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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](mailto: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](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

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## **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

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## **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](#)

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## **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



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## **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

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## **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.