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Contract

Media Measurement & Evaluation

VisitScotland

F03: Contract award notice

Notice identifier: 2021/S 000-001099

Procurement identifier (OCID): ocds-h6vhtk-028ba1

Published 19 January 2021, 4:08pm

Section I: Contracting authority

I.1) Name and addresses

VisitScotland

Ocean Point One, 94 Ocean Drive

Edinburgh

EH6 6JH

Email

eileen.o'neill@visitscotland.com

Telephone

+44 1314722222

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://www.visitscotland.org>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Marketing / Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Measurement & Evaluation

Reference number

VSEH19022

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

VisitScotland has awarded a contract for media cuttings distribution, evaluation and analytic with the option to bolt on additional services, including media monitoring, media database & outreach, influencer management and social intelligence.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £246,500

II.2) Description

II.2.1) Title

Corporate PR

Lot No

1

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

II.2.4) Description of the procurement

Award of contract for delivery of Media Measurement and Evaluation services to VisitScotland's Corporate PR team including Scottish consumer and b2b media; EventScotland focused media; Golf media and Themed Years related media

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

II.2.11) Information about options

Options: Yes

Description of options

Media monitoring, media database & outreach, influencer management and social intelligence.

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Consumer (UK & International) PR

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

II.2.4) Description of the procurement

NO AWARD MADE for media Measurement & Evaluation services to VisitScotland's UK & International Consumer Focus PR team

II.2.5) Award criteria

Quality criterion - Name: Technical / 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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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 150-369875](#)

Section V. Award of contract

Lot No

1

Title

Corporate PR

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 March 2020

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

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

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

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

Core Concept Strategy

53 Milton Road

LONDON

SW14 8JP

Telephone

+44 7784670556

Country

United Kingdom

NUTS code

- UKI - LONDON

The contractor is an SME

Yes

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

Total value of the contract/lot: £246,500

V.2.5) Information about subcontracting

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Proportion: 36 %

Short description of the part of the contract to be subcontracted

Media Cuttings/Analysis; Contacts Database

Section V. Award of contract

Lot No

2

Title

Consumer (UK & International) PR

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section VI. Complementary information

VI.3) Additional information

(SC Ref:641313)

VI.4) Procedures for review

VI.4.1) Review body

Sheriff Clerk's Office

27 Chambers Street

Edinburgh

Country

United Kingdom

Internet address

<http://www.visitscotland.org>

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

VisitScotland will incorporate a minimum of 10 calendar day standstill period at the point of information on the award of the contract is communicated to tenderers. This period allows unsuccessful tenderers to seek further debriefing from the Contracting Authority before the contract is entered into. Applicants have 2 working days from the notification of the award decision to request additional debriefing and that information has to be provided a minimum of 3 working days before the expiry of the standstill period. Such additional information should be required from Eileen O'Neill as determined at Point I.1 of this notice. If an appeal regarding the award of contract has not been successfully resolved The Public Contracts (Scotland) Regulations 2015 provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rule to take action in the Sheriff Court or Court of Session. Any such action must be brought promptly (generally within 3 months). Where a contract has not been entered into the Court may order the setting aside of the award decision or order the authority to amend any document and may award damages. If the contract has been entered into the Court may only award damages. The purpose of the standstill period referred to above is to allow parties to apply to the Courts to set aside award decision before the contract is entered into.

