

**United Kingdom-Grimsby: Added-value database services**  
**OJ S 179/2013 14/09/2013**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Sea Fish Industry Authority

Postal address: Origin Way, Europarc

Town: Grimsby

Postal code: DN37 9TZ

Country: United Kingdom

For the attention of: Michaela Archer

E-mail: [michaela.archer@seafish.co.uk](mailto:michaela.archer@seafish.co.uk)

Telephone: +44 1472252300

Fax: +44 1472268792

**Internet address(es):**

General address of the contracting authority: [www.seafish.org](http://www.seafish.org)

Address of the buyer profile: [http://www.mytenders.org/search/Search\\_AuthProfile.aspx?ID=AA5441](http://www.mytenders.org/search/Search_AuthProfile.aspx?ID=AA5441)

**I.2. Type of the contracting authority**

Other: Arms Length Government Body

**I.3. Main activity**

Other: 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**

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**II.1. Description**

**II.1.1. Title**

Retail EPOS 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: Grimsby

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)**

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.

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.

**II.1.5. CPV code(s)**

72321000 Added-value database services, 72316000 Data analysis services, 72319000 Data supply 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: 174 520 GBP  
excluding VAT

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**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. Completeness of data coverage. Weighting 25
2. Degree of flexibility of sharing reports and data. Weighting 25
3. Provision of seamless transition and data continuity (less than 10 percent variance) and at least 3 years back data. Weighting 25
4. Additional criteria (see tender specification document). Weighting 25

**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 87-148421](#) of 4.5.2013

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**Section V: Award of contract**

Contract No: 148421 - 2013

Lot title: Retail EPOS Data

**V.1. Date of conclusion of the contract**

24.7.2013

**V.2. Information about tenders**

Number of tenders received: 1

**V.3. Name and address of the contractor**

Official name: A C Nielson Co Ltd  
Postal address: A C Nielson House, London Road, Hedington  
Town: Oxford  
Postal code: OX3 9RX  
Country: United Kingdom

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

Initial estimated total value of the contract/lot:  
Value: 174 520 GBP  
Including VAT. VAT rate (%) 20  
Total value of the procurement:  
Value: 174 520 GBP  
Including VAT. VAT rate (%) 20  
If annual or monthly value:  
Number of months: 24

**V.5. Information about subcontracting****Section VI: Complementary information**

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**VI.1. Information about European Union funds****VI.2. Additional information**

(MT Ref:106901)

**VI.3. Procedures for review****VI.3.1. Review body**

Official name: Sea Fish Industry Authority  
Postal address: Origin Way, Europarc  
Town: Grimsby  
Postal code: DN37 9TZ  
Country: United Kingdom  
E-mail: [michaela.archer@seafish.co.uk](mailto:michaela.archer@seafish.co.uk)  
Telephone: +44 1472252300  
Fax: +44 1472268792  
Internet address: [www.seafish.org](http://www.seafish.org)

**VI.3.2. Review procedure**

Precise information on deadline(s) for review procedures: 22/07/2013

**VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

12.9.2013