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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): ocids-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](mailto: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](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

[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)

**I.4) Type of the contracting authority**

Regional or local Agency/Office

**I.5) Main activity**

Economic and financial affairs

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## **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.

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## **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

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## **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

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## **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](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](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](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](mailto: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](mailto:SPOEprocurement@scotland.gsi.gov.uk)

Telephone

+44 1412425466

Country

United Kingdom