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Contract

Promote Shetland Service 2022-2027

Shetland Islands Council

F03: Contract award notice

Notice identifier: 2025/S 000-000233

Procurement identifier (OCID): ocds-h6vhtk-02ea0d

Published 6 January 2025, 4:05pm

Section I: Contracting authority

I.1) Name and addresses

Shetland Islands Council

8 North Ness Business Park

Lerwick, Shetland

ZE1 0LZ

Contact

Graeme MacDonald - Procurement Manager

Email

contract.admin@shetland.gov.uk

Telephone

+44 1595744595

Country

United Kingdom

NUTS code

UKM66 - Shetland Islands

Internet address(es)

Main address

<http://www.shetland.gov.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00402

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Promote Shetland Service 2022-2027

Reference number

ED/4/21

II.1.2) Main CPV code

- 79342200 - Promotional services

II.1.3) Type of contract

Services

II.1.4) Short description

The Council wished to engage a service provider to develop, manage and coordinate a promotional service for Shetland to be known as Promote Shetland, for the period 01 April 2022 to 31 March 2027.

The role of Promote Shetland was to:

- Act as the vehicle to advice and support public authority, non-government organisations, private sector and educational stakeholders around a common vision for promoting Shetland as an attractive place to live, work, study, visit and invest.
- Support the collaboration between all those involved in building a strong place brand and reputation for Shetland, particularly for quality, distinctiveness, authenticity and integrity. Promote Shetland will work in partnership with stakeholders to achieve a set of objectives.

The aim of the Promote Shetland service is to build a strong place brand and positive reputation for Shetland as a place to live, work, study, visit and invest.

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: £366,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342200 - Promotional services

II.2.3) Place of performance

NUTS codes

- UKM66 - Shetland Islands

II.2.4) Description of the procurement

The procurement procedure being followed for the Promote Shetland Service 2022 - 2027 was the Open Procedure in accordance with Regulation 28 of the Public Contracts (Scotland) Regulations 2015 (the “Regulations”).

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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 000-025248](#)

Section V. Award of contract

Contract No

ED/4/21

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 January 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

NB Communication Ltd

Stewart Building, Esplanade

Lerwick

ZE10LL

Country

United Kingdom

NUTS code

- UKM66 - Shetland Islands

The contractor is an SME

Yes

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

Total value of the contract/lot: £366,000

Section VI. Complementary information

VI.3) Additional information

Please note that it was an essential requirement of the procurement process that Tenderers fully completed and submitted a satisfactory Single Procurement Document (SPD) and satisfied all requirements specified or referred to in the Contract Notice and Procurement Documents.

The contract was subject to Scots Law and the jurisdiction of the Scottish Courts.

GBP means Great British Pounds.

III.1.2 - Economic operators who did not obtain a satisfactory financial evaluation may not be considered for contract award.

The UK has left the EU and the transition period after EU came to an end on 31 December 2020. From 1 January 2021, relevant references to the EU and EU procurement legislation will either be updated or removed from the Public Contracts Scotland site where appropriate. This will be an ongoing process undertaken during 2021.

Despite the reference to the EU Directives embedded in the header of the Contract Notice, the EU Directives do not apply to this procurement.

III.1.2 - A Bank Reference Mandate Form was included with the procurement documents for completion by economic operators where a Bank Reference was not submitted direct by the economic operator.

The Council carried out an Equifax check where a Bank Reference could not be obtained and this formed part of the economic and financial evaluation of economic operators.

VI.4.1 - Review body. The review body noted is Lerwick Sheriff Court, but Economic Operators should contact the Contracting Authority in the first instance if any issue needs to be addressed. The court may be contacted where legal proceedings are contemplated.

(SC Ref:786949)

VI.4) Procedures for review

VI.4.1) Review body

Lerwick Sheriff Court

King Erik Street

Lerwick

ZE1 0HD

Email

lerwick@scotcourts.gov.uk

Telephone

+44 1595693914

Country

United Kingdom