

UK-Kenilworth: market research services

2009/S 223-320628

CONTRACT NOTICE

Services

SECTION I: CONTRACTING AUTHORITY

I.1) NAME, ADDRESSES AND CONTACT POINT(S):

Agriculture & Horticulture Development Board, Stoneleigh Park, Warwickshire, UK-Kenilworth CV8 2TL . E-mail: marketing.procurement@ahdbms.org.uk.

Internet address(es):

General address of the contracting authority: www.ahdb.org.uk.

Further information can be obtained at: As in above-mentioned contact point(s).

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained at: As in above-mentioned contact point(s).

Tenders or requests to participate must be sent to: As in above-mentioned contact point(s).

I.2) TYPE OF THE CONTRACTING AUTHORITY AND MAIN ACTIVITY OR ACTIVITIES:

Body governed by public law.

Other: Promotion of agriculture and horticulture.

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:

Provision of market intelligence services.

II.1.2) Type of contract and location of works, place of delivery or of performance:

Services.

Service category: No 10.

NUTS code: UK.

II.1.3) The notice involves:

The establishment of a framework agreement.

II.1.4) Information on framework agreement:

Framework agreement with several operators.

Maximum number of participants to the framework agreement envisaged: 10.

Duration of the framework agreement: Duration in year(s): 4.

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

Estimated value excluding VAT: 1 900 000 GBP.

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

The Agriculture & Horticulture Development Board intends to procure a range of continuous and ad hoc, quantitative and qualitative, consumer and supply chain market research services, together with a range of data purchases to support and inform its market intelligence output.

II.1.6) Common procurement vocabulary (CPV):

79310000, 79300000, 72319000.

II.1.7) **Contract covered by the Government Procurement Agreement (GPA):**

No.

II.1.8) **Division into lots:**

Yes.

Tenders should be submitted for: one or more lots.

II.1.9) **Variants will be accepted:**

Yes.

II.2) **QUANTITY OR SCOPE OF THE CONTRACT**

II.2.1) **Total quantity or scope:**

Estimated value excluding VAT: 1 900 000 GBP.

II.2.2) **Options:**

II.3) **DURATION OF THE CONTRACT OR TIME-LIMIT FOR COMPLETION:**

INFORMATION ABOUT LOTS

LOT NO 1

TITLE: Quantitative market research services

1) **SHORT DESCRIPTION:**

The Agriculture & Horticulture Development Board intends to procure a range of quantitative market research services covering consumer purchases and consumer and supply chain attitudes of both a continuous and ad hoc nature.

2) **COMMON PROCUREMENT VOCABULARY (CPV):**

79310000, 79300000.

3) **QUANTITY OR SCOPE:**

Estimated cost excluding VAT: 1 000 000 GBP.

4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

LOT NO 2

TITLE: Qualitative market research services

1) **SHORT DESCRIPTION:**

The Agriculture & Horticulture Development Board intends to procure a range of qualitative market research services covering consumer and supply chain attitudes to, and understanding of, a wide range of ad hoc issues.

2) **COMMON PROCUREMENT VOCABULARY (CPV):**

79310000, 79300000.

3) **QUANTITY OR SCOPE:**

Estimated cost excluding VAT: 500 000 GBP.

4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**

5) **ADDITIONAL INFORMATION ABOUT LOTS:**

LOT NO 3

TITLE: Data purchases

- 1) **SHORT DESCRIPTION:**
The Agriculture & Horticulture Development Board intends to procure a wide range of market, supply chain and import/export data to assist in its understanding and interpretation of the markets in which it operates.
- 2) **COMMON PROCUREMENT VOCABULARY (CPV):**
72319000.
- 3) **QUANTITY OR SCOPE:**
Estimated cost excluding VAT: 400 000 GBP.
- 4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACT OR STARTING/COMPLETION:**
- 5) **ADDITIONAL INFORMATION ABOUT LOTS:**

SECTION III: LEGAL, ECONOMIC, FINANCIAL AND TECHNICAL INFORMATION

III.1) CONDITIONS RELATING TO THE CONTRACT

- III.1.1) **Deposits and guarantees required:**
Parent company guarantees and other security may be required in respect of some or all of the service providers' obligations.
- III.1.2) **Main financing conditions and payment arrangements and/or reference to the relevant provisions regulating them:**
As stated in the contract documentation.
- III.1.3) **Legal form to be taken by the group of economic operators to whom the contract is to be awarded:**
- III.1.4) **Other particular conditions to which the performance of the contract is subject:**
No.
- III.2) **CONDITIONS FOR PARTICIPATION**
- III.2.1) **Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers:**
Information and formalities necessary for evaluating if requirements are met: As set out in the PQQ.
- III.2.2) **Economic and financial capacity:**
Information and formalities necessary for evaluating if requirements are met: As set out in the PQQ.
- III.2.3) **Technical capacity:**
Information and formalities necessary for evaluating if requirements are met:
As set out in the PQQ.
- III.2.4) **Reserved contracts:**
No.
- III.3) **CONDITIONS SPECIFIC TO SERVICES CONTRACTS**
- III.3.1) **Execution of the service is reserved to a particular profession:**
No.
- III.3.2) **Legal entities should indicate the names and professional qualifications of the staff responsible for the execution of the service:**

SECTION IV: PROCEDURE

- IV.1) **TYPE OF PROCEDURE**
- IV.1.1) **Type of procedure:**
Restricted.
- IV.1.2) **Limitations on the number of operators who will be invited to tender or to participate:**

Envisaged minimum number: 5. Maximum number: 10.

IV.1.3) **Reduction of the number of operators during the negotiation or dialogue:**

IV.2) **AWARD CRITERIA**

IV.2.1) **Award criteria:**

The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document.

IV.2.2) **An electronic auction will be used:**

No.

IV.3) **ADMINISTRATIVE INFORMATION**

IV.3.1) **File reference number attributed by the contracting authority:**

IV.3.2) **Previous publication(s) concerning the same contract:**

No.

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:**

18.12.2009 - 16:00.

IV.3.5) **Date of dispatch of invitations to tender or to participate to selected candidates:**

25.1.2010.

IV.3.6) **Language(s) in which tenders or requests to participate may be drawn up:**

English.

IV.3.7) **Minimum time frame during which the tenderer must maintain the tender:**

IV.3.8) **Conditions for opening tenders:**

SECTION VI: COMPLEMENTARY INFORMATION

VI.1) **THIS IS A RECURRENT PROCUREMENT:**

Yes.

Estimated timing for further notices to be published: 4 years.

VI.2) **CONTRACT RELATED TO A PROJECT AND/OR PROGRAMME FINANCED BY EU FUNDS:**

No.

VI.3) **ADDITIONAL INFORMATION:**

VI.4) **PROCEDURES FOR APPEAL**

VI.4.1) **Body responsible for appeal procedures:**

VI.4.2) **Lodging of appeals:**

VI.4.3) **Service from which information about the lodging of appeals may be obtained:**

VI.5) **DATE OF DISPATCH OF THIS NOTICE:**

18.11.2009.