

United Kingdom-Cardiff: Data services
OJ S 227/2014 25/11/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Arts Council of Wales

Postal address: Bute Place

Town: Cardiff

Postal code: CF10 5AL

Country: United Kingdom

For the attention of: Ann Kellaway

E-mail: research@artscouncilofwales.org.uk

Telephone: +44 2920441304

Fax: +44 2920441400

Internet address(es):

General address of the contracting authority: <http://www.artswales.org.uk>

Address of the buyer profile: http://www.sell2wales.gov.uk/search/Search_AuthProfile.aspx?ID=AA0543

I.2. Type of the contracting authority

National or federal agency/office

I.3. Main activity

Recreation, culture and religion

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

Audience Insight Wales 2014-2017.

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: Wales, UK.

NUTS code UKL Wales

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)

Audience Insight Wales:

The Arts Council of Wales is inviting tenders for the provision of a national box office data analysis and audience insight service for the performing arts in Wales. The Audience

Insight service will provide robust data analysis and customer insights from box office ticket sales data. The contractor will provide the technical solution to sharing box office data; secure buy in from the sector; manage the collection, analysis and interpretation of data; and support venues to interrogate their data and use audience intelligence. For a copy of the full tender details please email: research@artscouncilofwales.org.uk.

II.1.5. CPV code(s)

72300000 Data services, 73000000 Research and development services and related consultancy services, 92000000 Recreational, cultural and sporting services, 79342000 Marketing 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: 144 417 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

The most economically advantageous tender in terms of

1. Delivery plan. Weighting 15
2. Technical solution. Weighting 20
3. Expertise in theatre & arts centre box office data. Weighting 10
4. Expertise in data insights. Weighting 15
5. Track record in data driven audience development and training, monitoring and coaching. Weighting 15
6. Partnerships and managing multiple stakeholders. Weighting 10
7. Experience of key personnel. Weighting 10
8. Total cost. Weighting 5

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

AIW201417

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 126-225011](#) of 4.7.2014

Section V: Award of contract

Lot title: Audience Insight Wales

V.1. Date of conclusion of the contract

10.11.2014

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Clearview Systems Ltd

Postal address: Clearview Systems Ltd, Unit 14/15, Elgar Business Centre

Town: Worcester

Postal code: WR2 6NJ

Country: United Kingdom

Internet address: www.clearviewbusiness.com

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

Initial estimated total value of the contract/lot:

Value: 175 000 GBP

Including VAT. VAT rate (%) 20

Total value of the procurement:

Value: 144 417 GBP

excluding VAT

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

(WA Ref:18591).

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

20.11.2014