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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](mailto: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](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

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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.2.1) Previous publication concerning this procedure**

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

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## **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

Eh66IX

Telephone

+44 1315618600

Fax

+44 0000000000

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

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## **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](mailto: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](mailto: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>