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Contract

EC1009 - Public Relations Services

University Of Edinburgh

F03: Contract award notice

Notice identifier: 2024/S 000-007774

Procurement identifier (OCID): ocds-h6vhtk-0403e2

Published 12 March 2024, 8:51am

Section I: Contracting authority

I.1) Name and addresses

University Of Edinburgh

Charles Stewart House, 9-16 Chambers Street

Edinburgh

EH1 1HT

Contact

Hayley Bell

Email

hayley.bell@ed.ac.uk

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<https://www.ed.ac.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00107

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

EC1009 - Public Relations Services

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

The School of Informatics is looking for a multi-channel PR strategy to build communications outputs over the next 4 years which will help

the School and wider University to achieve its wider reputation objectives in the area of Generative AI.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £356,928

II.2) Description

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

University wide

II.2.4) Description of the procurement

The School of Informatics at the University of Edinburgh looks for a multi-channel PR strategy to build communications outputs over the next 4 years which will help the School and Wider University to achieve its wider reputation objectives in the area of Generative AI and AI. It should be original, impactful and enable our key audiences to identify and connect with us across multiple channels. It must also be flexible enough to cover communication outputs beyond Generative AI and AI when required.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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

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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-032596](#)

Section V. Award of contract

Contract No

EC1009

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 March 2024

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 8

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Stripe Communications

86 Commercial Quay

Edinburgh

Eh66lX

Telephone

+44 1315618600

Fax

+44 00000000000

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

Internet address

<https://stripecommunications.com/>

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £356,928

Section VI. Complementary information

VI.3) Additional information

(SC Ref:760726)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court and Justice of the Peace Court

Sheriff Court House, 27 Chambers Street

Edinburgh

EH1 1LB

Email

edinburgh@scotcourts.gov.uk

Telephone

+44 1312252525

Country

United Kingdom

Internet address

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

VI.4.2) Body responsible for mediation procedures

Edinburgh Sheriff Court and Justice of the Peace Court

Sheriff Court House, 27 Chambers Street

Edinburgh

EH1 1LB

Email

edinburgh@scotscourt.gov.uk

Telephone

+44 1312252525

Country

United Kingdom

Internet address

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