

United Kingdom-Stornoway: Market research services
OJ S 113/2014 14/06/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Seirbheis nam Meadhanan Gàidhlig (The Gaelic Media Service)

Postal address: Seaforth Road, Stornoway, Isle of Lewis

Town: Stornoway

Postal code: HS1 2SD

Country: United Kingdom

Contact person: Operations & Finance

For the attention of: Neil M Graham

E-mail: neil.graham@mgalba.com

Telephone: +44 851705550

Fax: +44 851706432

Internet address(es):

General address of the contracting authority: <http://www.mgalba.com>

Address of the buyer profile: http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA14302

I.2. Type of the contracting authority

Other: body established under Broadcasting Act 1990

I.3. Main activity

Other: Gaelic Broadcasting

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

Gaelic Audience Research Project.

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 (DPS)

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

The establishment and maintenance of a Gaelic Television Audience Panel specifically aimed at viewers of BBC ALBA and On-line Gaelic Media and listeners of Radio nan Gaidheal. The

aim is to have a minimum of 300 active members on the panel who complete a weekly diary on the qualitative assessment of programmes viewed during specified periods. Reporting of results will be made to The Gaelic Media Service (MG ALBA) monthly.

II.1.5. CPV code(s)

79310000 Market research services

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

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 162 918 GBP
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

Lowest price

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2013/S 249-436188](#) of 24.12.2013

Section V: Award of contract

Lot title: Gaelic Audience Research Project

V.1. Date of conclusion of the contract

27.2.2014

V.2. Information about tenders

Number of tenders received: 2

V.3. Name and address of the contractor

Official name: Trp Research Ltd
Postal address: Wellington House, Queen Street
Town: Taunton
Postal code: TA1 3UF
Country: United Kingdom

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

Total value of the procurement:

Value: 162 918 GBP

If annual or monthly value:

Number of years: 3

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

(SC Ref:308201)

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

10.6.2014