

United Kingdom-Aberystwyth: Research services
OJ S 215/2013 06/11/2013
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: The Welsh Ministers
Postal address: Rhodfa Padarn
Town: Aberystwyth
Postal code: SY23 3UR
Country: United Kingdom
Contact person: Welsh Government - Sustainable Futures
For the attention of: Jane Bonner
E-mail: jane.bonner@wales.gsi.gov.uk
Telephone: +44 03000622407

Internet address(es):

General address of the contracting authority: <http://wales.gov.uk/?skip=1&lang=en>
Address of the buyer profile: http://www.sell2wales.gov.uk/search/Search_AuthProfile.aspx?ID=AA0007

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

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

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

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 attributed to the contract by the contracting authority

Food Sector Development Framework.

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

Services

Service category No 10: Market research and public opinion polling services

Main site or place of performance: United Kingdom (GB).

NUTS code UKL Wales

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with several operators

Maximum number Envisaged maximum number of participants to the framework agreement
: 8

Duration of the framework agreement

Duration in months: 36

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT:

Range: between 11 000 000 and 19 000 000 GBP

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

The Welsh Government Food Division are seeking to put in place a framework to provide a range of advice, guidance and project delivery across the following lots.

Lot 1 Trade Development Opportunities or Food & Drink Sector

Lot 2 Specialist Food & Drink Consultancy –Events

Lot 3 Specialist Food & Drink Consultancy – Services

Lot 4 Specialist Food & Drink Export Consultancy

Lot 5 Food & Drink related Research and Evaluation

Lot 6 Category Management - Retail, Wholesale & Public Procurement

Lot 7 Meet the Buyer Programme

Lot 8 Mentoring – Specialist Marketing & Business Skills Support

Lot 9 Programmes to support the Food & Drink Sector

The framework will be let for a period of 36 months with the option to extend for a further 12 months.

Please note that a bidder briefing day will be held in the Welsh Government Offices at Aberystwyth on 14 November.

To register for the event please send a message through the messaging section of the eTenderWales website through which this ITT is being run.

NOTE: The authority is using eTenderwales to carry out this procurement process. Please note this is a separate website and if you are not already registered, registration will be required.

To access eTenderwales, express your interest in this notice and access the tender documentation please visit <https://etenderwales.bravosolution.co.uk/web/login.shtml> and search for PQQ/ITT code 40936 within the appropriate area.

II.1.6. CPV code(s)

73110000 Research services, 73210000 Research consultancy services, 73000000 Research and development services and related consultancy services

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: yes

Tenders may be submitted for one or more lots

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

Information about lots

Lot No: 5

Lot title: Food & Drink related Research and Evaluation

1) Short description

The Food Division undertakes a programme of activity to support the food and drink sector – this must be informed by relevant research into the appropriate area and evaluation of activity undertaken must be robust

There is a need to produce robust policy advice based on available evidence and evaluation. There is identified need for certain aspects of research and evaluation to support the development of a food plan – which is to detail all food sector interventions for the next five years. As food policy is a dynamic and wide ranging area it is anticipated that there will be emerging needs also.

2) CPV code(s)

73210000 Research consultancy services, 73110000 Research services, 73000000 Research and development services and related consultancy services

3) Quantity or scope

The contractor will undertake food and drink business analysis – to undertake market research projects in the agri-food industry in Wales and the and provide analysis, statistics, trends, consumer data, export figures etc.

The contractor will evaluate food programmes and initiatives.

The contractor will collate and evaluate outcomes and outputs from delivery of services, and provide robust evidence based recommendations for the future of service delivery.

The contractor will identify comparator activities and regions, benchmarks as appropriate and robust evaluation approaches.

Sustainability, equality and diversity must be considered at all times. The Contractor must also produce all reports bilingually.

Estimated value excluding VAT:

Range: between 1 000 000 and 2 000 000 GBP

4) Indication about different time frame or duration

Duration in months: 36 (from the award of the contract)

5) Additional information about lots

A maximum of 8 suppliers will be appointed to this lot.

Lot No: 6

Lot title: Category Management - Retail, Wholesale & Public Procurement

1) Short description

The contractor must demonstrate a clear understanding and knowledge of the current retail, wholesale, food service and public sector market.

The contractor must have a proven track record in capturing data and information on current consumer purchasing trends and gap analysis.

The contractor will be required to produce detailed reports on consumer trends and gap analysis reports on specific products in order to identify how Welsh based producers can fill these gaps.

The contractor will be required to design and develop a programme of support for businesses to enable them to benefit from the opportunities identified as above. Experience in liaising with private sector businesses is essential to achieve this.

The contractor must have experience in meeting with regional and category buyers from the retail multiples and wholesalers, food service and public service procurement officers.

The contractor will be required to work with other business support providers to ensure all businesses are considered for support and make appropriate referrals to such providers and recommendations to Food Division (FD) with regard to further support.

The contractor will follow the guidance provided from FD with regard to the process of delivery which will include using FD criteria, guidelines and forms for the delivery of support, this includes the need for an approved application before support is given.

2) CPV code(s)

73210000 Research consultancy services, 73110000 Research services, 73000000 Research and development services and related consultancy services

3) Quantity or scope

The contractor will be required to develop a programme of support that will suit the needs of small, medium and large businesses in developing their products and services to achieve job safeguarding and creation and sales growth.

The contractor must have experience of preparing strategic sector specific reports for strategy groups and key sectors as required by FD.

Sustainability, equality and diversity must be considered at all times. The Contractor must make provision to deliver through the medium of Welsh to a selection of clients as required.

Estimated value excluding VAT:

Range: between 1 000 000 and 2 000 000 GBP

4) Indication about different time frame or duration

Duration in months: 36 (from the award of the contract)

5) Additional information about lots

A maximum of 8 suppliers will be appointed to this lot.

Lot No: 7

Lot title: Meet the Buyer Programme

1) Short description

The contractor is required to manage and deliver a number of "Meet the Buyer" events with the multiples, other retailers, wholesalers, food service operators and the public sector. The number of events will be agreed with Food Division (FD).

The contractor must have an in depth knowledge and understanding of the requirements and processes of the buyers.

The contractor must have experience in meeting with regional and category buyers from the retail multiples and wholesalers, food service and public service procurement officers and organising "Meet the Buyer" events.

The contractor will be required to work with other business support providers to ensure all suitable suppliers are considered for these events and that the suppliers are in a position to take advantage of opportunities arising from the events and make appropriate referrals to such providers and recommendations to FD with regard to further support.

The contractor will follow the guidance provided from FD with regard to the process of delivery which will include using FD criteria, guide-lines and forms for the delivery of support, this includes the need for an approved application before support is given.

2) CPV code(s)

73210000 Research consultancy services, 73110000 Research services, 73000000 Research and development services and related consultancy services

3) Quantity or scope

The contractor will be required to manage and deliver a number of "Meet the Buyer" events that will suit the needs of small, medium and large businesses in developing their products to achieve job safeguarding and creation and sales growth.

The contractor must ensure that businesses attending these events are in a position to take advantage of any opportunities that might arise. Working with other support providers is essential to increase the number of businesses that are in a position to benefit from attending these events.

Sustainability, equality and diversity must be considered at all times. The Contractor must make provision to deliver through the medium of Welsh to a selection of clients as required.

Estimated value excluding VAT:

Range: between 1 000 000 and 2 000 000 GBP

4) Indication about different time frame or duration

Duration in months: 36 (from the award of the contract)

5) Additional information about lots

A maximum of 8 suppliers will be appointed to this lot.

Lot No: 9

Lot title: Programmes to support the Food & Drink Sector

1) Short description

The contractor must demonstrate a clear understanding and knowledge of business development, including financial knowledge, and have experience in recognising where intervention will be beneficial to the growth of businesses.

The contractor must demonstrate a clear understanding and knowledge of the current retail, wholesale, food service and public sector markets.

The contractor will be required to design, develop and manage a number of specific business development programmes of support that will suit the needs of small, medium and large businesses in developing their products and services to achieve job safeguarding and creation and sales growth. Experience in liaising with private sector businesses is essential to achieve this.

The contractor will be required to work with other business support providers to ensure all businesses are considered for support and make appropriate referrals to such providers and recommendations to Food Division (FD) with regard to further support.

The contractor will follow the guidance provided from FD with regard to the process of delivery which will include using FD criteria, guide-lines and forms for the delivery of support, this includes the need for an approved application before support is given.

2) CPV code(s)

73210000 Research consultancy services, 73110000 Research services, 73000000 Research and development services and related consultancy services

3) Quantity or scope

The contractor will be required to design and develop a number of innovative programmes of support that will suit the needs of small, medium and large businesses in developing their products and services and their business skills to achieve job safeguarding and creation and sales growth.

The contractor must ensure that businesses attending these events are in a position to take advantage of any opportunities that might arise. Working with other support providers is essential to increase the number of businesses that are in a position to benefit from attending these events.

Sustainability, equality and diversity must be considered at all times. The Contractor must make provision to deliver through the medium of Welsh to a selection of clients as required.

Estimated value excluding VAT:

Range: between 2 500 000 and 3 500 000 GBP

4) Indication about different time frame or duration

Duration in months: 36 (from the award of the contract)

5) Additional information about lots

A maximum of 8 suppliers will be appointed to this lot.

Lot No: 2

Lot title: Specialist Food Consultancy Events

1) Short description

During the course of the financial year Food Division (FD) need to be flexible to take advantage of the opportunities that arise and that can help support the promotion of Welsh food and drink. The food and drink sector can on occasions demand very short deadlines and as a support body FD need to recognise this.

The contractor will be required to assist in supporting these opportunities for businesses.

2) CPV code(s)

73210000 Research consultancy services, 73110000 Research services, 73000000 Research and development services and related consultancy services

3) Quantity or scope

The contractor will be required to organise and manage demonstrations at trade and consumer shows and provide management, staff and catering at ad hoc events and promotional activities. The contractor will be required to provide and use their own equipment. The contractor will be required to manage and deliver catering services using specific Welsh products.

The contractor will be required to devise recipes for use at events on printed cards plus electronic versions, and on Welsh Government websites, and to develop and advise on all elements of Welsh menus.

The contractor will be required to prepare food for a variety of non consumption purposes such as displays, food photography and video production; this may involve step by step preparation.

Sustainability, equality and diversity must be considered at all times. The Contractor must make provision to deliver through the medium of Welsh to a selection of clients as required.

Estimated value excluding VAT:

Range: between 750 000 and 1 500 000 GBP

4) Indication about different time frame or duration

Duration in months: 36 (from the award of the contract)

5) Additional information about lots

A maximum of 8 suppliers will be appointed to this lot

Lot No: 3

Lot title: Specialist Food & Drink Consultancy – Services

1) Short description

During the course of the financial year Food Division (FD) will require specific information on the state of the food and drink industry, and, advice on specific issues that might arise.

The food and drink sector can on occasions demand very short deadlines and as a support body FD need to recognise this. The contractor must demonstrate its flexibility to provide information and advice on the food and drink sector in Wales, the UK and overseas.

The contractor must demonstrate a clear understanding and knowledge of the Welsh food and drink sector and the Welsh Government's vision and objectives.

2) CPV code(s)

73210000 Research consultancy services, 73110000 Research services, 73000000 Research and development services and related consultancy services

3) Quantity or scope

The contractor will be required to purchase and analyse data and present to both businesses and buyers in order to access new markets.

The contractor will be required to introduce FD officials to key customers such as buyers from the major retailers and help build and maintain relationships with them.

The contractor will be required to provide information and advice on setting up industry groups such as a retailer forum and a food producers' federation.

The contractor will be required to advise on the collection of data for use in a trade directory.

Sustainability, equality and diversity must be considered at all times. The Contractor must make provision to deliver through the medium of Welsh to a selection of clients as required.

Estimated value excluding VAT:

Range: between 500 000 and 1 000 000 GBP

4) Indication about different time frame or duration

Duration in months: 36 (from the award of the contract)

5) Additional information about lots

A maximum of 8 suppliers will be appointed to this lot.

Lot No: 1

Lot title: Trade Development Opportunities

1) Short description

During the course of the financial year Food Division (FD) need to be flexible to take advantage of the opportunities that arise and that can help support trade development. The food and drink sector can on occasions demand very short deadlines and as a support body FD need to recognise this.

The contractor must demonstrate its flexibility to provide support for a variety of occasions, for

example events, meetings with retailers, media opportunities, public sector demands, marketing and business support, workshop activity and master-classes,

2) CPV code(s)

73210000 Research consultancy services, 73110000 Research services, 73000000 Research and development services and related consultancy services

3) Quantity or scope

The contractor will be required to be mobile, flexible and innovative providing activities that will suit the needs of small, medium and large businesses in developing their products and services and their business skills to achieve job safeguarding and creation and sales growth. Sustainability, equality and diversity must be considered at all times. The Contractor must make provision to deliver through the medium of Welsh to a selection of clients as required.

Estimated value excluding VAT:

Range: between 750 000 and 1 500 000 GBP

4) Indication about different time frame or duration

Duration in months: 36 (from the award of the contract)

5) Additional information about lots

A maximum of 8 suppliers will be appointed to this lot

Lot No: 4

Lot title: Specialist Food & Drink Export Consultancy

1) Short description

To provide specialist export trade and marketing support to Welsh based food and drink businesses to develop their international sales, and to help maximise their chances of export success. The export trade support provided will need to be tailored to meet the needs of the individual business as the support required will be dependant on their export status.

The international trade development programmes provides support to a range of Welsh based food and drink businesses but the majority of recipients will be smaller companies new to or inexperienced in export that will require one to one guidance and support.

2) CPV code(s)

73210000 Research consultancy services, 73110000 Research services, 73000000 Research and development services and related consultancy services

3) Quantity or scope

The supplier will be required to develop a business facing 'module' or package based scheme /programme that will suit the needs of small, medium and large businesses who are aiming to develop their export trade.

The programme will require designing; innovative and creating thinking is essential.

To manage and deliver the export scheme/programme, provide monthly reports, financial control and individual report for businesses.

The supplier must also demonstrate the capability of preparing strategic evidence based export research reports for FD that will provide guidance on the key market opportunities for Welsh producers; key export markets or product category specific export research.

The supplier will need to be able to demonstrate extensive knowledge and practical experience of the export of food and drink within the private sector.

The supplier will need to be able to evidence experience of delivering similar supports to business on behalf of the public sector.

An understanding of business needs in the private sector along with the public sector is

essential.

A flexible approach to overcoming business problems and opportunities will need to be demonstrated.

Sustainability, equality and diversity must be considered at all times. The Contractor must make provision to deliver through the medium of Welsh to a selection of clients as required.

Estimated value excluding VAT:

Range: between 2 500 000 and 3 500 000 GBP

4) Indication about different time frame or duration

Duration in months: 36 (from the award of the contract)

5) Additional information about lots

A maximum of 8 suppliers will be appointed to this lot.

Lot No: 8

Lot title: Mentoring – Specialist Marketing & Business Skills Support

1) Short description

The contractor must demonstrate a clear understanding and knowledge of business development, including manufacturing and the challenges in scaling up and outsourcing as well as financial knowledge, and have experience in recognising where intervention will be beneficial to the growth of businesses. Experience in liaising with private sector food and drink businesses is essential to achieve this.

The contractor must have a proven track record in recruiting appropriate food industry specialists and in delivering mentoring support to businesses to achieve sales growth.

The contractor will design and deliver a programme of mentoring support that provides tailored advice and guidance to key personnel and decision makers on a range of food and drink related sales, marketing and business issues. The programme is required to support up to 12 days per company over a 12 month period.

The contractor will be required to work through other Welsh Government Departments as required and other business support providers, including skills support providers to ensure all businesses are considered for support and make appropriate referrals to such providers and recommendations to Food Division (FD) with regard to further support.

The contractor will follow the guidance provided from FD with regard to the process of delivery which will include using FD criteria, guide-lines and forms for the delivery of support, this includes the need for an approved application before support is given.

2) CPV code(s)

73210000 Research consultancy services, 73000000 Research and development services and related consultancy services, 73110000 Research services

3) Quantity or scope

The contractor will be required to develop a programme of mentoring support that will suit the needs of small, medium and large businesses in developing their products and services to achieve job safeguarding and creation and sales growth.

The contractor will be required to provide a diverse range of food industry specific mentors.

This group of food and drink marketing specialists selected to deliver the mentoring must have a proven track record of working with businesses using varied skills.

Working with other support providers is essential to increase the number of businesses that are in a position to benefit from attending these events.

Sustainability, equality and diversity must be considered at all times. The Contractor must make provision to deliver through the medium of Welsh to a selection of clients as required.

Estimated value excluding VAT:

Range: between 1 000 000 and 2 000 000 GBP

4) Indication about different time frame or duration

Duration in months: 36 (from the award of the contract)

5) Additional information about lots

A maximum of 8 suppliers will be appointed to this lot.

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

As set out in the invitation to tender documentation. Payment terms will be indicated in the contract documents. Tenders to be priced in GBP. Payment to be made in GBP only.

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

None specified, save that in the case of a partnership or consortium or other group of more than one legal entity bidding together, the contract will be with either (1) all bidders on the basis of joint and several liability, or (2) with one or more of the parties acting as 'prime contractor' (and where more than one, on a joint and several liability basis).

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

List and brief description of conditions: As described within the Invitation to Tender documents.

III.2.2. Economic and financial ability

List and brief description of conditions: As described in the Invitation to Tender documentation.

III.2.3. Technical and professional ability

List and brief description of conditions:

As described in the Invitation to Tender documentation.

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

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

C029 2013 14

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

16.12.2013 - 14:00

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: 24 - 36 months from contract award.

VI.2. Information about European Union funds

VI.3. Additional information

The Authority will not accept ITT submissions after the stated closing date.

All tender costs and liabilities incurred by bidders shall be the sole responsibility of bidders.

The Authority reserves the right to award the contract in whole or in part.

The Authority reserves the right to annul the tendering process and not award any contract.

All documents to be priced in GBP and all payments made in GBP.

The Authority is committed to contributing to the social, economic and environmental well-being of the wider community. Accordingly, the Authority will explore proposals (at dialogue stage) that deliver its social, economic and environmental sustainability objectives, , including

(but not limited to) opportunities to recruit and train long term economically inactive persons as part of the workforce delivering this project In addition contract performance conditions may relate to social, economic and environmental considerations

If you require documentation in an alternative format, please contact the named contact point in this document who will be able to provide a more suitable format. For example, Braille, large print, Word document or audio format.

E-tender information:

- Go to <https://etenderwales.bravosolution.co.uk>
- The first person from your Organisation to use the Platform will be required to register on behalf of the Organisation.
- Registration involves accepting a User Agreement, and providing basic information about your Organisation and about the User performing the Registration.
- The User who performs the Registration becomes the Super User for the Organisation.
- On registering on the Platform the Super User will select a Username and will receive a password.
- The Password will be sent by e-mail to the email address that was specified in the User Details section of the Registration page.
- In order to log-in to the Platform please enter your Username and Password.
- Note: If you forget your Password then visit the homepage and click "Forgot your password?"
- Registration should only be performed once for each Organisation.
- If you think that someone in your Organisation may have already registered on this Platform then you must not register again.
- Please contact the person who Registered (i.e. the Super User) in order to arrange access to the Platform.
- Contact the Helpdesk immediately if you are unable to contact the Super User (for example if they have left your Organisation).
- Note: If your Organisation is already registered on the Platform then you must not make any additional registration. Please contact the Helpdesk to gain access to the Platform.
- Tenders must be uploaded to the BravoSolution portal by 14:00 pm

How to find the ITT:

- Once logged in you must click on 'ITTs Open to all Suppliers'
- The etender references for this contract are: Project_26871 and ITT_40936
- Click on the title to access summary details of the contract. If you are still interested in expressing an interest, click the 'Express an Interest button'. This will move the ITT from the 'Open to all Suppliers' area to the 'My ITT's' on the home page.
- You will then see the full details of the ITT in the qualification and technical envelopes along with any relevant documents in the 'Attachments' area.
- Should you have any questions on the ITT, please use the 'Messages' area to contact the buyer directly.

(WA Ref:3142)

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

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

VI.5. Date of dispatch of this notice

4.11.2013