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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): ocids-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

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

I.4) Type of the contracting authority

Other type

Charity

I.5) Main activity

Other activity

Leisure and Learning

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

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](#)

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

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