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Contract

## **Provision of Spirit: Journeys Story-based Multimedia Assets, Multimedia Agency Partner**

High Life Highland

F03: Contract award notice

Notice identifier: 2022/S 000-000180

Procurement identifier (OCID): ocds-h6vhtk-02de86

Published 5 January 2022, 12:04pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

High Life Highland

12-13 Ardross Street

Inverness

IV3 5NS

#### **Email**

[hlh.business.support@highlifehighland.com](mailto:hlh.business.support@highlifehighland.com)

#### **Telephone**

+44 1349781700

#### **Country**

United Kingdom

#### **NUTS code**

UKM6 - Highlands and Islands

**Internet address(es)**

Main address

<http://www.highlifehighland.com>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA23042](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA23042)

**I.4) Type of the contracting authority**

Other type

Charity

**I.5) Main activity**

Other activity

Leisure and Learning

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Provision of Spirit: Journeys Story-based Multimedia Assets, Multimedia Agency Partner

Reference number

HLH-SJ-21-02

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

High Life Highland (HLH), on behalf of The Highland Council, is seeking to appoint a suitably qualified multimedia agency to develop, design and deliver a series of multimedia assets and accompanying stills based on stories of the Highlands and Islands, for use in a marketing campaign and promotional material, on digital platforms and on partner media channels.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £127,490

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 92111210 - Advertising film production
- 79961100 - Advertising photography services
- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UKM6 - Highlands and Islands

### **II.2.4) Description of the procurement**

High Life Highland (HLH), on behalf of The Highland Council, is seeking to appoint a suitably qualified multimedia agency to develop, design and deliver a series of multimedia assets and accompanying stills based on stories of the Highlands and Islands, for use in a marketing campaign and promotional material, on digital platforms and on partner media channels.

### **II.2.5) Award criteria**

Quality criterion - Name: Experience / Weighting: 30

Quality criterion - Name: Delivery / Weighting: 30

Quality criterion - Name: Creative Content / Weighting: 30

Quality criterion - Name: Accessibility / Weighting: 10

Price - Weighting: 30

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-022295](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 December 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Northport Studio

9a Lossie Wynd

Elgin

IV30 1PU

Country

United Kingdom

NUTS code

- UKM62 - Inverness & Nairn and Moray, Badenoch & Strathspey

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £180,000

Total value of the contract/lot: £127,490

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## **Section VI. Complementary information**

### **VI.3) Additional information**

(SC Ref:678148)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Inverness Justice Centre

Longman Road

Inverness

IV1 1AH

Country

United Kingdom