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Tender

International Growth Pipeline and Demand Generation Marketing

Scottish Enterprise

F02: Contract notice

Notice identifier: 2022/S 000-006743

Procurement identifier (OCID): ocds-h6vhtk-0320f1

Published 11 March 2022, 3:50pm

Section I: Contracting authority

I.1) Name and addresses

Scottish Enterprise

Atrium Court, 50 Waterloo Street

Glasgow

G2 6HQ

Contact

Anne Marie Wright

Email

anne.marie.wright@scotent.co.uk

Telephone

+44 1414685083

Country

United Kingdom

NUTS code

UKM82 - Glasgow City

Internet address(es)

Main address

<http://www.scottish-enterprise.com/>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00398

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

<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

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

I.4) Type of the contracting authority

Regional or local Agency/Office

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

International Growth Pipeline and Demand Generation Marketing

Reference number

P22-0144

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

The purpose of this ITT is to appoint a single supplier to deliver an International Growth Pipeline and Demand Generation Marketing Service, as set out below, to Scottish Enterprise.

It is anticipated that the contract will start mid May 2022 for a period of 34 months. Phase one of the service will be delivered between May 2022 and December 2022 with a break clause included and Phase 2 of the service will only progress should the milestones and objectives of Phase one be met.

II.1.5) Estimated total value

Value excluding VAT: £750,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

The purpose of this ITT is to appoint a single supplier to deliver an International Growth Pipeline and Demand Generation Marketing Service, as set out below, to Scottish Enterprise.

It is anticipated that the contract will start Mid May 2022 for a period of 34 months. Phase one of the service will be delivered between May 2022 and December 2022 with a break clause included and Phase 2 of the service will only progress should the milestones and objectives of Phase one be met.

We seek to partner with a supplier who can work with the SE Marketing and SDI Inward Investment teams and who will be able to scale, adapt, and optimise the program dependent upon key performance and success factors including number and quality of leads and available budget across two phases.

Phase one – Pilot (May to December 2022)

Phase Two – Scale up (January 2023 – March 31st, 2024)

There will be a break clauses included in the contract and the contract will only continue if milestones and objectives have been met. An extension to 12 months will be allowed for completion of the contract may be offered if required conditions, outputs and milestones have been met.

II.2.5) Award criteria

Quality criterion - Name: Proposed Project Team Structure and their relevant roles, responsibilities, experience and how this will be used to deliver the services / Weighting: 20

Quality criterion - Name: Proposed methodology and rationale including innovation / Weighting: 35

Quality criterion - Name: Brand value/strength and credibility / Weighting: 25

Quality criterion - Name: Timetable including milestones for objectives / Weighting: 10

Quality criterion - Name: Information Security / Weighting: 5

Quality criterion - Name: Fair Work First / Weighting: 5

Price - Weighting: 30%

II.2.6) Estimated value

Value excluding VAT: £750,000

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

Start date

17 May 2022

End date

31 March 2025

This contract is subject to renewal

Yes

Description of renewals

12 months

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

II.2.14) Additional information

Economic operators may be excluded from this competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulations 2015.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

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 online 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 online module.

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

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

Date

14 April 2022

Local time

11:00am

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

English

IV.2.7) Conditions for opening of tenders

Date

14 April 2022

Local time

11:00am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

SPD Statement for 2A.17 – Form of Participation (Notably as part of a group, consortium, joint venture or similar).

Any contract will be entered into with the nominated lead organisation and all members of the consortium, who will in these circumstances each be required to execute said contract together with all ancillary documentation, evidencing their joint and several liability in respect of the obligations and liabilities of the contract. It will be for members of the consortium to sort out their respective duties and liabilities amongst each other. For administrative purposes, any associated documentation will be sent to the nominated lead organisation.

SPD Statement for 2C.1 - Where the main bidder relies on the capacities of other entities in order to meet the selection criteria, the bidder must provide a separate SPD response setting out the information required under SPD (Scotland): Part II (sections A and B); Part III exclusion grounds; the relevant part of Section IV selection criteria; and Part V (if applicable) for each of the entities concerned.

SPD Statement for 2D.1.2 – If the bidder proposes to subcontract any part(s) of the service and those sub-contractors are not relied upon, they should arrange for a separate SPD response from each potential subcontractor. The subcontractors must complete the relevant parts of the SPD (Scotland) (Sections A and B of Part II and Part III only) to self-declare whether there are grounds for their exclusion. This may be requested at the selection stage or prior to the subcontractor commencing work on the contract.

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=686670.

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.

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:686670)

Download the ESPD document here:

[[https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=686670]]

VI.4) Procedures for review

VI.4.1) Review body

Glasgow Sheriff Court and Justice of the Peace Court

Sheriff Clerk's Office, PO Box 23, 1 Carlton Place

Glasgow

G5 9DA

Telephone

+44 1414298888

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/glasgow-sheriff-court-and-justice-of-the-peace-court>

VI.4.2) Body responsible for mediation procedures

Scottish Government

5 Atlantic Quay, 150 Broomielaw

Glasgow

G2 8LU

Email

SPOEprocurement@scotland.gsi.gov.uk

Telephone

+44 1412425466

Country

United Kingdom

Internet address

<http://www.gov.scot/Topics/Government/Procurement/Selling/supplier-enquiries>

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

In the first instance, contact the Head of Facilities Management and Procurement at Scottish Enterprise, with any concerns or enquiries. Email: <https://www.scottish-enterprise.com/help/contact-us>.

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 that will be started in the High Court.

VI.4.4) Service from which information about the review procedure may be obtained

Scottish Government

5 Atlantic Quay, 150 Broomielaw

Glasgow

G2 8LU

Email

SPOEprocurement@scotland.gsi.gov.uk

Telephone

+44 1412425466

Country

United Kingdom