

United Kingdom-Edinburgh: Added-value database services

OJ S 97/2015 21/05/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Sea Fish Industry Authority

Postal address: 18 Logie Mill, Logie Green Road

Town: Edinburgh

Postal code: EH7 4HS

Country: United Kingdom

Contact person: Insight

For the attention of: Richard Watson

E-mail: seafish@seafish.co.uk

Telephone: +44 1315583331

Fax: +44 131558-1442

Internet address(es):General address of the contracting authority: www.seafish.orgAddress of the buyer profile: http://www.mytenders.org/search/Search_AuthProfile.aspx?ID=AA5441Electronic access to information: <http://www.seafish.org.uk/about-seafish/tenders>**Additional information can be obtained from:**

Official name: Sea Fish Industry Authority

Postal address: 18 Logie Mill, Logie Green Road

Town: Edinburgh

Postal code: EH7 4HS

Country: United Kingdom

Contact person: Insight

For the attention of: Richard Watson

E-mail: richard.watson@seafish.co.uk

Telephone: +44 1315583331

Fax: +44 131558-1442

Internet address: www.seafish.org**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

Official name: Sea Fish Industry Authority

Postal address: 18 Logie Mill, Logie Green Road

Town: Edinburgh

Postal code: EH7 4HS

Country: United Kingdom

Contact person: Insight

For the attention of: Richard Watson

E-mail: richard.watson@seafish.co.uk

Telephone: +44 1315583331

Fax: +44 131558-1442

Internet address: www.seafish.org

Tenders or requests to participate must be submitted: Official name: Sea Fish Industry Authority

Postal address: 18 Logie Mill, Logie Green Road

Town: Edinburgh

Postal code: EH7 4HS

Country: United Kingdom

Contact person: Insight

For the attention of: Richard Watson

E-mail: richard.watson@seafish.co.uk

Telephone: +44 1315583331

Fax: +44 131558-1442

Internet address: www.seafish.org

I.2. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.3. Main activity

Other: environmental — fisheries

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 attributed to the contract by the contracting authority

Retail Electronic Point of Sale Data.

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

Services

Service category No 27: Other services

Main site or place of performance: UK.

NUTS code UK United Kingdom

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

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

1. The Need:

Over half of the UK seafood market is sold through retailers and it is vital that Seafish have a detailed understanding of the dynamics in this marketplace. This insight is core to our information delivery and data on the retail market influences strategic planning and operational decisions for Seafish, our levy payers and wider stakeholders.

2. Composition:

We are seeking to appoint a single provider of both Epos and panel data, along with information and intelligence on the UK retail seafood market, including demographics, switching and promotions.

3. Data requirements:

The tender specification is outlined below:

- Full Epos coverage including Marks and Spencer and Iceland;
- Database flexibility and open to coding changes by Seafish as required;
- Chilled pre-pack; chilled loose; frozen; ambient seafood;
- Species (defined list 50+); including cod, haddock, tuna, warm water prawns and salmon;
- Product type (coated, natural, added value etc.) as defined;
- Sub sectors (battered, breaded, fingers etc.) as defined;
- Multiple grocer vs. independent mongers;
- Measures:
 - Value sales;
 - Volume sales;
 - Unit sales;
 - Penetration;
 - Frequency;
 - Trip spend;
 - Loyalty;
- Standard consumer demographics;
- Any additional measures you can supply showing additional costs;
- Retailer share of trade detailing individual multiples;
- 8 standardized reports by key species (as defined); delivered monthly;
- 4 quarterly reports detailing switching, promotions and demographics;
- Reporting in PowerPoint (or pdf) in a format that can be readily disseminated and understood by industry;
- Easy to interrogate database with training for 3 people and maximum of 3 software licenses;
- Contextual data to include but not limited to;
 - Quarterly data on sales of other proteins;
 - Retailer share of trade of other proteins
 - Key category performance;
 - Changing consumer attitudes and preferences;

The provider must allow sharing of reports and data with Seafood businesses of all sizes; and provide a seamless transition and continuity of data (less than 10 % variance) and at least 3 years back data.

Note: To register your interest in this notice and obtain any additional information please do so through the myTenders Web Site or view the tender specification document on the Seafish website at:

<http://www.seafish.org.uk/about-seafish/tenders>

II.1.6. CPV code(s)

72321000 Added-value database services, 72316000 Data analysis services, 72319000 Data supply services, 03311000 Fish, 03000000 Agricultural, farming, fishing, forestry and related products

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Start 1.8.2015. Completion 31.7.2018

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

List and brief description of conditions:

A check may be carried out by the contracting authority or by a competent official body of the State in which the candidate is established, to verify the technical capacity of the candidate; and if relevant, on the candidates study and research facilities and quality control measures.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

III.3.2. 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: yes

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

TD2015-003

IV.3.2. Previous publication concerning this procedure

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

IV.3.4. Time limit for receipt of tenders or requests to participate

19.6.2015 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published: 3 years.

VI.2. Information about European Union funds

VI.3. Additional information

Full tender specification available from:

<http://www.seafish.org/about-seafish/tenders>

(MT Ref: 154189).

VI.4. Procedures for review

VI.4.1. Review body

Official name: Sea Fish Industry Authority

Postal address: Origin Way, Europarc

Town: Grimsby
Postal code: DN37 9TZ
Country: United Kingdom
E-mail: richard.watson@seafish.co.uk
Telephone: +44 1472252300
Fax: +44 1472268792
Internet address: www.seafish.org

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: 16.7.2015.

VI.4.3. Service from which information about the review procedure may be obtained

Official name: Sea Fish Industry Authority
Postal address: Origin Way, Europarc
Town: Grimsby
Postal code: DN37 9TZ
Country: United Kingdom
E-mail: richard.watson@seafish.co.uk
Telephone: +44 1472252300
Fax: +44 1472268792
Internet address: www.seafish.org

VI.5. Date of dispatch of this notice

18.5.2015