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Planning

Council Website Advertising

Scotland Excel

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-006134

Procurement identifier (OCID): ocids-h6vhtk-043ce4

Published 26 February 2024, 2:49pm

Section I: Contracting authority

I.1) Name and addresses

Scotland Excel

Renfrewshire House, Cotton Street

Paisley

PA1 1AR

Email

savingsteam@scotland-excel.org.uk

Telephone

+44 1414888230

Country

United Kingdom

NUTS code

UKM83 - Inverclyde, East Renfrewshire and Renfrewshire

Internet address(es)

Main address

<http://www.scotland-excel.org.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10383

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

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Council Website Advertising

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Scotland Excel, on behalf of the 32 Local Authorities in Scotland, is looking to engage with the market ahead of a potential Concession Contract opportunity for Scottish Councils to generate income by running digital advertising on Council owned websites.

There are 32 websites, receiving a significant volume of site visits per annum, providing a highly effective opportunity for local, national, and global businesses to advertise their products and services to a large population.

Adverts must comply with relevant Government legislation and guidelines, ensuring the position and reputation of Councils is adequately protected.

It is expected the commercial terms would result in no direct cost to the Councils from the supplier for this service, the service provider would take an agreed percentage of revenue generated from advertising.

Suppliers interested in this potential opportunity should indicate their interest by emailing SavingsTeam@scotland-excel.org.uk, by close of business Tuesday 2nd April 2024.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services

- 79341200 - Advertising management services
- 79341000 - Advertising services
- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

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II.3) Estimated date of publication of contract notice

2 September 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

(SC Ref:758782)