

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/006134-2024>

Planning

## **Council Website Advertising**

Scotland Excel

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-006134

Procurement identifier (OCID): ocds-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](mailto: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](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](mailto: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**

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](mailto:SavingsTeam@scotland-excel.org.uk), by close of business Tuesday 2nd April 2024.

### **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)