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Tender

## **Business Gateway Argyll and Bute - One to Many and One to One Specialist Support Framework Agreement – 2023 – 2025-7**

Argyll and Bute Council

F02: Contract notice

Notice identifier: 2023/S 000-004024

Procurement identifier (OCID): ocids-h6vhtk-03865a

Published 9 February 2023, 1:28pm

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

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

Argyll and Bute Council

Kilmory

Lochgilphead

PA31 8RT

#### **Contact**

Christine Todd

#### **Email**

[christine.todd@argyll-bute.gov.uk](mailto:christine.todd@argyll-bute.gov.uk)

#### **Telephone**

+44 1546604239

**Country**

United Kingdom

**NUTS code**

UKM - Scotland

**Internet address(es)**

Main address

<http://www.argyll-bute.gov.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00063](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00063)

**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)

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://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**

Business Gateway Argyll and Bute - One to Many and One to One Specialist Support Framework Agreement – 2023 – 2025-7

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

- 80500000 - Training services

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

Services

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

The Council requires to establish a framework contract for the provision of specialist support to SMEs, across a variety of subjects and in a variety of ways.

Subject areas include: Marketing, PR, Digital (including DigitalBoost), Finance and Funding, Business Strategy - Growth & Resilience, HR, Internationalisation, Procurement & Supplier Management and an Intensive Growth Programme.

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

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

#### **II.2.1) Title**

Marketing

Lot No

1

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

- 79342000 - Marketing services
- 79413000 - Marketing management consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services
- 79400000 - Business and management consultancy and related services
- 79411100 - Business development consultancy services
- 79900000 - Miscellaneous business and business-related services
- 79996000 - Business organisation services
- 80510000 - Specialist training services
- 80522000 - Training seminars
- 80532000 - Management training services
- 80000000 - Education and training services
- 80500000 - Training services

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Argyll and Bute

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

Lot 1 - Marketing – developing a marketing plan, competitor and market analysis, customer profiling and segmentation, developing the marketing mix, reviewing and improving current marketing activity, branding and brand development, implementing offline marketing activity, choosing and briefing marketing contractors.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will be subject to extensions in 2025-26 and renewal in 2027.

### **II.2.10) Information about variants**

Variants will be accepted: Yes

### **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) Description**

### **II.2.1) Title**

PR

Lot No

2

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

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Argyll and Bute

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

Lot 2 - PR – planning and delivering PR, storytelling and practical techniques for writing content (marketing literature, press releases, blogging), managing negative PR, reviewing and improving current PR activity choosing and briefing PR contractors.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will be subject to extensions in 2025-26 and renewal in 2027.

### **II.2.10) Information about variants**

Variants will be accepted: Yes

### **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) Description**

### **II.2.1) Title**

Digital (including DigitalBoost)

Lot No

3

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

- 72222300 - Information technology services
- 72223000 - Information technology requirements review services
- 79900000 - Miscellaneous business and business-related services
- 79996000 - Business organisation services
- 80510000 - Specialist training services
- 80522000 - Training seminars
- 80532000 - Management training services
- 92312212 - Services related to the preparation of training manuals

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Argyll and Bute

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

Lot 3 - Digital (including DigitalBoost) – content management tools, website building, development and review, using social media for business, online trading. Planning digital marketing, social media platforms, improving website performance, SEO, digital and video content creation, app development and usage, new technologies. IT connectivity, cyber

security, infrastructure and communication equipment, choosing and briefing contractors.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will be subject to extensions in 2025-26 and renewal in 2027.

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **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) Description**

#### **II.2.1) Title**

Finance and Funding

Lot No

4



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

- 80522000 - Training seminars
- 80532000 - Management training services
- 79400000 - Business and management consultancy and related services
- 79411100 - Business development consultancy services
- 79900000 - Miscellaneous business and business-related services
- 79996000 - Business organisation services
- 80510000 - Specialist training services

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Argyll and Bute

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

Lot 4 - Finance and Funding – understanding book-keeping requirements and management accounts, financial analysis, mergers and acquisitions, financial business planning. Funding support - identifying the funding needed, different types of funding (traditional lending, public sector, venture capital, new funding models such as crowdfunding), supporting the preparation of a proposal/application. Tax obligations for SMEs, including self-assessment. Profit analysis, debt and winding up procedures.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will be subject to extensions in 2025-26 and renewal in 2027.

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **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) Description**

#### **II.2.1) Title**

HR

Lot No

5

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

- 79414000 - Human resources management consultancy services
- 800000000 - Education and training services
- 805000000 - Training services
- 805100000 - Specialist training services
- 805320000 - Management training services

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Argyll and Bute

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

Lot 5 - HR – becoming an employer, managing staff, legislation, leadership, managing change, performance management, redundancy.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will be subject to extensions in 2025-26 and renewal in 2027.

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **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) Description**

#### **II.2.1) Title**

## Business Strategy - Growth & Resilience

Lot No

6

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

- 72221000 - Business analysis consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79400000 - Business and management consultancy and related services
- 79410000 - Business and management consultancy services
- 79411100 - Business development consultancy services
- 79900000 - Miscellaneous business and business-related services
- 79996000 - Business organisation services

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Argyll and Bute

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

Lot 6 - Business Strategy – Growth & Resilience – setting objectives and organisational goals, evaluating current performance, identifying and assessing opportunities, defining priorities, creating action plans to achieve growth and resilience and identifying the resources required.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will be subject to extensions in 2025-26 and renewal in 2027.

### **II.2.10) Information about variants**

Variants will be accepted: Yes

### **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) Description**

### **II.2.1) Title**

Internationalisation

Lot No

7

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

- 72221000 - Business analysis consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79400000 - Business and management consultancy and related services
- 79410000 - Business and management consultancy services
- 79411100 - Business development consultancy services

- 79900000 - Miscellaneous business and business-related services
- 79990000 - Miscellaneous business-related services
- 79996000 - Business organisation services
- 80500000 - Training services
- 80510000 - Specialist training services
- 80532000 - Management training services

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Argyll and Bute

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

Lot 7 - Internationalisation – preparing for export, choosing markets, identifying opportunities, international sales online, finding agents, distributors and suppliers, legislative requirements, importing.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will be subject to extensions in 2025-26 and renewal in 2027.

### **II.2.10) Information about variants**

Variants will be accepted: Yes

### **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) Description**

### **II.2.1) Title**

Tendering and Supply Chain

Lot No

8

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79400000 - Business and management consultancy and related services
- 79410000 - Business and management consultancy services
- 79411100 - Business development consultancy services
- 79900000 - Miscellaneous business and business-related services
- 79990000 - Miscellaneous business-related services
- 79996000 - Business organisation services
- 80500000 - Training services
- 80510000 - Specialist training services
- 80532000 - Management training services

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Argyll and Bute

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

Lot 8 - Tendering and Supply Chain – understanding and preparing for the tender process (private & public sector), creating tender documents, analysis of tender feedback and improving bids, managing supply chains, expenditure analysis, sourcing suppliers, contracts and agreements, added value and community benefits.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will be subject to extensions in 2025-26 and renewal in 2027.

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

#### **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) Description**

### **II.2.1) Title**

Intensive Growth Programme

Lot No

9

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

- 72221000 - Business analysis consultancy services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79400000 - Business and management consultancy and related services
- 79410000 - Business and management consultancy services
- 79411100 - Business development consultancy services
- 79900000 - Miscellaneous business and business-related services
- 79990000 - Miscellaneous business-related services
- 79996000 - Business organisation services
- 80500000 - Training services
- 80510000 - Specialist training services
- 80532000 - Management training services

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

NUTS codes

- UKM - Scotland

Main site or place of performance

Argyll and Bute

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

Lot 9 - Intensive Growth and Resilience Programme – to help business owners achieve a step change in their approach through a short, structured, intensive programme of support. It should be aimed at businesses looking to increase their ability to cope with a

changing business environment, including rising costs, and identify the right opportunities to develop to grow the business.

The programme should combine using a range of tools and techniques with expert support, and be tailored to participants, facilitating them to create a practical and deliverable approach to driving growth and sustainability in their business.

The programme should include the following key stages: exploration of current performance and evaluation of opportunities, identification of development priorities for selected opportunities, scoping requirement, confirming strategy and identification of further support for development

By the end of the programme participants should have defined the capabilities, capacity and resources needed to develop opportunities and build resilience, and be clear on their next steps to deliver. This will be supported by a 3-month review of progress and ongoing Business Gateway adviser support.

Where a requirement for additional expert advice of more than half a day on a topic covered by this framework is identified during the Intensive Growth Programme, a referral should be made via Business Gateway to the appointed supplier on the framework for that topic.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

Contract will be subject to extensions in 2025-26 and renewal in 2027.

#### **II.2.10) Information about variants**

Variants will be accepted: Yes

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

Selection criteria as stated in the procurement documents

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

Selection criteria as stated in the procurement documents

### **III.2) Conditions related to the contract**

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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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

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 9

#### **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 000-032731](#)

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

Date

13 March 2023

Local time

12:00pm

##### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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

Date

13 March 2023

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Contract will be subject to extensions in 2025-26 and renewal in 2027.

### **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**

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=721906](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=721906).

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.

Community benefits are included in this requirement. For more information see:

<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

A summary of the expected community benefits has been provided as follows:

The supplier must provide the following relevant Community Benefit information within 7 days of any request by the Council:

Community Benefit Requirements Non Evaluated community benefit information which are being provided to include the nature of the community benefit, the relevant response to the technical/quality question together with any relevant information on delivery or related timetable.

Delivery of community benefits will be monitored as agreed between the Council and the Supplier. The Council will seek evidence of delivery by an agreed method to allow the Council to report of those wider social and economic benefits.

Failure by the Supplier to deliver the outputs agreed may result in the Council imposing a penalty equivalent to the value of the Community Benefits that should have been delivered. This shall be invoiced to the successful supplier quarterly from the date of commencement and then every quarter until the end of the contract duration.

(SC Ref:721906)

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

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

Oban Sheriff Court

Oban

Country

United Kingdom