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Tender

Retail EPOS Data

Sea Fish Industry Authority

F02: Contract notice

Notice identifier: 2021/S 000-014979

Procurement identifier (OCID): ocds-h6vhtk-02c1f7

Published 30 June 2021, 4:15pm

Section I: Contracting authority

I.1) Name and addresses

Sea Fish Industry Authority

18 Logie Mill

Edinburgh

EH7 4HS

Contact

Richard Watson

Email

richard.watson@seafish.co.uk

Telephone

+44 1472252331

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.seafish.org/about-us/working-with-us/invitations-to-tender-for-projects-and-services/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.seafish.org/about-us/working-with-us/invitations-to-tender-for-projects-and-services/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.seafish.org/document/?id=9540F8CE-4C71-4C06-93F7-165F1553F286>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Industry Support

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Retail EPOS Data

Reference number

TD2021-001

II.1.2) Main CPV code

- 48480000 - Sales, marketing and business intelligence software package

II.1.3) Type of contract

Supplies

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.1.5) Estimated total value

Value excluding VAT: £135,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Data requirements

The tender specification is outlined below:

- UK coverage (England, Scotland, Wales, Northern Ireland)
- Full Epos coverage including Marks and Spencer and Iceland, discounters
- Database flexibility and open to coding changes by Seafish as required;
- Chilled pre-pack; chilled loose; frozen; ambient seafood.
- Species (defined list 50+); including cod, haddock, tuna, warm water prawns and salmon
- Product type (coated, natural, added value etc.) as defined;
- Sub sectors (battered, breaded, fingers etc.) as defined
- Multiple grocer vs. independent mongers
- Measures:
 - o Value sales
 - o Volume sales
 - o Unit sales
 - o Penetration;
 - o Frequency;
 - o Trip spend;
 - o Loyalty;
 - o Standard consumer demographics
 - o Any additional measures you can supply showing additional costs
- Retailer share of trade detailing individual multiples

- 8 standardized reports by key species (as defined); delivered monthly
- 4 quarterly reports detailing switching, promotions and demographics
- Reporting in PowerPoint (or pdf) in a format that can be readily disseminated and understood by industry
- Bi-annual State of the nation/ seafood trends and opportunities presentations to seafood industry stakeholders
- Easy to interrogate database with training for 3 people and maximum of 3 software licenses
- Contextual data to include but not limited to
 - o Quarterly data on sales of other proteins;
 - o Retailer share of trade of other proteins
 - o Key category performance
 - o Changing consumer attitudes and preferences

The provider must allow sharing of reports and data with seafood businesses of all sizes; and provide a seamless transition and continuity of data (less than 10% variance) and at least 3 years back data.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

Following each successful annual partnership we plan to continue the partnership for an

additional 12 months with a new contract, without tendering again until dictated for by the Seafish Corporate Plan.

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

Following each successful annual partnership we plan to continue the partnership for an additional 12 months with a new contract, without tendering again until dictated for by the Seafish Corporate Plan.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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.2.2) Time limit for receipt of tenders or requests to participate

Date

30 July 2021

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

31 July 2021

Local time

9:00am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Sea Fish Industry Authority

Edinburgh

EH7 4HS

Country

United Kingdom