



**Sea Fish Industry Authority
Invitation to Tender
(Open Procedure)**

Retail EPOS Data

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1. INTRODUCTION

Seafish sits at the heart of the seafood industry, bringing all its sectors together in support of a shared agenda. We offer a central pool of products, services and expertise that can support our stakeholders, raise standards, drive improvement and improve efficiencies across all areas of the industry.

Seafish is a Non-Departmental Public Body (NDPB), set up by the Fisheries Act 1981. The organisation is led by industry and governed by an independent Board. We are accountable to/operate at arms-length from the four Fisheries Administrations who, in turn, must answer to their respective parliament or assembly for the overall performance of Seafish.

Our area of work is diverse and spans everything from fishing to eating seafood. Our 80-plus professional staff work alongside their industry colleagues in pursuit of a range of objectives.

We are funded through a statutory levy made on the first sale of sea fish, shellfish, sea fish products.

Our direction for the next three years has been agreed and all our work will seek to enable transformative industry-wide change by working to overcome five identified challenges that are acting as barriers to a thriving seafood sector. Going forward, all our products, services and insights will be aligned to at least one of these challenges:

Challenge 1: Changing political, economic and regulatory landscape as the UK exits the EU.

Challenge 2: Stagnant consumer demand and strong competition from other protein and non-protein foods.

Challenge 3: Competing with other food production sectors for access to a suitably skilled workforce, while addressing complex challenges around workplace safety.

Challenge 4: Sourcing sustainable seafood in an increasingly competitive global market, alongside continued public concern over practices that compromise human welfare and the environment.

Challenge 5: Successfully accessing the data, information and knowledge that will ensure the sector is equipped to understand and respond innovatively to a changing environment.

For more information on our current strategy you can visit [our website](#) and current Corporate Plan (2018-2021).

2.0 STATEMENT OF REQUIREMENTS

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.

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:
 - Value sales
 - Volume sales
 - Unit sales
 - Penetration;
 - Frequency;
 - Trip spend;
 - Loyalty;
 - Standard consumer demographics
 - 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
- Easy to interrogate database with training for 3 people and maximum of 3 software licenses
- Contextual data to include but not limited to
 - Quarterly data on sales of other proteins;
 - Retailer share of trade of other proteins
 - Key category performance
 - 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.

2.1 Awarding Criteria

Seafish will score the submissions based on the following key requirements using a 0-10 scale

- Value for money
- Completeness of data coverage i.e. Full Epos coverage including Marks and Spencer and Iceland
- Sharing of reports and data with Seafood businesses of all sizes;
- Provision of a seamless transition and data continuity (less than 10% variance) and at least 3 years back data.
- Degree and flexibility of sharing reports and data with Seafood businesses

See Appendix 1 for further information.

2.2 Responsibilities of the contractor

The contractor will be responsible for the provision of the data and other agreed outputs in a timely manner. Your tender should state which (if any) professional codes of practice you will follow.

2.3 Contract Management

The contract will be managed by Richard Watson who will be responsible for agreeing final versions of all tools and outputs and ongoing liaison with the contractor. The contract is expected to run from 1st August 2018 to 31st July 2021 (3 years).

Contractors will be required to sign a confidentiality agreement upon appointment.

2.4. Timetable

The timeline we are working to is:

Dates (2018)	Tasks
15th June	Tender process opens. Documentation available via MyTender and Seafish website
w/c 25th June	Scoping meetings with interested parties (if required)
16th July	Closing date for tender submissions
17th - 19th July	Presentations in Grimsby
20th July	Contract awarded
1st August	Contract start date

Only businesses who meet **all** the data requirements are invited to participate in the process and should consider a one to one discussion with Seafish to scope out their tender submission.

Tender documents will need to be submitted by email to Richard Watson r_watson@seafish.co.uk by 12pm on the Monday 16th July 2018.

Presentations should highlight the benefits of your system as well as the key points of your tender document. Specific dates and times to be arranged.

A decision on the contract will be made on 20th July 2018 and all presenting participants will receive feedback.

2.5 Requirements

Please see Appendix 2 for the tender submission guidelines.

2.6 Recovery of Costs

An applicant is not entitled to claim from Seafish any costs or expenses incurred in preparing the tender document whether or not it is successful.

APPENDIX 1: Criteria for the evaluation of tenders

Tenders will be assessed for their value-for-money, and according to the following criteria:

Award Criteria

Award Criteria	Weighting (%)
Cost / value for money	20
Completeness of data coverage i.e. Full Epos coverage including Marks and Spencer and Iceland	20
Flexibility of sharing reports and data with Seafood businesses of all sizes	20
Provision of a seamless transition and data continuity (less than 10% variance) and at least 3 years back data	20
Remaining weighting will be split evenly across the below criteria (1.2. Additional Criteria)	20

1.2 Additional Criteria

- Understanding of the specification;
- Interpretation of the specification and creativity in the presented solution;
- Experience and capability of staff in all necessary research and technical aspects of the work;
- Capacity and proven ability to work within specified timescales;
- Staff management arrangements, particularly arrangements for interviewer briefings;
- Quality control mechanisms;
- Identification of key risks and approach to risk management.
- Added Value - What extra services will you provide us in addition to our specified requirements?
- Service Level - The team at Seafish expect great service. How will you deliver this? And how will you ensure that we are always getting the best from you?
- Reputation - What is the reputation of your company? Please provide at least two references. Have you worked with similar clients before? Robustness and future direction of data will also be considered.

If a tender is judged unsatisfactory on any of the key criteria listed, it may be ruled out of further consideration.

APPENDIX 2: Guidance for tender submission

The following information should be included in a response:

- Name of the tenderer(s), status in the company, and name of person for further contact (if different);
- A brief statement detailing an understanding and interpretation of the purpose, specific objectives and scope of the project;
- Details of the proposed methodology (Panel size, level of robustness) and timescales, including dates for delivery
- Contact details for referees in relation to this work;
- A clear statement of the tender price and costs, including:
 - Research / management staff costs
 - Overheads, equipment and materials
 - Any other costs
 - VAT where applicable, as Seafish are unable to recover VAT
 - Travelling expenses (if applicable)
- Details of approach to quality assurance (including adherence to timescales and the quality of key outputs) and any relevant procedures/ accreditation;
- A risk assessment for the project should be presented with the following headings
 - Potential risk likelihood
 - Mitigating action
 - Recovery plan
- The tender submission document should be signed by a director.
- Provision of service level / account management