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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](mailto: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](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

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**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

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

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## **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

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## **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>