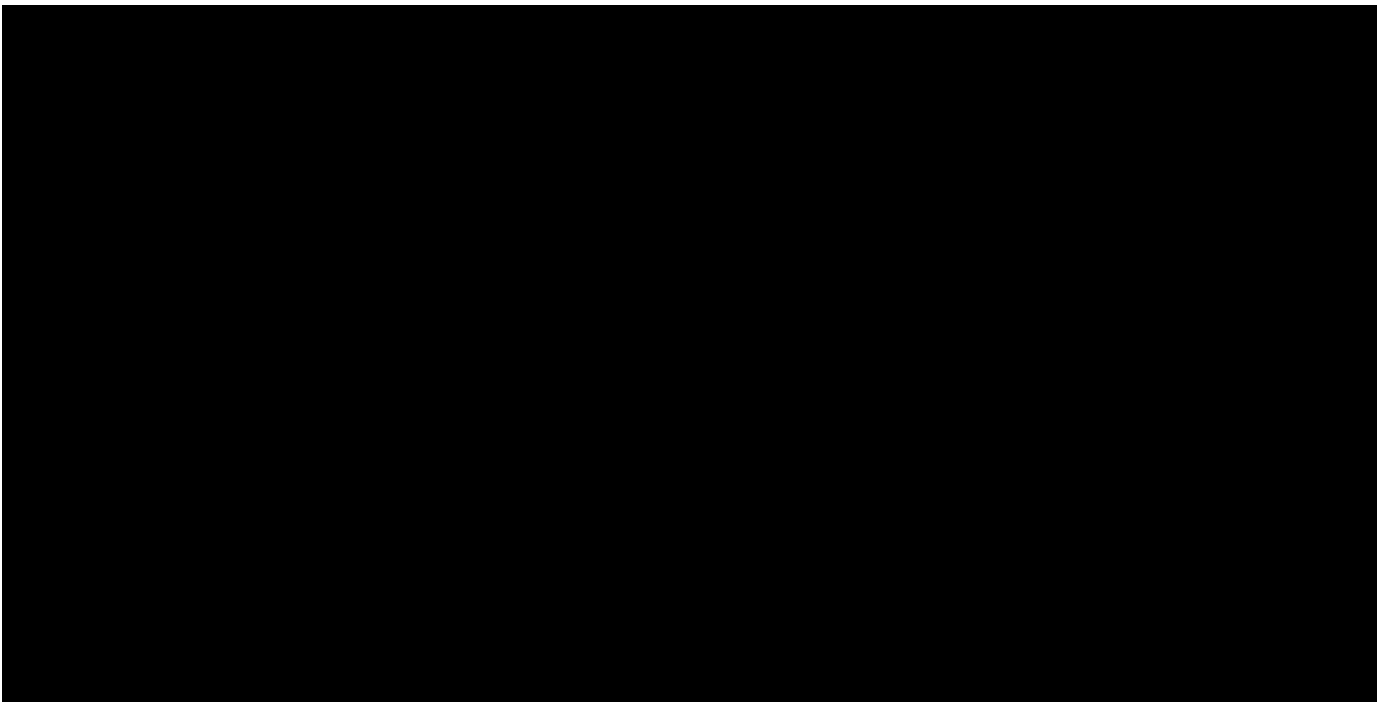
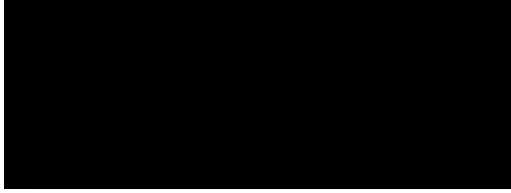


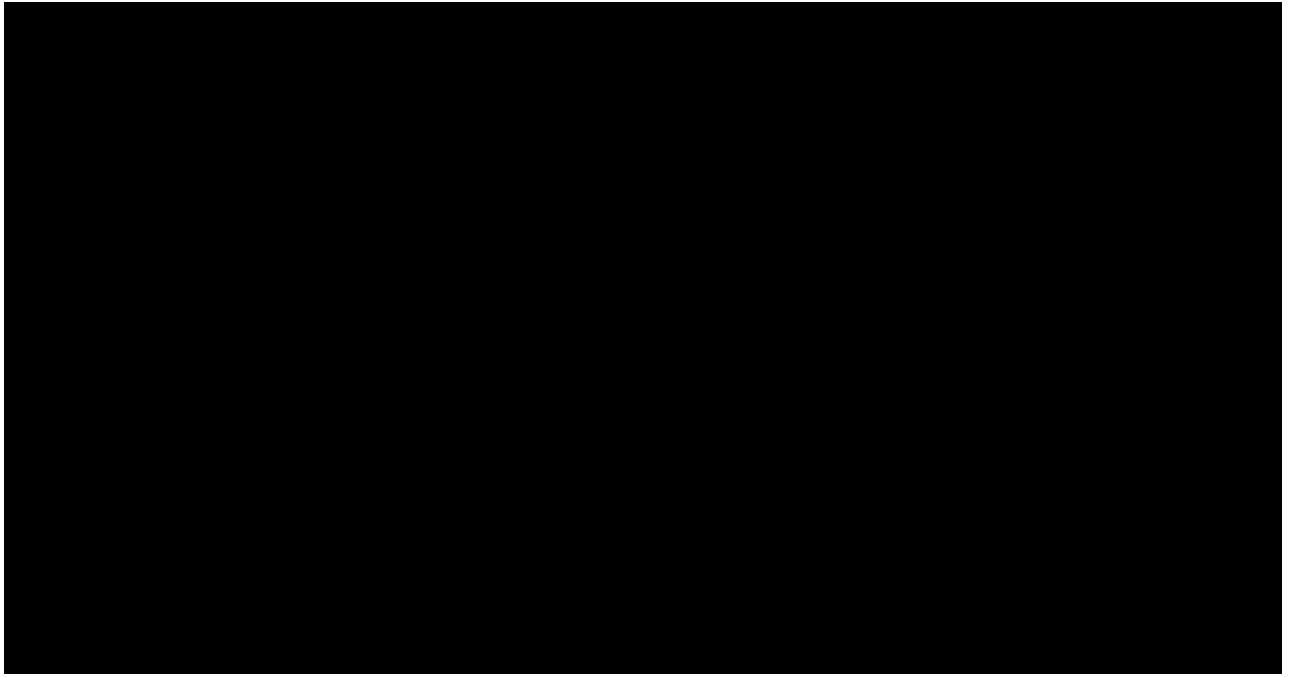


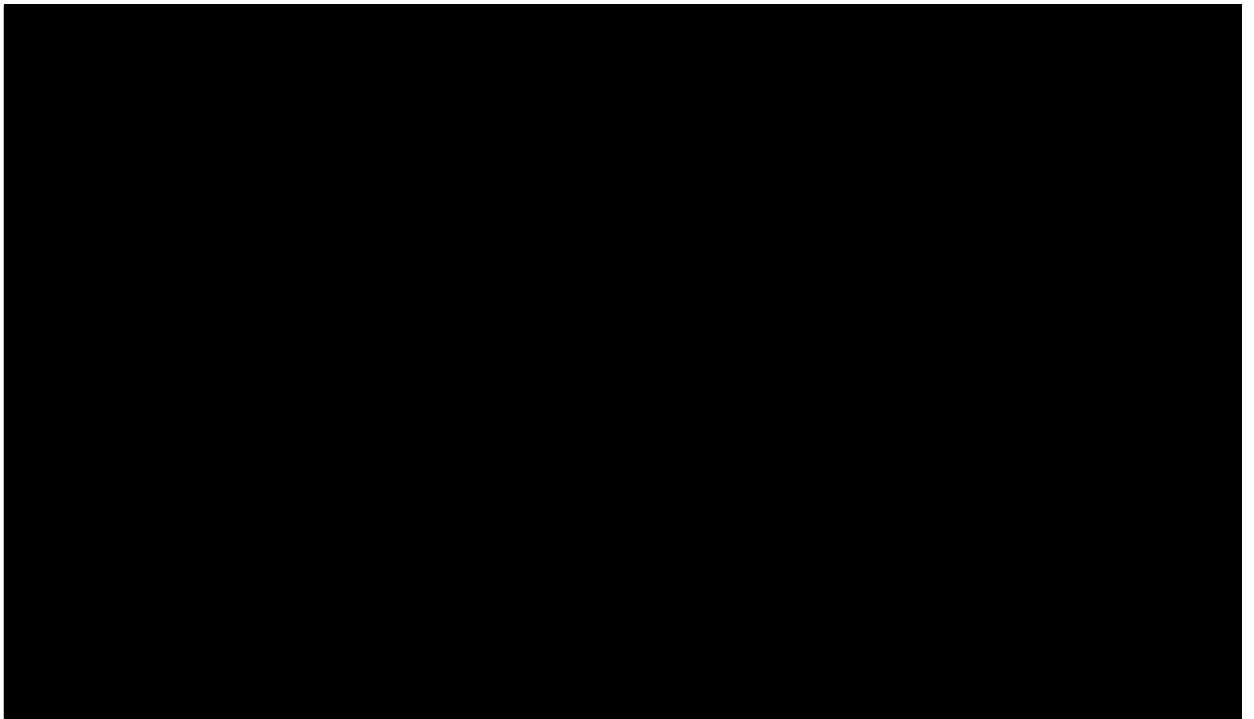






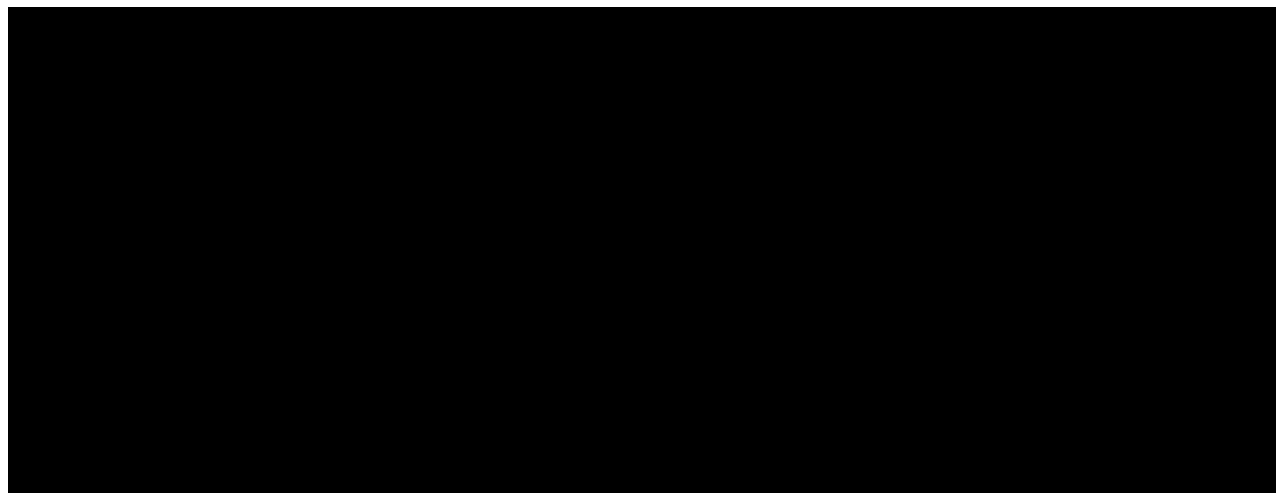
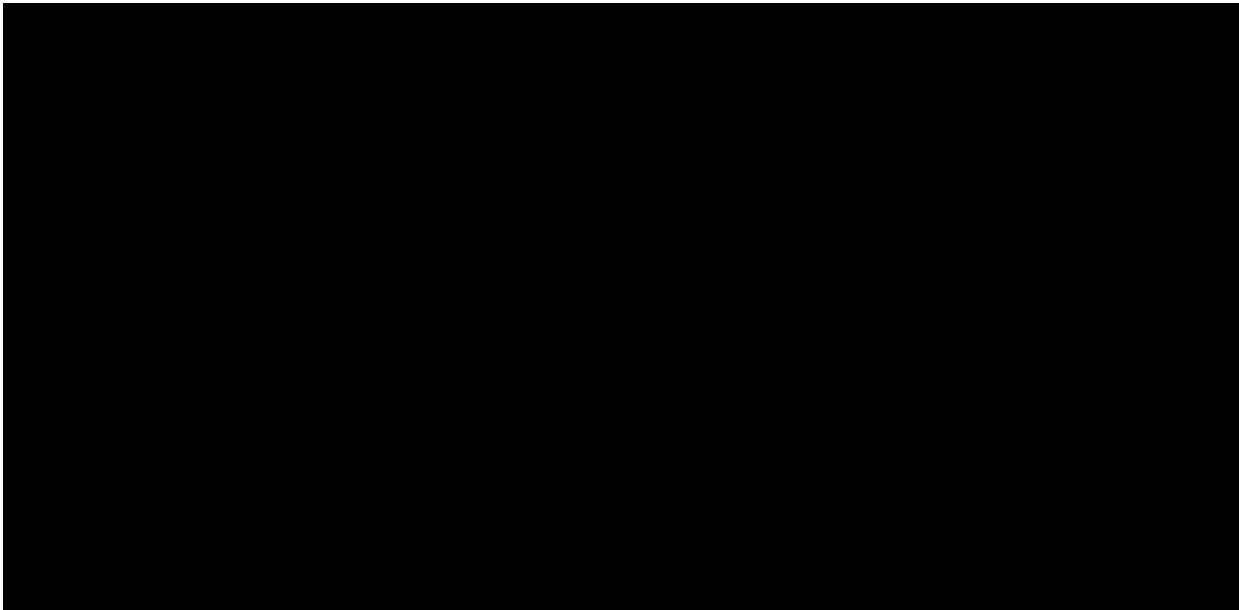


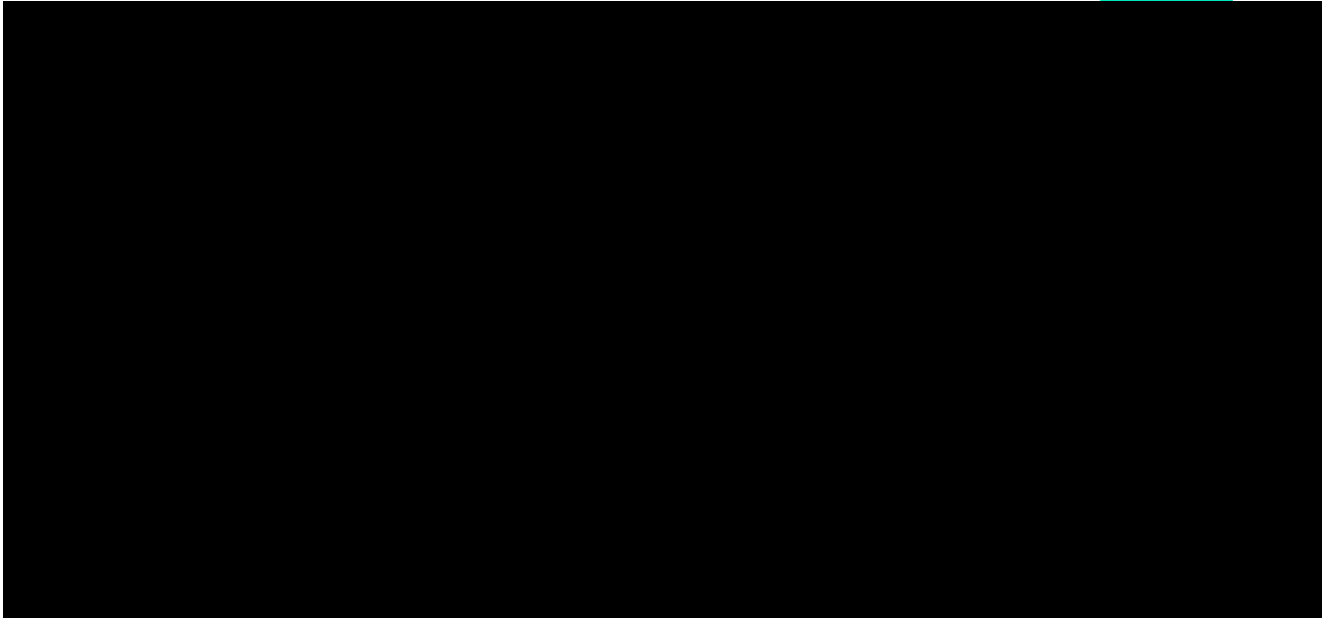


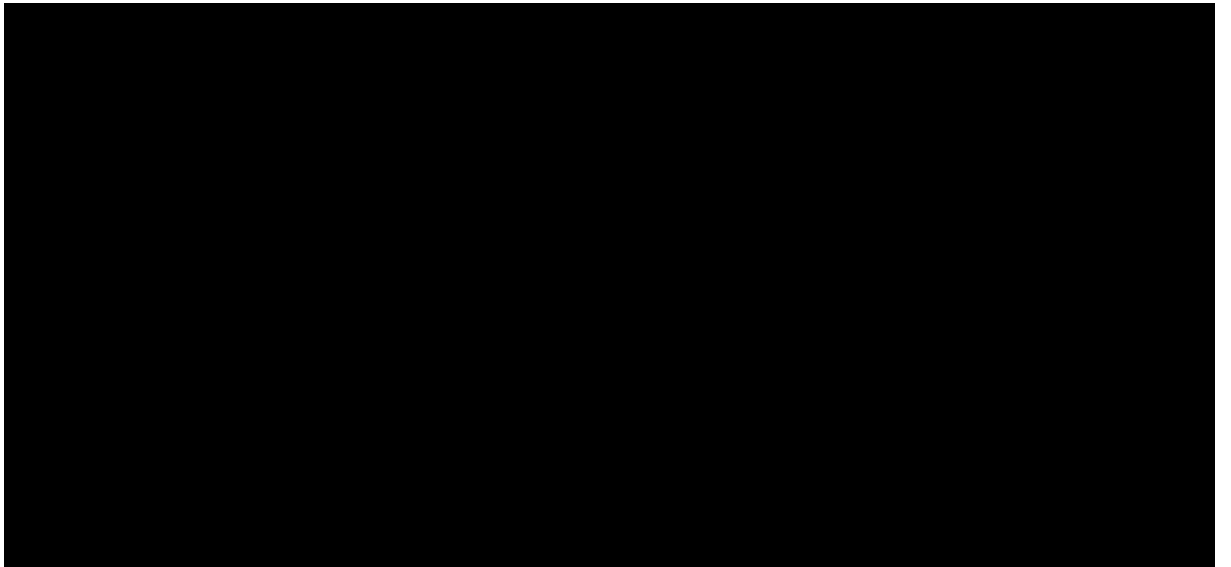
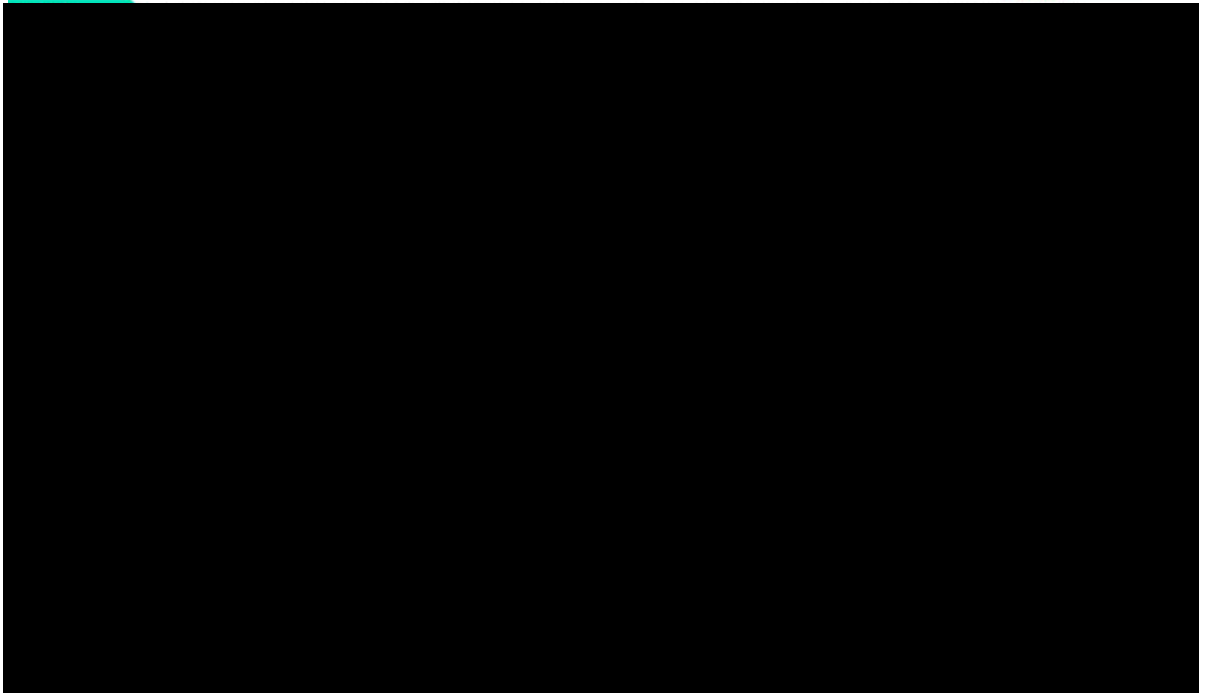


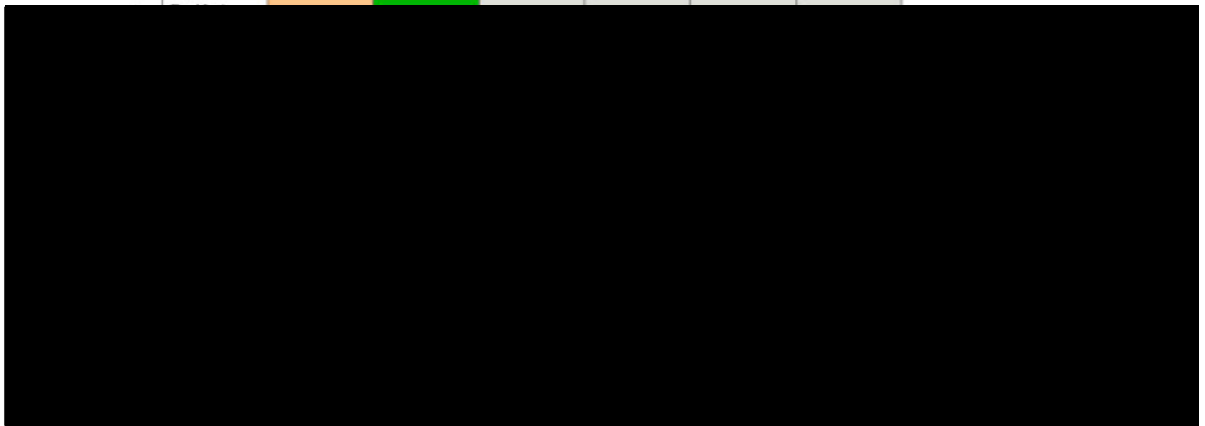
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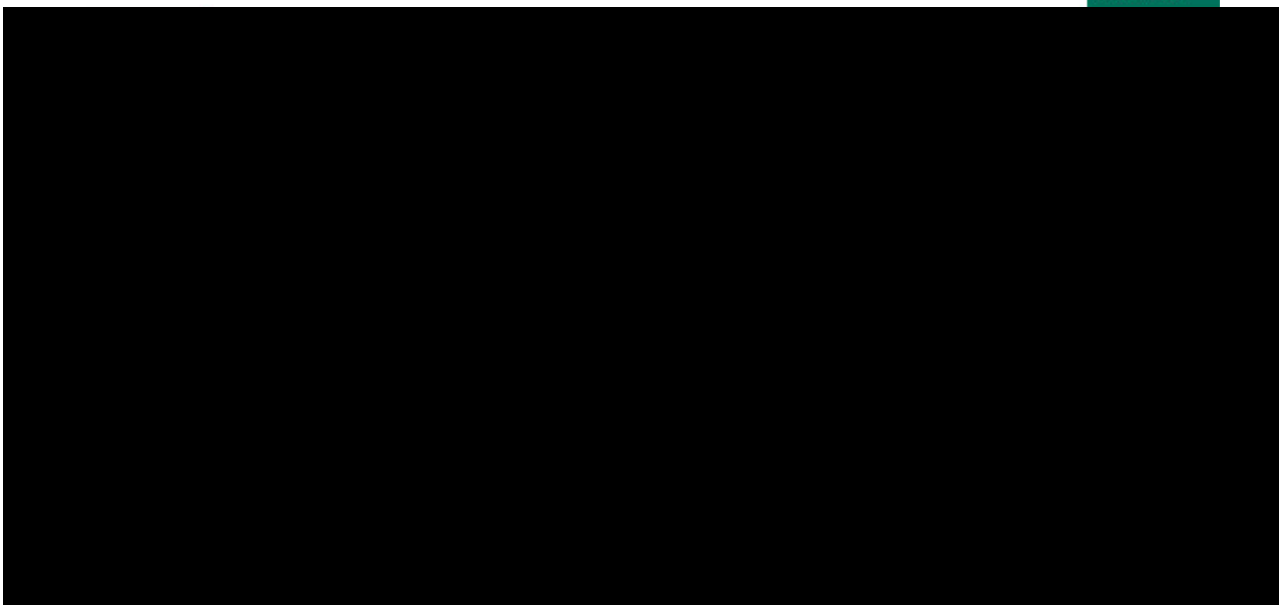
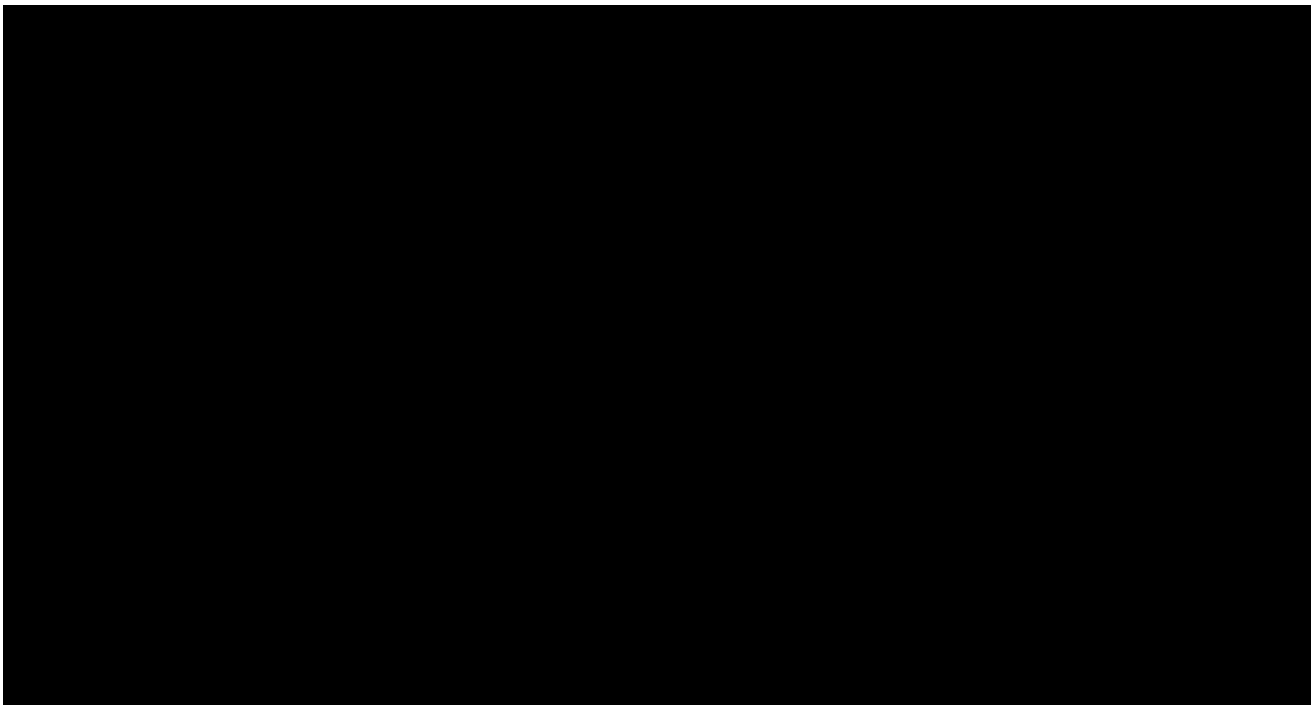


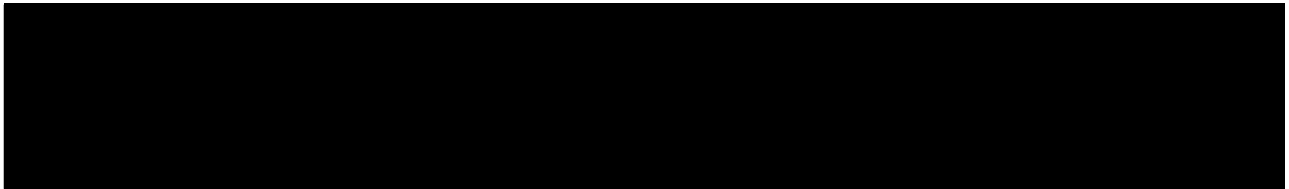




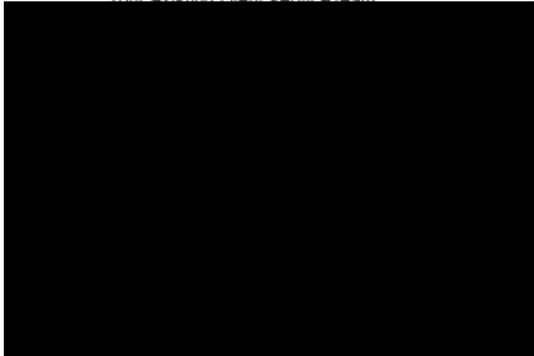


## Service Provision

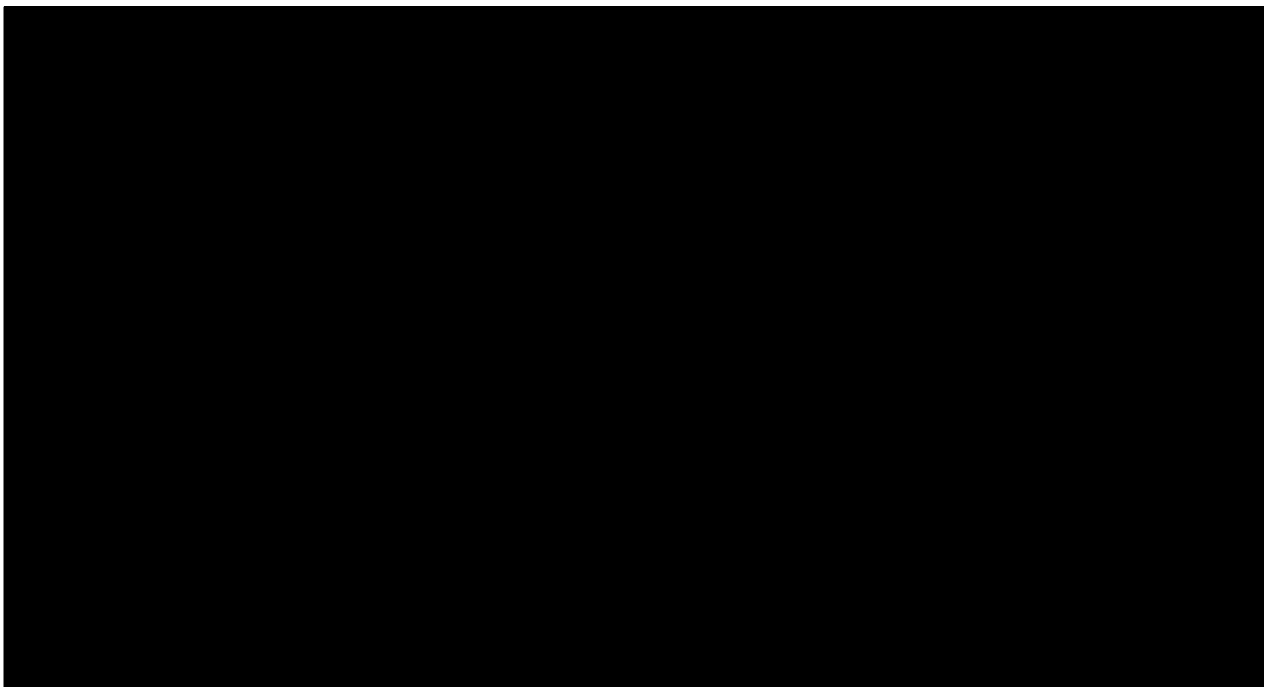
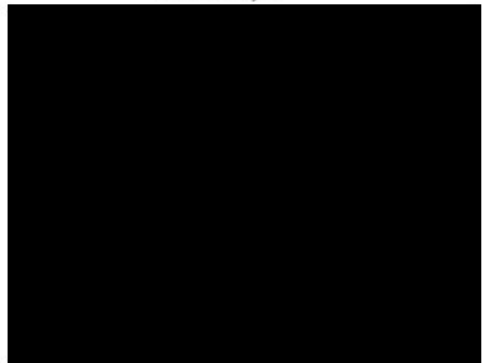




Your existing client service team



...Joined by...



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