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Contract

## **Provision of Creative Marketing Services**

National Galleries of Scotland

F03: Contract award notice

Notice identifier: 2023/S 000-001876

Procurement identifier (OCID): ocds-h6vhtk-03995d

Published 20 January 2023, 3:15pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

National Galleries of Scotland

National Galleries of Scotland, 73 Belford Road

Edinburgh

EH4 3DS

#### **Contact**

Leanne Mabberley

#### **Email**

[lmabberley@nationalgalleries.org](mailto:lmabberley@nationalgalleries.org)

#### **Telephone**

+44 1316246359

#### **Country**

United Kingdom

**NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

<http://www.nationalgalleries.org>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA11042](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA11042)

**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**

Recreation, culture and religion

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Provision of Creative Marketing Services

Reference number

698 573

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The National Galleries of Scotland (NGS) are seeking to appoint a sole Service Provider for the Provision of Creative Marketing Services.

The Service Provider is to provide (i) creative marketing ideas, design and production on a range of planned activities, as well as; (ii) a flexible, responsive, ad hoc service responding to opportunistic project briefs issued throughout the duration of the contract.

For full details of the Contract Requirements please refer to the associated Tender and Contract documents.

There is no commitment to a volume of work over the duration of the contract. Under this agreement, no minimum volume of work is guaranteed and therefore no minimum spend is guaranteed. The Service Provider will have no claim against NGS if they are not instructed to deliver any volume of work.

The Agreement will be non-exclusive i.e., NGS reserves the right, in certain circumstances, to procure out with the Contract Agreement as and when required.

The Service Provider must have a clear understanding of the contract requirements and the organisational needs of NGS.

In the event of unsatisfactory performance by the successful Service Provider and the termination of the contract by either party, NGS reserves the right to negotiate the

continuance of the services with the second and third placed Service Providers.

#### **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: £95,000

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKM75 - Edinburgh, City of

#### **II.2.4) Description of the procurement**

The procurement will be conducted through the use of the Open (single stage) Procedure.

Service Providers must complete and submit both an SPD and tender response.

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.

The Service Provider must hold valid Cyber Essentials Basic (or equivalent) certification throughout the duration of the contract. If the Service Provider does not already hold valid Cyber Essentials Basic (or equivalent) certification they must agree to obtain such within 3 months of a contract award.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

#### **II.2.11) Information about options**

Options: Yes

Description of options

NGS reserve the right to award a public contract following the negotiated procedure without prior publication in terms of Regulation 33(8) of The Public Contracts (Scotland) Regulations 2015. Further information is included in the Invitation to Tender (ITT) document.

NGS reserves the right to issue a contract modification in terms of Regulation 72 of The Public Contracts (Scotland) Regulations 2015.

#### **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.2.14) Additional information**

The five highest scoring Tenderers (price & quality combined) will be invited to provide a presentation. Full details are provided in the Invitation to Tender (ITT) document. It is currently anticipated that presentations will take place during the week commencing 5th September 2022 (this date may be subject to change).

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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: [2022/S 022-191225](#)

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## **Section V. Award of contract**

### **Contract No**

698 573

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

18 December 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 10

Number of tenders received from SMEs: 10

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

Number of tenders received from tenderers from non-EU Member States: 10

Number of tenders received by electronic means: 10

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

#### **V.2.3) Name and address of the contractor**

Bright Signals

The Hive, 1069 Argyle Street

Glasgow

G3 8LZ

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

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: £95,000

Total value of the contract/lot: £95,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

National Galleries Scotland reserves the right to cancel the procurement at any time and not award a Contract. The expenditure, work or

effort undertaken by Bidders prior to the Award of Contract is accordingly a matter solely for the commercial judgement of Bidders.

Late SPDs and tenders may not be considered by National Galleries Scotland.

(SC Ref:719846)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Edinburgh Sheriff Court

Sheriff Court House, 27 Chambers Street

EDINBURGH

EH1 1LB

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-sheriff-court-and-justice-of-the-peace-court>