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Planning

CyberScotland Partnership - marketing and communications management and coordination

Scottish Government

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-005959

Procurement identifier (OCID): ocds-h6vhtk-043c7d

Published 23 February 2024, 12:30pm

Section I: Contracting authority

I.1) Name and addresses

Scottish Government

4 Atlantic Quay, 70 York St

Glasgow

G2 8EA

Contact

Sophie Stark

Email

sophie.stark@gov.scot

Telephone

+44 1412420133

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10482

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CyberScotland Partnership - marketing and communications management and coordination

Reference number

CASE/695492

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The purpose of this Prior Information Notice is to inform the market of Scottish Government's intention to publish an Open procurement procedure for the provision of communications and marketing services for the CyberScotland Partnership (CSP); a collaboration of key strategic stakeholders, brought together to maximise cyber resilience communications and messaging across Scotland in a coordinated and coherent way.

The contract is expected to cover a period of 1 year from August 2024 with the potential of a 1 year extension.

II.1.5) Estimated total value

Value excluding VAT: £400,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79342200 - Promotional services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

Key deliverables:

- Creating and delivering an annual communications and marketing plan for the CyberScotland Partnership(CSP). This will include writing content for digital and press releases, producing quarterly campaign asset packs that will be disseminated across the Partnership to reach public, private and third sectors.
- Build, maintain and promote the CyberScotland brand and online presence through appropriate and effective marketing and communication activities and broadening social media reach into Scottish communities.
- Maintain and update the CyberScotland portal - the national website - with up to date and trusted cyber security information, advice and guidance for businesses, organisations and individuals in Scotland.
- Lead on the promotion of CyberScotland Week.
- Produce regular cyber security bulletins for different audiences and help to increase subscriptions.
- Organise and chair monthly meetings of the CSP Comms and Marketing Action Group to ensure coordinated and cohesive comms planning and delivery across Partners.
- Write and present quarterly reports for the CSP Steering Group on progress of targets and key deliverables.
- Produce end of year progress report for the CSP Steering Group on comms and marketing activities including recommendations for next steps.

The contract is expected to cover a period of 1 year from August 2024 with potential for one year's extension.

II.3) Estimated date of publication of contract notice

18 March 2024

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

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=758925.

(SC Ref:758925)