

SEAFOOD — 2040

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

**Estimation of two scenarios: the socioeconomic value of the impact
of increased seafood consumption on Government and NHS budgets,
the economy, and population health in England
compared to maintaining current seafood consumption levels**

**Issued on: 14 March 2019
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Contents

1.	Introduction
2.	Statement of Requirements
3.	Instructions for Tendering
Appendices	Appendix 1 – Declaration of Tenderer Appendix 2 – Conditions of Contract Appendix 3 – SF2040 Strategic Framework

1. INTRODUCTION

Seafood 2040 (SF2040) is an England-only strategic and collaborative 2 year project facilitated by Seafish in partnership with Defra and other various seafood industry partners. It is the result of shared enterprise from stakeholders across the seafood supply chain in pursuit of a forward thinking action plan. SF2040 consists of 25 recommendations that set out a vision for a thriving seafood industry. Collaboration, research, innovation and best practice are important drivers throughout the framework.

SF2040 was delivered to the former Minister of State at the Department for Environment, Food and Rural Affairs, George Eustice, in November 2017 who gave his support. The framework was published in the public domain in December 2017. Funding was successfully granted from the European Maritime & Fisheries Fund (EMFF) and the project runs from September 2018 – 2020.

Whilst SF2040 is focused solely on the English seafood industry, it is acknowledged that implementation of the recommendations will have a positive impact on the whole of the UK seafood industry. SF2040 is the first step in a longer journey, however, it sets out a shared destination that will hopefully inspire great work and deliver real value for the English seafood industry.

For further information on the SF2040 Strategic Framework please go to:

<https://www.seafish.org/article/seafood-2040>

Before making the decision to bid for this tender, please note that the project is dependent upon external funding. Seafish intends to apply to the EMFF and as part of the process an invitation to tender is required. This project will not occur without external funding.

1.1 REQUIREMENT

Project Aim

Seafish wants to appoint an experienced researcher, consultant or consortium to deliver SF2040 Recommendation 6:

Review the impacts of a population shift to 2 a week seafood consumption to better quantify the substantial socioeconomic impacts of improved health.

Background:

One of the SF2040 ambitions is to encourage England's population to consume two portions of seafood per person per week. The health benefits of seafood such as protein rich and low calorie are well documented. However, what is not clearly understood is the estimated socioeconomic value of the impact of increased seafood consumption on Government budgets, the economy, NHS, and the population. There is a lack of reliable data for evidence-based decision-making and planning and it is anticipated this research will improve that understanding.

We believe there will be positive economic impacts on future Government spending and NHS budgets not to mention social and economic impacts on population health if there is an increase in seafood consumption, but by what margin? Would it be a large enough reduction that would save a significant number of lives as well as reduce future Government and NHS money spent on ill health and obesity?

What is the connection and impact between increased seafood consumption and Govt and NHS spend and population health – what does it look like through a socioeconomic perspective?

We therefore invite tenders to provide an analysis comparing the likely impact of two alternative courses of action: an estimated socioeconomic impact of increased seafood consumption compared to the socioeconomic impact of maintaining the current consumption levels.

Research Questions

The key research questions are:

- What are the estimated ranges of savings on future Government and NHS budgets if the population of England increases their seafood consumption to two portions (140 grams per portion) per person per week?
 - What would be the potential reduction of spend on ill health within the NHS?
 - What would be the overall socioeconomic impacts across the economy and population e.g. estimated rise in productivity, estimated decreased rates of obesity and heart disease?
- Conversely, what are the estimated ranges of spend on future Government and NHS budgets if the population of England maintains their current low levels of seafood consumption per person per week?
 - How much should the NHS expect to spend on ill health, obesity, etc.?
 - What will be the estimated socioeconomic impact across the economy and population?

The bidder may develop further related research questions of interest to the project.

Project Scope

This project will include:

- A socioeconomic analysis of two scenarios:
 - The likely socioeconomic impact of an increase of seafood consumption on England's economy, population health, and Government and NHS spend presented with reliable and accurate estimates based on quality data; and
 - The likely socioeconomic impact of no change in seafood consumption on England's economy, population health, and Government and NHS spend presented with reliable and accurate estimates based on quality data.
- The use of appropriate, wide ranging and existing timely data/information (e.g. relevant health, Treasury, and economic official statistics and data) and the interrogation of those data. These sources will feed into the research and any modelling done by the consultant/consortium.
- A breakdown, where appropriate within the research, of the impact of increased seafood consumption and staying at current levels at three specific age groups:
 - 18-34 years old (including 16 – 17 years of age where possible)
 - Further breakdown of geographic location and income brackets
 - 35-59 years old
 - Further breakdown of geographic location and income brackets
 - 60+ years old
 - Further breakdown of geographic location and income brackets
- The creation of economic estimates and their expected range and values in both scenarios
- The depiction of information through clever and interesting info-graphic illustrations

For the purposes of this research:

- Seafood consumption means the purchasing and consuming of seafood that is responsibly sourced.

This project will not include:

- Any information on Scotland, Northern Ireland or Wales.
- Information or data sources about the economic value of England's seafood industry including exports and imports.
- The need for the creation of new data/information.

Project Outputs

The expected project outputs are:

1. Report with appropriate sections (i.e. Executive Summary, Conclusion, References etc.)
2. Presentation that Seafish can use to disseminate the findings and generate interest
3. Key features brochure/one-page brief with messages that are easily digestible for the general public, and facts and figures displayed through colourful and clear infographic illustrations

Please note that the expectations of the report include clear infographic illustrations of the socioeconomic impact on England's economy, population health, and Government and NHS budgets and a detailed analysis with robust findings and accurate and reliable estimates that stand up to rigor. We want this report to have the potential to attract attention like the EAT-Lancet Commission's *Healthy diets from sustainable food systems*, the *Stern Review on the economics of climate change* and *Overcoming obesity: An initial economic analysis* by the McKinsey Global Institute.

Audiences such as the general public and NHS frontline workers (GPs, nutritionists, etc.) should be able to easily digest the analysis and feel confident that increasing seafood consumption is a positive step change in diet and can be a determinant in not just improved individual health but a reduced burden on NHS and Government budgets. Audiences such as Government and NHS officials should be able to understand the future budgetary savings to be made as a result of investing now in campaigns and in the seafood industry to promote increased seafood consumption.

Please refer to Section 1.2 Timetable of activity for further information on the delivery of the outputs.

The research will be used to:

- Create an awareness about the connection between increased seafood consumption and the socioeconomic value and impact on England's economy, population health, and Government and NHS spending
- Contribute to the understanding of the barrier and opportunities around seafood consumption growth
- Build health-focussed campaigns for the seafood industry

- Provide evidence that clearly demonstrates the link and therefore inspires:
 - Government to see the sense and necessity that it is worth investing money now in action and campaigns that promote increased seafood consumption because of the future savings and reduction of spend on ill health
 - Consumers to increase their seafood intake to two portions per week
 - Frontline healthcare professionals such as GPs and nutritionists to actively encourage seafood consumption with their patients

Project Oversight

The SF2040 Chair and Project Manager will manage the project to ensure successful delivery. The Seafood Marketing Optimisation Group (MOG), facilitated by Seafish, will serve as the steering group and provide any specialist technical support. The successful consultant/consortium will present their work to MOG for comment at two specific milestones as determined by the Timetable of Activity (Section 1.2).

Project Timeframe

The research project is a 9 month programme: June 2019 - March 2020.

1.2 TIMETABLE OF ACTIVITY

DATES	ACTIVITY	OUTPUT	RESPONSIBILITY
March – June 2019	Secure funding	EMFF contract	Seafish SF2040
June 2019	Project planning with Seafish SF2040 and agreement on milestones and dates	Agreed project plan	Seafish SF2040 and Consultant/Consortium
June – September 2019	Collect data, conduct research/modelling, and begin to develop initial findings and estimates	First draft outline	Consultant/Consortium
October 2019	Presentation(s) to MOG for comment on findings, research, data, and any related further discussion	Presentation on preliminary research and findings	Consultant/Consortium
October 2019 – January 2020	Final research and analysis and report writing	2 nd draft of complete report	Consultant/Consortium
February 2020	Peer review by Seafish Economics Team and potentially another party	Completed peer review	Seafish SF2040 and other TBD
March 2020	Completion of project and required outputs Final presentation to MOG	Report, presentation for Seafish and brochure/1 pg brief	Consultant/Consortium

1.3 BUDGET

This tender is worth £100,000 (including VAT) for 9 months. Please provide a detailed budget proposal of how the funding would be spent, specifically, who will be doing the work and their roles, levels of expertise and relevant experience to the project subject matter. Please include the number of days to be allocated to the project and how quality control of project and data results will be assured.

2. STATEMENT OF REQUIREMENTS

2.1 SCOPE

Tenders are invited to conduct analysis using economic and population health data in order to build a reliable and estimated picture of the socioeconomic value and impact of increased seafood consumption on England's economy, population health, and Government, and NHS budgets. Analysis of two scenarios is required:

1. An increase to two portions of seafood per person per week; and
2. No change in current consumption levels

Seafish requires a researcher, agency, consortium or economist that will be able to deliver the following activities and outputs:

- Bespoke research/modelling and interrogation of data
- Final report with an Executive Summary, Conclusion and Reference sections, visual aids such as charts, tables, infographics etc. and reliable and accurate estimates that withstand scrutiny
- Two stages of presentations of reporting to the MOG during the course of the project
- One slide presentation highlighting the results for Seafish to disseminate within the industry and use more widely where appropriate (e.g. to generate interest in Government)
- A key messages brochure/1-page brief

2.2 RESPONSIBILITIES OF THE CONTRACTOR

We are looking to appoint a researcher/agency/economist/consortium that has demonstrable experience in:

- Health and/or socioeconomic quantitative research and knowledge of official statistics and open data sources and the use of sound methods and modelling techniques to produce accurate and reliable estimates
- Report writing in plain English with a strong narrative supported by robust analysis and excellent use of graphics
- Presenting results in an articulate and dynamic manner

All research will become the property of Seafish (as per our conditions of contract – see appendix 2).

As part of this process, we require complete access to all presentations and reports.

2.3 CONTRACT MANAGEMENT

The contract will be managed by Kimberly Cullen, SF2040 Project Manager.

3. INSTRUCTIONS FOR TENDERING

3.1 Format of Response

Tenderers are required to submit the following:

1. Completed Declaration (Appendix 1)
2. Presentation document (maximum of 4 pages) covering all aspects mentioned in Sections 1.1-2.1:
 - Name of the tenderer(s), status in the company, and name of person for further contact if different than the tenderer(s)
 - 2 page (maximum) CV of the sole researcher. If there will be a team working on the project, 2 page CVs of each member are also required
 - Proposal for delivery based on the requirement as listed in Section 1.1
 - Evidence of capabilities and track record, including examples of relevant projects successfully completed. Examples can be submitted separately from the 4 maximum page requirement. Please include 1-2 examples only
 - Details and testimonials from two referees in relation to excellent quality of research, data interrogation and report writing
 - A cost proposal based on the scope of work (Sections 1.1 and 2.1):
 - Fees – broken down by staff time/activity
 - Reporting and management fees
 - Any other indicative costs such as travel to London for 2 MOG meetings and 1 planning meeting in London with the SF2040 Project Manager
 - Total cost
 - Please note that the budget (Section 1.3) already includes VAT (£20,000)

Seafish reserves the right to reject any response which fails to meet any requirement set out in this ITT.

3.2 Tender Return Date

Tenders should be returned no later than **4pm on Tuesday 2 April 2019**.

3.3 Submission Details

Responses must be submitted electronically to: Kimberly Cullen, SF2040 Project Manager, kimberly.cullen@seafish.co.uk

3.4 Timeline of Tender Process

The tender process timetable is as follows:

Actions	Date(s)
Distribution of application to tender document	Thursday 14 March 2019
Last date for receipt of tender document submission	4pm, Tuesday 2 April 2019
Assessment of tenders received and follow up as required	Tuesday 9 April 2019
Agencies invited to present* (TBC)	w/c 15 April 2019
Notification to successful applicant of intent to award contract	Thursday 11 April 2019 (if no presentations required) Thursday 18 April 2019 (if presentations required)
Notification to unsuccessful applicants	Thursday 18 April 2019
Contract commencement date if EMFF bid is successful	w/c 10 June 2019

*Given the tight turnaround, we will only invite bidders to present if we are unable to agree on who to appoint from the proposals.

3.5 Awarding Criteria

We will award the work to the company which offers the most advantageous proposal to Seafish in terms value-for-money, experience, and other factors as specified within this document. In the interest of ascertaining the highest level of transparency, fairness and competition the below evaluation matrix will be used to score each tender and presentation (if required).

Criteria	Weighting (%)
<u>Experience and Expertise</u> We are looking for bidders that are: <ul style="list-style-type: none">• Suitably qualified in health and/or socioeconomic quantitative research• Knowledgeable of open data sources including where to find the data• Proven, demonstrable use of sound methods and modelling techniques to produce accurate and reliable estimates	25%
<u>Interpretation of the brief</u> Understanding of the brief and ability to meet the required objectives	50%
<u>Service Level</u> How will you conduct the research, interrogate the data, construct the narrative and present the information?	25%

3.6 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.

3.7 Terms of Supplier Contract

It is a condition of participation in this Procurement Exercise that the Tenderer accepts the Seafish Terms and Conditions attached in Appendix 2.

3.8 Exit Management

Please refer to Appendix 2, section 9.

APPENDIX 1:

Declaration of Tenderer

*I/We the undersigned do hereby contract and agree on the acceptance of the Tender by Seafish, to provide the goods and/or services in the Specification in accordance with the Schedules, at the accordance with the Seafish Terms and Conditions of Contract which appear in this set of documents.

*I/We the undersigned undertake to submit a tender in accordance with the following documents:

- Declaration of Tenderer
- Pricing Schedule
- Agency presentation

*I/We agree to abide by this tender from **4pm on Tuesday 2 April 2019**, the date fixed for receiving tenders, until the Award of Contract.

*I/We understand that Seafish is not bound to accept the lowest or any tender and shall not be bound to use the contractor as a sole supplier.

*I/We understand that the service provision will commence on the dates specified, unless the Contract is terminated in accordance with the provision of Seafish terms and conditions of contract.

Signature:

Name:

(BLOCK CAPITALS)

Designation:

Duly authorised to sign Tenders for and on behalf of:

Name of Tenderer

Nature of Firm

Address

Telephone No

--

E-mail

--

Date

--

It must be clearly shown whether the Tenderer is a limited liability company, statutory corporation, partnership, or single individual trading under his own name.

APPENDIX 2: Conditions of contact (for reference)

SUPPLIER AGREEMENT Between:

XXXX, (the “**Supplier**”) and the **SEA FISH INDUSTRY AUTHORITY** (a statutory body established under the Fisheries Act 1981), with its head office at 18 Logie Mill, Logie Green Road, Edinburgh EH7 4HS (“**Seafish**”)

IT IS AGREED between the Supplier and Seafish as follows:

1. **Work** – Seafish has requested the Supplier to undertake _____, further details of which are contained in part 1 of the **Schedule** attached to this Agreement (the “**Work**”). The Supplier has agreed to undertake the Work in accordance with the terms of this Agreement.
2. **Term** - The Work will commence on _____ and will be completed by _____.
3. **Fee** - The fee for the Work will be £80,000 exclusive of VAT at the standard rate (where applicable) and shall be payable in accordance with the payment provisions set out in part 2 of the **Schedule** attached to this Agreement. Seafish agrees to make payment within 30 days of receipt of a valid invoice. The fee set out in this clause is a fixed sum and may only be varied in accordance with the terms of this Agreement.
4. **Expenses** - All expenses (including travel costs) must be agreed in advance and will only be payable by Seafish subject to the Supplier: (a) obtaining Seafish’s prior written consent to such expenses; and (b) providing evidence to prove such expenditure.
5. **Taxes** - The Supplier shall pay all taxes and other outgoings or expenses payable in consequence of the Agreement and shall fully indemnify Seafish in respect of any demand, costs or expenses suffered by Seafish in relation to any tax or employer’s National Insurance contributions or expenses payable in respect of the Supplier, its employees, agents or permitted sub-contractors or in relation to the provision of the Work.
6. **Standard** – The Supplier agrees to undertake the Work: (a) with all reasonable skill and care and in accordance with best practice in the industry; (b) in a proper, diligent, expeditious and professional manner; and (c) in accordance with any reasonable policies or guidance supplied by Seafish.
7. **Materials** - The Supplier shall provide all materials and equipment necessary to carry out the Work.
8. **Failure** – In addition to the rights set out in clause 9, in the event that the Supplier fails to perform the Work to a satisfactory standard, Seafish may request that the Supplier remedy the failure by providing the Supplier with details of the nature of the complaint. If, after reasonable notice the complaint remains unremedied, Seafish may:

- 8.1 suspend all further payments to the Supplier until the complaint is remedied to the reasonable satisfaction of Seafish; and/or
- 8.2 make any or all further payments to the Supplier subject to such reasonable conditions as Seafish may specify.
9. **Termination** – Seafish may terminate the Agreement by written notice if the Supplier: (a) commits a material breach of this Agreement; (b) fails to rectify a complaint notified to it in accordance with clause 8 within a reasonable period of notice; (c) ceases to carry on business; or (d) becomes insolvent, apparently insolvent, has a receiver, manager, administrator or liquidator appointed in respect of its assets or business, or suffers any similar action.

In the event that Seafish terminates the Agreement in the manner described above, Seafish is entitled to demand immediate repayment of (in which case the Supplier shall immediately repay) the whole or part of any payments already made to the Supplier which relate to the Work which has not been satisfactorily performed.

Seafish may also cancel any part of the Work due to unforeseen circumstances beyond Seafish's control, by giving the Supplier notice to that effect. In such circumstances the parties shall use its reasonable endeavours to agree the amount by which the fees payable by Seafish under this Agreement shall be reduced on a pro rata basis, to take account of the fact that the part of the Work is no longer required.

10. **Limits on Liability** -

- 10.1 Subject to clause 13 and the provisions of this clause 10, the aggregate liability of either party for any breach of the terms of this Agreement (including delict, tort, negligence or otherwise) shall be limited to twice the amount of the fees payable under Clause 3.
- 10.2 Subject to clause 13 and the provisions of this clause 10, neither party shall be liable to the other for any: (a) indirect, special or consequential losses or damage; or (b) loss of profit, business, or revenue; which arise out of or in connection with this Agreement.
- 10.3 Nothing in this Agreement excludes or limits the liability of either party for death or personal injury caused by that party's negligence or from fraudulent misrepresentation.

11. **Confidentiality** – Both parties undertake to treat any confidential and proprietary information disclosed to it by the other party as secret and confidential and will not use it for its own benefit or the benefit of any other party, other than for purposes required or permitted by this Agreement or as are otherwise required to make use of the Work. Neither party will disclose the other party's confidential information without the prior written consent of the disclosing party, other than to such of its employees who reasonably require to have same and are bound by duties of confidentiality.

For the avoidance of doubt, the obligations set out in this clause will not apply to any information: (a) which is or enters the public domain (other than as a result of a breach of the Agreement); (b) that has been developed by the receiving party independently of disclosure; and/or (c) which requires to be disclosed by law, (including disclosures under the Freedom of Information Act 2000).

The Supplier agrees to assist and co-operate with Seafish in connection with any request for information made to Seafish under the Freedom of Information Act 2000 or any other relevant statute.

12. **IPR** - All intellectual property rights, (including but not limited to patents, copyrights (including copyright in any software), design rights, trade marks, database rights, moral rights, domain names, rights in and to trade or product names, inventions, discoveries and know how), created, developed or otherwise arising from the performance of the Work (the “**Resultant IPR**”) shall belong to and from their creation become the exclusive property of Seafish.

The Supplier hereby assigns to Seafish (and insofar as it is not competent for the Supplier to currently assign, hereby undertakes and agrees to assign to Seafish, all future rights from the date of creation), free from any encumbrances, its whole right, title and interest in all Resultant IPR without any additional charge. The Supplier irrevocably waives in favour of Seafish: (i) all moral rights it may have in terms of Chapter IV Part I of the Copyright, Designs and Patents Act 1988; and (ii) any similar rights in any part of the world, in and to the Resultant IPR. The Supplier shall procure that all employees, third parties and sub-contractors used in the creation or development of the Work shall similarly waive such moral rights in and to the Resultant IPR.

The Supplier shall, at Seafish’s discretion, execute any further documents, forms and authorisations anywhere in the world and perform any such acts or things as Seafish may require to enable Seafish to secure full legal title to the Resultant IPR. The Supplier warrants to Seafish that the Work is its own original work and the Resultant IPR is not subject to any third party claims, liens, charges or encumbrances of any kind and that the Supplier is free of any duties or obligations or liabilities to third parties which may conflict with the terms of this Agreement.

13. **Indemnity**- The Supplier shall indemnify Seafish in respect of: (a) any breach or non-observance of the obligations incumbent upon them in this Agreement; (b) from any breach of the warranties provided; and (c) from any claim that the Resultant IPR infringes (or allegedly infringes) the rights of any third party.
14. **Insurance** – The Supplier shall effect and maintain at all times during the term of this Agreement, adequate insurance cover (including professional indemnity insurance) to cover liabilities under this Agreement, with a reputable insurer.
15. **Property** - The Supplier will not have any rights to Seafish property (including but not limited to information and data) and will promptly return all such property belonging to Seafish in its possession when asked to do so by Seafish or on the expiry or termination of this Agreement.

16. **Data Protection** - Each party must comply with all data protection laws that apply to it in relation to any personal data processed in connection with this Agreement.
17. **Sub-contract/Assignment** - The parties hereby agree that no sub-contracting is permitted by either party without the prior written approval of the other. Neither party shall be entitled to assign any part of the burdens or benefit of this Agreement without the prior written consent of the other party.
18. **Waiver** - The failure of either party to exercise or enforce any right conferred upon it by this Agreement shall not be deemed to be a waiver of any such right or operate so as to bar the exercise or enforcement of such right at any time or times in the future.
19. **Publicity** - No announcement or communications concerning the terms or conditions of this Agreement shall be made by either party without the prior written consent of the other party except to the extent any statement or disclosure may be required by law.
20. **Independent Contractor** – The parties are independent contractors and nothing in this Agreement shall constitute, nor imply the constitution of, any partnership, association, joint venture or any relationship of principal and agent between the parties.
21. **Entire Agreement** - This Agreement supersedes all prior agreements and arrangements and sets out the entire agreement and understanding between the parties relating to the provision of the Work.
22. **Variation** - No variation of any of the terms of this Agreement shall be effective unless it is agreed in writing and signed by both parties.
23. **Force Majeure** - If either party is prevented from or delayed in performing any obligations under this Agreement by reason of any circumstances beyond its reasonable control it shall be excused performance to the extent affected by such circumstances, so long as it shall both give prompt notice to the other party and use all reasonable commercial endeavours to remove or avoid such circumstances cause or effect.
24. **Governing Law** - This Agreement is made under and governed by Scots Law and the Scottish courts will have exclusive authority to settle any dispute arising under or in connection with it. IN WITNESS WHEREOF this Agreement together with the Schedule is executed as follows:

Signed for and on behalf of **SEA FISH INDUSTRY AUTHORITY** by

_____	(Signature)	_____	in the presence of this witness
_____	(Full Name)	_____	(Witness' Signature)
Authorised Signatory		_____	
		_____	(Full Name)
_____	(Place of Signature)	_____	(Address)
_____	(Date of Signature)	_____	

Signed for and on behalf of _____ by _____

_____	(Signature)	_____	in the presence of this witness
_____	(Full Name)	_____	(Witness' Signature)
_____	(Position)	_____	(Full Name)
_____	(Place of Signature)	_____	(Address)
_____	(Date of Signature)	_____	

APPENDIX 3: The Seafood 2040 Strategic Framework is in the public domain and is in a PDF format that can be downloaded from:

<https://www.seafish.org/article/seafood-2040>