**Terms of Reference for Cross-Border Retail Project Q4 2020- Q3 2022**

INTRODUCTION

InterTradeIreland was established under the terms of the 1998 Belfast Agreement, as the all-island Trade & Business Development Body, with the remit to 'exchange information and co-ordinate work on trade, business development and related matters, in areas where the two administrations specifically agree it would be in their mutual interest'.

InterTradeIreland’s vision is “creating an environment in which Ireland and Northern Ireland co-operate to ensure businesses are making full use of cross-border opportunities to drive competitiveness, growth and jobs.” See <https://intertradeireland.com/corporate-information/our-strategy> for further details.

InterTradeIreland’s research aims to provide the evidence base from which the organisation can customise and design services and programmes to best fit the need of firms. InterTradeIreland produces research that identifies appropriate co-operative actions that help create a better and more innovative business environment across the island of Ireland.

REQUIREMENT

InterTradeIreland is inviting consultants/researchers to provide an all-island cross-border quarterly retail monitor. This will be derived using data recorded at a mix of grocery and non-grocery outlets in the border regions of the island. The results will form part of our all-island trade statistics data for a period of 2 years (8 quarters, Q4 2020 – Q3 2022).

BACKGROUND - INTERTRADEIRELAND

InterTradeIreland is the Cross-Border Trade and Business Development Body funded by the Department of Business, Enterprise and Innovation in Ireland (DBEI) and the Department for the Economy (DfE). We support businesses, through innovation and trade initiatives to take advantage of North/South co-operative opportunities to improve capability, drive competitiveness, growth and jobs. In order to support this agenda our research needs are diverse.

InterTradeIreland is recognised as a significant research organisation and undertakes research, commissions’ research from third parties and contributes to other organisations’ research where it supports our aims.

The benefits of InterTradeIreland’s research agenda for the organisation include:

1. Alignment with the key economic priorities of the two Governments.
2. Involvement of policy makers in all-island research projects, thus ensuring their awareness of cross-border business and economic policy issues.
3. Identifying new opportunities for cross-border trade and business development.
4. Ensuring that all of InterTradeIreland’s interventions are supported by a strong and unique evidence base.
5. InterTradeIreland has credibility as a ‘voice of authority’ on all-island business issues.
6. Increased awareness of the work of InterTradeIreland and our support programmes through the media coverage associated with our research.

Cross-Border Retail PROJECT

InterTradeIreland currently have a longitudinal study of cross-border shopping, which is referred to by government departments, sector bodies, consultants and journalists.

The current quarterly results are derived from car-park data i.e. the number of southern registered cars in relevant northern retail car parks and the number of northern registered cars in relevant southern retail car parks. Data is collated from food retail and shopping centre car parks on the border areas of Northern Ireland and Ireland. This data provides an effective indicator of cross-border shopping levels for food and non-food related shopping.

OBJECTIVES

The tenderer should demonstrate how they would continue to deliver this service to InterTradeIreland. Therefore, the key objective of this project is to monitor the extent of cross-border retail trade at key locations within the border region over a two-year period. The project should provide accurate and detailed information to maintain InterTradeIreland’s reputation as the principle provider of this all-island dataset.

Current Approach

Presently data is collected once a month to generate a quarterly report from two car parks in each of the cities/towns listed below:

The North West – Letterkenny & Londonderry/Derry

The South West – Sligo & Enniskillen

The South East – Newry & Dundalk

Approach

The approach should include (but not limited to):

* Data from a mixture of grocery and non-grocery outlets.
* Data collected on a Saturday three times per quarter i.e. once per month (times to be confirmed later).
* Data must be collected from at least 6 locations (3 North and 3 South) and at least 2 car parks at each location.
* Data must be collected monthly at each of these locations to derive a quarterly average count.
* The locations for data collection must be at key retail outlets on the border areas of the island North and South.
* Data is currently obtained manually, although alternative collation of such data is welcomed e.g. through number plate recognition software. If this approach is proposed in your submission this should be accompanied by confirmation of access to relevant NPR data sources.
* All data reported should be accompanied with background information on identified sites i.e. square footage, average footfall etc. and relevant analysis, e.g. seasonal adjustments, economic influences etc.
* Any relationships developed during the course of this work with personnel within the grocery/non-grocery outlets must allow for continuity of this project after completion of the contract.
* Data should be provided to InterTradeIreland clearly, accurately and in a timely manner to allow for quarterly reporting over the contract period and to enable InterTradeIreland to respond with succinct information to queries from the media, public and private stakeholders.
* The monitoring and collection of data must ensure compliance with relevant legislation and regulations in both Northern Ireland and Ireland.

OUTPUTS

1. Twenty-four monthly results to be submitted within a week of collation.
2. Eight quarterly results to be submitted to InterTradeIreland as follows:

* Early January 2021 reporting on Quarter 4, 2020
* Early April 2021 reporting on Quarter 1, 2021
* Early July 2021 reporting on Quarter 2, 2021
* Early October 2021 reporting on Quarter 3, 2021
* Early January 2022 reporting on Quarter 4, 2021
* Early April 2022 reporting on Quarter 1, 2022
* Early July 2022 reporting on Quarter 2, 2022
* Early October 2022 reporting on Quarter 3, 2022

Dates to be confirmed on award of contract.

1. The Contractor will be expected to attend a Project Initiation Meeting and any subsequent meetings as deemed necessary for the successful management of the project.
2. An infographic presenting the key messages from the quarterly results is required.

**CONTRACT DURATION**

The Contract period will run from 1 October 2020 to 30 September 2022.

**PAYMENT**

Payments will be made quarterly, on satisfactory completion and delivery of each quarterly report that has been agreed by InterTradeIreland.

Payment will be retrospective and on the basis of the delivery of each quarter’s results to the satisfaction of InterTradeIreland.

Prices will be fixed for the total Contract period.

In line with the Northern Ireland Executive’s commitment to pay Contractor’s as quickly as possible, payment will ideally be made in respect of a validated invoice within 10 working days but certainly within 30 days.

TIMESCALE

The date for closure of tender applications is Wednesday 17th August 2020, with an anticipated project start date on 1st October 2020.

Budget & Costs

A maximum of £10,000 plus VAT (Euro equivalent) is available for this project **per annum**. Tenderers must clearly set out their costs in **Sterling**, exclusive of VAT, together with any expenses.

Evaluation Criteria

The successful Contractor will be selected on the basis of the following criteria:

* Methodology and ability to complete assignment within the required timescale (weighting 50%)
* Cost (weighting 50%)

Whilst every endeavour has been made to provide tenderers with an accurate description of the requirements, tenderers should form their own conclusions about the methods and resources needed to meet those requirements, InterTradeIreland cannot accept responsibility for tenderers’ assessment of the requirement.

**Clarification Questions**

The deadline for clarification questions on these Terms of Reference is 12 noon on Monday 17th August 2020. Please only email any clarification questions to: [nicola.mcguinness@intertradeireland.com](mailto:nicola.mcguinness@intertradeireland.com)

Tender submission

Completed responses must be received by InterTradeIreland no later than **12 noon on** **Wednesday 17th August**. The response can be submitted by email to: [nicola.mcguinness@intertradeireland.com](mailto:Nicola.mcguinness@intertradeireland.com)

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