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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](mailto: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](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

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## **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

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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 000-025248](#)

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## **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

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**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](mailto:lerwick@scotcourts.gov.uk)

Telephone

+44 1595693914

Country

United Kingdom

