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Contract

Marketing - Creative Services 2020

Historic Environment Scotland

F03: Contract award notice

Notice identifier: 2021/S 000-000521

Procurement identifier (OCID): ocids-h6vhtk-02895d

Published 11 January 2021, 4:24pm

Section I: Contracting authority

I.1) Name and addresses

Historic Environment Scotland

Longmore House, Salisbury Place

Edinburgh

EH9 1SH

Email

beth.shackley@hes.scot

Telephone

+44 1316688866

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://historicenvironment.scot>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00164

I.4) Type of the contracting authority

Other type

Non-Departmental Public Body

I.5) Main activity

Other activity

Conservation, Built Heritage and Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing - Creative Services 2020

Reference number

HES/C/4011

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Historic Environment Scotland requires provision of the creative design of our 2020/21 consumer-driven marketing campaigns.

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: £240,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM - SCOTLAND

II.2.4) Description of the procurement

Historic Environment Scotland requires provision of the creative design of our 2020/21 consumer-driven marketing campaigns

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 85

Price - Weighting: 15

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: [2019/S 213-523060](#)

Section V. Award of contract

Contract No

HES/C/4011

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

28 January 2020

V.2.2) Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 11

Number of tenders received from tenderers from other EU Member States: 12

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 12

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

V.2.3) Name and address of the contractor

The Union Advertising Agency Ltd

Union House, 18 Inverleith Terrace

Edinburgh

EH3 5NS

Telephone

+44 1316256000

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

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: £240,000

Total value of the contract/lot: £240,000

Section VI. Complementary information

VI.3) Additional information

With reference to ESPD (Scotland) question 4B.5, it is a requirement of this contract that bidders hold, or can commit to obtain, prior to commencing any subsequently awarded contract, the types and levels of insurance indicated below:

- Employers (compulsory) Liability Insurance - GDP 5 million
- Public Liability Insurance - GDP 5 million

(SC Ref:612513)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

27 Chambers St

Edinburgh

EH1 1LB

Telephone

+44 1312252525

Country

United Kingdom

Internet address

<http://historicenvironment.scot>