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Tender

## **Invitation to Tender for the Provision of Social Media Management Services**

Orkney Islands Council  
Highlands and Islands Enterprise  
Orkney Islands Council

F02: Contract notice

Notice identifier: 2024/S 000-003750

Procurement identifier (OCID): ocids-h6vhtk-02915f

Published 5 February 2024, 4:12pm

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

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

Orkney Islands Council  
  
Council Offices, School Place  
  
Kirkwall  
  
KW15 1NY

#### **Contact**

Denise Link

#### **Email**

[Denise.Link@orkney.gov.uk](mailto:Denise.Link@orkney.gov.uk)

#### **Telephone**

+44 01856873535

**Fax**

+44 01856876158

**Country**

United Kingdom

**NUTS code**

UKM65 - Orkney Islands

**Internet address(es)**

Main address

<http://www.orkney.gov.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00369](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00369)

**I.1) Name and addresses**

Highlands and Islands Enterprise

An Lòchran, 10 Inverness Campus

Inverness

IV2 5NA

**Email**

[hieprocurement@hient.co.uk](mailto:hieprocurement@hient.co.uk)

**Telephone**

+44 1463383084

**Country**

United Kingdom

**NUTS code**

UKM6 - Highlands and Islands

**Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00313](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00313)

**I.1) Name and addresses**

Orkney Islands Council

Council Offices, School Place

Kirkwall

KW15 1NY

**Email**

[procurement@orkney.gov.uk](mailto:procurement@orkney.gov.uk)

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**I.2) Information about joint procurement**

The contract involves joint procurement

**I.3) Communication**

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

[www.publiccontractsscotland.gov.uk](http://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](http://www.publiccontractsscotland.gov.uk)

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Invitation to Tender for the Provision of Social Media Management Services

Reference number

OIC/PROC/1858

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

- 66140000 - Portfolio management services

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

Services

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

The provision of content generation and management service for the [orkney.com](http://orkney.com) website and its associated social media presence.

#### **II.1.5) Estimated total value**

Value excluding VAT: £360,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

#### **II.2.2) Additional CPV code(s)**

- 92111200 - Advertising, propaganda and information film and video-tape production
- 22315000 - Photographs
- 79961000 - Photographic services
- 79960000 - Photographic and ancillary services
- 79961100 - Advertising photography services

- 79961200 - Aerial photography services
- 79961300 - Specialised photography services
- 66140000 - Portfolio management services
- 79416100 - Public relations management services

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

NUTS codes

- UKM65 - Orkney Islands

Main site or place of performance

Orkney Islands

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

Orkney Islands Council (OIC) and Highlands & Islands Enterprise (HIE) work in partnership to support key sectors and companies of growth to market their products and services through the jointly funded Orkney Marketing programme. For the purposes of this contract OIC will act as the contracting authority while HIE will be the lead contact for the management of the contract.

Submissions are invited from contractors who can provide a content generation and management service for the [orkney.com](https://orkney.com) website and its associated social media presence. The contract will initially be for 2 years (1 April 2024 to 31 March 2026) with a further 2 x 12 months subject to availability of budgets. There will also be a break clause at Year 1 will only be applied if funding for year 2 becomes unavailable - Contractors will be advised of any changes by 24 December 2024.

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

Quality criterion - Name: Methodology / Weighting: 40

Quality criterion - Name: Project Delivery / Weighting: 50

Quality criterion - Name: Fair Work Practices / Weighting: 0

Price - Weighting: 10

### **II.2.6) Estimated value**

Value excluding VAT: £360,000

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

Start date

1 April 2024

End date

31 March 2026

This contract is subject to renewal

Yes

Description of renewals

Initial term of 24 months with 2 x 12 month extensions (subject to funding)

### **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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

The relevant selection criteria will be included in the SPD Scotland module.

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

The relevant selection criteria will be included in the SPD Scotland module.

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

The relevant selection criteria will be included in the SPD Scotland module.

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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: [2021/S 000-002552](#)

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

Date

7 March 2024



Local time

12:00pm

**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: 3 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date

7 March 2024

Local time

2:00pm

Place

PCS Postbox opening via Teams

Information about authorised persons and opening procedure

Three Officers with delegated authority.

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **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**

Orkney Islands Council reserves the right to cancel the procurement at any stage and not award a Contract the expenditure, work or effort undertaken by bidders prior to the award of any Contract is accordingly a matter solely for the commercial judgement of bidders.

Late tenders will not be considered by the Council and all questions are to be submitted via the Questions and Answers section of this contract advertisement on PCS.

An economic operator that suffers, or risks suffering, loss or damage attributable to a breach of duty under the Public Contracts (Scotland) Regulations 2015 may bring proceedings in the Sheriff Court or Court of Session.

Tenderers should complete the SPD (Scotland) contained within the SPD Module attached to this notice.

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=757132](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=757132).

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](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:757132)

Download the ESPD document here:

[https://www.publiccontractsscotland.gov.uk/ESPD/ESPD\\_Download.aspx?id=757132](https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=757132)

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

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

Sheriffs Court

Watergate

Kirkwall

KW15 1PD

Telephone

+44 1856872110

Country

United Kingdom