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Contract

The Provision of Search Engine Optimisation (SEO) Agency Services

Heriot-Watt University

F03: Contract award notice

Notice identifier: 2023/S 000-003682

Procurement identifier (OCID): ocds-h6vhtk-03a368

Published 7 February 2023, 11:21am

Section I: Contracting authority

I.1) Name and addresses

Heriot-Watt University

Moyen House, Research Park North, Heriot-Watt University

Riccarton, Edinburgh

EH14 4AP

Contact

charyleen Emslie

Email

charyleen.emslie@hw.ac.uk

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://hw.ac.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00307

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

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

The Provision of Search Engine Optimisation (SEO) Agency Services

Reference number

HWU-UK-2122-111

II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

II.1.3) Type of contract

Services

II.1.4) Short description

The University is seeking a Contractor to deliver an enhanced digital experience for Prospective Students, Alumni and Partners across the University website estate.

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: £400,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

Heriot-Watt University

Riccarton Campus

Edinburgh

EH14 4AS

II.2.4) Description of the procurement

3The University is seeking an agency for SEO and Content Strategy that will cover all Brand awareness and positioning, Marketing and recruitment campaigns, student recruitment (both on-campus and HW Online), Graduate Apprenticeships, Enterprise, Edinburgh Business School, Staff Recruitment and general promotion over a range of media types, and across a range of UK and international markets.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 75

Cost criterion - Name: Commercial / Weighting: 25

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

II.2.14) Additional information

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

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2022/S 022-191669](#)

Section V. Award of contract

Contract No

HWU-UK-2122-111

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 January 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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: 3

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

V.2.3) Name and address of the contractor

The SEO Works LTD

Floor 3, Fountain Precinct, Balm Green,

Sheffield

S1 2JA

Country

United Kingdom

NUTS code

- UKE3 - South Yorkshire

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: £400,000

Total value of the contract/lot: £400,000

Section VI. Complementary information

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.

Tenderers will be asked to submit the following forms. These forms are for information only and will not be scored.

Form of Tender

Bona Fide Tender

Freedom of Information

Supply Chain Code of Conduct

The Successful Tenderer must confirm that they comply with the requirements of the Modern Slavery Act 2015.

The Successful Tenderer will be required to provide two years audited accounts, or equivalent prior to awarded to the Contract, or confirm

in their tender submission the publicly accessible, free, online location of accounts if available in such a format. There must be no

qualification or contra-indication from any evidence provided in support of the Contractor's economic and financial standing.

Where the capability & capacity of a subcontractor, members of a consortia or any other body will be relied on, separate SPD(s) are

required from each of those other parties relied on.

Where subcontractors are to be used but their capability & capacity are not relied on, the University may choose to request separate

SPD(s).

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 21889. The ITT code is pqq_5928.

(SC Ref:721796)

VI.4) Procedures for review

VI.4.1) Review body

Sherriff Court House

Edinburgh

Country

United Kingdom

