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Tender

Quality Meat Scotland - Provision of Integrated Marketing Services

Quality Meat Scotland

F02: Contract notice

Notice identifier: 2024/S 000-000943

Procurement identifier (OCID): ocds-h6vhtk-042c51

Published 11 January 2024, 12:45pm

Section I: Contracting authority

I.1) Name and addresses

Quality Meat Scotland

The Rural Centre, West Mains

Ingliston

EH28 8NZ

Contact

Kirsty MacDonald

Email

kmacdonald@qmscotland.co.uk

Telephone

+44 1315107926

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://www.qmscotland.co.uk>

Buyer's address

http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA13202

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

www.publiccontractsscotland.gov.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.publiccontractsscotland.gov.uk

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

www.publiccontractsscotland.gov.uk

I.4) Type of the contracting authority

Other type

NDPB

I.5) Main activity

Other activity

responsible for helping the Scottish red meat sector improve its efficiency and profitability

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Quality Meat Scotland - Provision of Integrated Marketing Services

Reference number

QMS/ITT/INTEGRATEDAGENCY/2024

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

QMS seeks to appoint an integrated marketing agency to provide a variety of services to ensure the best possible outcome for our three industry brands: Scotch Beef GI, Scotch Lamb GI and Specially Selected Pork.

II.1.5) Estimated total value

Value excluding VAT: £1,050,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement

QMS seeks to appoint an agency on a monthly retainer to provide creative services to help support QMS meet its aim of providing quality collateral to consumers and external stakeholders to communicate a variety of key messages.

The appointed agency must be able to prepare and present high quality, clear, concise and cost-effective marketing campaigns and materials and work in partnership with QMS' Marketing and Communication team to ensure the best possible outcome for our three industry brands: Scotch Beef GI, Scotch Lamb GI and Specially Selected Pork whilst keeping our brand essence of Meat with Integrity at the heart of our communications.

II.2.5) Award criteria

Quality criterion - Name: Agency capacity and agility / Weighting: 25

Quality criterion - Name: Agency approach & account management / Weighting: 25

Quality criterion - Name: Response to brief / Weighting: 50

Quality criterion - Name: Cyber Security / Weighting: 0

Price - Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £1,050,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

yearly for a maximum of 3 consecutive years

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

12 February 2024

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

14 February 2024

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 16 weeks prior to current contract ending

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Economic operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=753516.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:753516)

Download the ESPD document here:

https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=753516

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

Sheriff Court House

Edinburgh

EH1 1LB

Country

United Kingdom