**The Data Revolution: AHDB’s role in shaping the future**

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| **REQUIREMENT SPECIFICATION** |
| **1.** | **Introduction:** | This document outlines the detailed requirements necessary for the procurement of a consultant to work with key industry stakeholders to help scope the Agriculture and Horticulture Development Board (AHDB) future role with data. |
| **2.** | **Background:** | AHDB is a statutory levy board, funded by farmers, growers and others in the supply chain, and managed as an independent organisation (independent of both commercial activity and of Government). Our delivery of services to levy payers is focused on six sectors, covering about 72% of total agricultural output in the UK. The six sectors are Pork, Dairy, Beef & Lamb, Horticulture, Cereals & Oilseeds and Potatoes. AHDB’s purpose is to inspire our farmers, growers and the industry to succeed in a rapidly-changing world. Through deepening our technical, commercial and market insight and making this available where, when and how the industry need it, we aim to enable British agricultural to become truly world class. Brexit, technological innovation and the changing habits of shoppers will impact on British agriculture and horticulture. The availability of information and market insight will become increasingly important as government policy and support changes in a post-Brexit world. There will be revolutionary innovation driven by the availability and manipulation of “big data”, combined with new and emerging technologies over the next decade including developments in advanced materials, molecular biology and genomics. The most innovative farmers and growers are already showing how technology and data combined can ramp up productivity. These techniques need to be developed and made widely available to allow more farmers and growers to succeed. AHDB is keen to ensure that producers are empowered to make the most of both technological advances in AI and the availability big data to drive growth in competitiveness, productivity and sustainability. Understanding how the landscape may change, the extent to which this will impact on our services and where AHDB should focus its effort to maximise the potential of big data is critical. To move forward in this area AHDB is looking to procure a consultant to undertake desk-based research, conduct interviews with AHDB employees and identify key industry stakeholders to scope AHDB’s future role with data. The consultant will produce a recommendation report which will help position AHDB strategically, and understand our role, alongside the Government Agri-Tech Strategy and commercial organisations.  |
| **3.** | **Project Objectives:** | AHDB is looking to procure a consultant to produce a report for the AHDB Leadership Team. The report should follow desk-based research and interviews and include a series of recommendations aimed at helping scope the AHDB vision and shaping our future role with data. A feedback meeting may be required to discuss the recommendations. The report should cover, at a minimum, the following areas: * How is the agricultural landscape changing as the result of big data and technological advances in data capture and management such as AI & blockchain? How will these trends continue to change over the next 3 -5 years?
* To what extent are farmers, processors and retailers using big data and related technological advances at the moment? How might they take advantage of potential applications in the future?
* How does AHDB effectively communicate the role of big data, its usefulness and limitations to the industry as well as encouraging, championing and supporting the industry’s participation in big data projects?
* How can AHDB work alongside the Government’s Centres for Agriculture Innovation and other commercial organisations to:
	+ Become partners and advocacies in projects/initiatives that will add the most value for levy payers?
	+ Establish which projects and opportunities AHDB should lead on and/or drive to add the most value for levy payers?
	+ Discover the practical tools farmers’ would most likely benefit from?
	+ Reduce data fragmentation and effectively join data sources?
* How does the availability of “big data” impact on AHDB’s current offer? How will this change by 2025?
* What are the hurdles and risks AHDB and the industry will face when working in a “big data” world (e.g. commercial confidentiality, data protection limitations etc)?

The report should also identify future ways the consultant and AHDB could work together to progress the recommendations outlined in the report. |
| **4.** | **Project Location:** | Agriculture and Horticulture Development BoardStoneleigh ParkKenilworthWarwickshireCV8 2TL |
| **5.** | **Timeframes:*****Please note these timescales are approximate and subject to change***  | Project specification circulated: 14th August 2017Deadline for receipt of responses: 29th August 2017Communication of intended award: 1st September 2017Contract commencement: 6th September 2017Project completion and report delivered: TBC depending on proposal. Indicative timeframe of 4-6 weeks for this project.  |
| **6.** | **Budget**  | A budget in the region of £10,000 (excluding VAT) is available for this project. |
| **7.** | **AHDB Key Personnel:** | **Strategy**Chief Officer, Strategy Director of Market IntelligenceHead of Data and Analysis**Technical**Chief Technical OfficerResearch DirectorHead of Crop Production Systems Cereal Product Quality Scientist  |
| **8.** | Format and Content of Response: | Proposals must clearly include the following:* The methodology that will be used to:
	+ Address the objectives outlined in section 3.
	+ Produce a recommendation report for the Leadership Team.
* Details of previous experience undertaking similar work including the relevant skills gained.
* A timeline for report delivery. An indicative timeframe of 4-6 weeks is provided as guidance.
* A full and comprehensive cost breakdown (excluding VAT) including a breakdown of the number of days and day rates.
* A pre-agreed hourly and day rate, fixed for 12 months, for any additional work identified during the course of the project.

 **Proposals must be submitted by 29th August 2017** |
| **9.** | Award Criteria | Evaluation will be undertaken in accordance with the following criteria and weightings. Answering “NO” to the pass/fail criteria may risk disqualification.Pass/Fail CriteriaAbility to commence work on this report in September 2017.Yes/NoWeighted Criteria**40% of the evaluation weighting will be based on the quality and creativity of the proposal.*** Proposal of a creative solution which accurately meets the objectives/requirements outlined in section 3.
* Details of previous and proven skills and experience of working in the arena.

**30% of the evaluation weighting will be based on the cost of the proposal.** * To enable comparability of proposals and assess value for money, a full breakdown of costs must be provided.

**20% of the evaluation weighting will be based on the time table of the proposal.** * Provision of project a timeline with identification of any key dates. Where possible identifying ability to deliver project ahead of minimum time.

**10% of the evaluation weighting will be based on the accessibility of the consultant.** * The consultant must be fully accessible to AHDB. At a minimum the consultant should be able to attend a project kick-off meeting and, potentially, a project delivery meeting.
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| **10.** | **Invoicing:** | The prospective consultant must provide a full breakdown of costs for all stages of the project excluding VAT. Payment will be made within 30 days of invoice. The invoice should not be submitted to AHDB until successful completion of the project.All invoices should be forwarded to APTeam@ahdb.org.uk and MI.Admin@ahdb.org.uk for receipting purposes. |
| **11.** | **Terms and Conditions:** | Terms and conditions, which supplier’s need to adhere to, along with a contract template can be found on the AHDB website. Please follow this link: <http://www.ahdb.org.uk/about/Procurement.aspx> and click on “goods and services”. |

**Your proposal should be submitted and received by 12:00 Noon Tuesday 29th August 2017.**

**Please send your proposal to the following address:** **Joanne.tuck@ahdb.org.uk**