

UK-Aberystwyth: Research and development services and related consultancy services

OJ S 44/2013 02/03/2013

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Welsh Government on behalf of the Welsh Ministers
Postal address: WG SF - Technical Services, Rhodfa Padarn, Llanbadarn Fawr
Town: Aberystwyth
Postal code: SY23 3UR
Country: United Kingdom
For the attention of: Siobhan Rogers
E-mail: siobhan.rogers@wales.gsi.gov.uk
Telephone: +44 3000622301

I.2. Type of the contracting authority

Other: Welsh Government

I.3. Main activity

General public services
Public order and safety
Environment
Economic and financial affairs
Health
Housing and community amenities
Social protection
Recreation, culture and religion
Education

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title**

Farmer Segmentation - development of a segmentation model for the Welsh agricultural industry

II.1.2. Type of contract and place of performance or delivery

Services
Service category No 8: Research and development services
Main site or place of performance: Cardiff
NUTS code UKL Wales

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

The primary aim of this research project is to develop a segmentation model for the Welsh agricultural industry which can then be used to determine likely impacts of CAP reform proposal on different types of farming businesses/styles.

The secondary aim is to allow the Welsh Government to more effectively target communications and policy implementation to the agricultural industry.

The key objectives of this project are:

- To undertake an analysis of the values, attitudes and behaviours of the farming sector;
- To undertake segmentation analysis, indentifying the dominant farming styles within Wales;
- To identify the drivers and barriers for business decisions and practices.

The Welsh Government, on behalf of the Welsh Ministers, will be conducting this procurement exercise through the etenderwales portal <https://etenderwales.bravosolution.co.uk> Tender documents and other information must be downloaded from and returned through this portal. If you require any further assistance the BravoSolution helpdesk is available on:

Email: help@bravosolution.co.uk Phone: 0800 368 4850 / Fax: 020 7060 0480

Full information in accessing the portal is found in Section VI.3.

II.1.5. CPV code(s)

73000000 Research and development services and related consultancy services, 73100000 Research and experimental development services, 73200000 Research and development consultancy services, 73300000 Design and execution of research and development

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Demonstrate Understanding. Weighting 9.1%
2. Methodological Approach. Weighting 27.3%
3. Project Management. Weighting 22.7%
4. Sustainability. Weighting 4.5%
5. Data Security & Data Usage. Weighting 9.1%
6. Cost - Value for Money. Weighting 18.2%
7. Bidders Presentation. Weighting 9.1%

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

C048/2012/2013

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 185-304340](#) of 26.9.2012

Section V: Award of contract

Contract No: C048/2012/2013

Lot title: Farmer Segmentation - Development of a Segmentation Model for the Welsh Agricultural Industry

V.1. Date of conclusion of the contract

7.1.2013

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Brook Lyndhurst

Postal address: Lion House, 26-28 Paddenswick Road

Town: London

Postal code: W6 0UB

Country: United Kingdom

Telephone: +44 2088462100

Fax: +44 2034411371

Internet address: <http://www.brooklyndhurst.co.uk>

V.4. Information on value of the contract/lot

Total value of the procurement:

Value: 199 977,50 GBP

excluding VAT

If annual or monthly value:

Number of years: 2

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

Buy4Wales Reference Number: 33142

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

26.2.2013

