

United Kingdom-Edinburgh: Market and economic research; polling and statistics
OJ S 225/2018 22/11/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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

NUTS code: UK United Kingdom

Postal code: EH7 4HS

Country: United Kingdom

Contact person: Richard Watson

E-mail: R_Watson@seafish.co.uk

Telephone: +44 1315583331

Fax: +44 1315581442

Internet address(es):

Main address: www.seafish.org

Address of the buyer profile: https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA16742

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Other type: Non-Departmental Public Body

I.5. Main activity

Other activity: Seafish industry

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Seafish — Retail EPOS Data

Reference number: TD2018-002

II.1.2. Main CPV code

79300000 Market and economic research; polling and statistics

II.1.3. Type of contract

Services

II.1.4. Short description

Over half of the volume of sales of seafood in the UK 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. 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.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 395 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Over half of the volume of sales of seafood in the UK 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. 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.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 115-261827](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: CON-135

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2018

V.2.2. Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Nielsen

Postal address: Nielsen House, London Road

Town: Oxford

NUTS code: UKJ14 Oxfordshire

Postal code: OX3 9RX

Country: United Kingdom

Telephone: +44 7919397226

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 395 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

(SC Ref:564869)

VI.4. Procedures for review

VI.4.1. Review body

Official name: Sea Fish Industry Authority

Postal address: 18 Logie Mill, Logie Green Road

Town: Edinburgh

Postal code: EH7 4HS

Country: United Kingdom

Telephone: +44 1315583331

Fax: +44 1315581442

Internet address: www.seafish.org

VI.5. Date of dispatch of this notice

19/11/2018