

Ireland-Cork: Market research services
OJ S 95/2016 19/05/2016
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Food Safety Promotion Board

National registration number: N/A

Postal address: 7 Eastgate Avenue, Little Island

Town: Cork

NUTS code: IE025 South-West (IRL)

Country: Ireland

Contact person: Fiona Gilligan

E-mail: Research@fspb.org

Internet address(es):

Main address: <http://safefoodonline.com>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/415>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=99030&B=ETENDERS_SIMPLE

[PID=99030&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=99030&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the following address:

Official name: Achilles Procurement Services Ltd

Postal address: 1 Harmsworth, Greenmount Office Park

Town: Dublin

Postal code: D6W TF84

Country: Ireland

E-mail: info@achilles.ie

NUTS code: IE021 Dublin

Internet address(es):

Main address: www.achilles.com

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Establishment of 2 single party frameworks for the provision of Market Research Services to safefood.

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

safefood proposes to engage in a competitive process for the establishment of two (2) single-operator framework agreements for the provision of:

Lot 1: Quantitative Market Research Services for the Republic of Ireland (ROI) and Northern Ireland (NI); and

Lot 2: Qualitative Market Research Services for the Republic of Ireland (ROI) and Northern Ireland (NI).

Interested parties may apply for 1 or both lots.

II.1.5. Estimated total value

Value excluding VAT: 600 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Quantitative Market Research Services for the Republic of Ireland (ROI) and Northern Ireland (NI)

Lot No: 1

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: IE021 Dublin

Main site or place of performance: Dublin.

II.2.4. Description of the procurement

safefood wishes to establish a framework agreement for Lot 1: Quantitative Market Research Services to carry out consumer tracking research with the dual purpose of:

- (a) Continual monitoring of the effectiveness of its advertising and promotional campaigns; and
- (b) Tracking the public's awareness, attitudes and concerns with regard to food safety and healthy eating.

Contracts awarded under the framework will be concerned with carrying out tracking research which will look at a sample representative of the population of the Island of Ireland (north and south). It is intended to monitor safefood communications activity on a regular basis either by rolling surveys or by distinct waves.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 300 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: no

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 6 Objective criteria for choosing the limited number of candidates:

Criteria details are set out in the attached Qualification Questionnaire document.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

All information relating to tenders is published on: www.etenders.gov.ie only.

II.2. Description

II.2.1. Title

Qualitative Market Research Services for the Republic of Ireland (ROI) and Northern Ireland (NI)

Lot No: 2

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: IE021 Dublin

Main site or place of performance: Dublin.

II.2.4. Description of the procurement

safefood wishes to establish a framework for Lot 2: Qualitative Market Research Services to carry out in-depth research with the dual purpose of providing scientific-based knowledge and expertise in understanding the main driving factors influencing consumers on the Island of Ireland when making food choices, and assisting in the development of more effective strategies to promote and protect consumer health.

The qualitative research will be carried out for the following project types:

Type 1: Pre-testing the effectiveness of safefood's advertising, promotional and educational concepts with relevant target audiences;

Type 2: Analysing the public's awareness, attitudes and concerns with regard to many varied food safety and healthy eating topics;

Type 3: Evaluating distinct communication/education initiatives;

Type 4: Ascertaining in-depth behavioural insights on specific food safety and healthy eating topics.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 300 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: no

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 6 Objective criteria for choosing the limited number of candidates:

Criteria details are set out in the attached Qualification Questionnaire document.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

All information relating to tenders is published on: www.etenders.gov.ie only.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Details are set out in the attached Qualification Questionnaire document.

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Details are set out in the attached Qualification Questionnaire document.

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 14/06/2016 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

safefood was formerly known as the Food Safety Promotion Board. This name is retained for legal contracts but safefood is used in all other communications.

The estimated total value of the any purchases pursuant to the framework agreements are in the region of:

Lot 1: 200 000 EUR to 300 000 EUR (ex. VAT) over the lifetime of the agreement;

Lot 2: 200 000 EUR to 300 000 EUR (ex. VAT) over the lifetime of the agreement.

It is emphasised, however, that these figures are provided strictly for indicative purposes only as there is no guaranteed expenditure under the framework agreement.

VI.4. Procedures for review

VI.4.1. Review body

Official name: High Court

Town: Dublin

Postal code: 7

Country: Ireland

VI.5. Date of dispatch of this notice

16/05/2016