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Tender

CyberScotland Partnership - marketing and communications management and coordination

Scottish Government

F02: Contract notice

Notice identifier: 2024/S 000-009181

Procurement identifier (OCID): ocids-h6vhtk-043c7d

Published 21 March 2024, 12:28pm

Section I: Contracting authority

I.1) Name and addresses

Scottish Government

4 Atlantic Quay, 70 York St

Glasgow

G2 8EA

Contact

Sophie Stark

Email

sophie.stark@gov.scot

Telephone

+44 1412420133

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10482

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CyberScotland Partnership - marketing and communications management and coordination

Reference number

CASE/695492

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The provision of communications and marketing services for the CyberScotland Partnership (CSP); a collaboration of key strategic stakeholders, brought together to maximise cyber resilience communications and messaging across Scotland in a coordinated and coherent way.

The contract is expected to cover a period of 1 year from August 2024 with the potential of a 1 year extension. The maximum contract value is 200,000 GBP per annum.

II.1.5) Estimated total value

Value excluding VAT: £400,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79342200 - Promotional services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

Key deliverables:

- Creating and delivering an annual communications and marketing plan for the CyberScotland Partnership(CSP). This will include writing content for digital and press releases, producing quarterly campaign asset packs that will be disseminated across the Partnership to reach public, private and third sectors.

-Build, maintain and promote the CyberScotland brand and online presence through appropriate and effective marketing and communication activities and broadening social media reach into Scottish communities.

-Maintain and update the CyberScotland portal - the national website - with up to date and trusted cyber security information, advice and guidance for businesses, organisations and individuals in Scotland.

-Lead on the promotion of CyberScotland Week.

-Produce regular cyber security bulletins for different audiences and help to increase subscriptions.

-Organise and chair monthly meetings of the CSP Comms and Marketing Action Group to ensure coordinated and cohesive comms planning and delivery across Partners.

-Write and present quarterly reports for the CSP Steering Group on progress of targets and key deliverables.

-Produce end of year progress report for the CSP Steering Group on comms and marketing activities including recommendations for next steps.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

II.2.6) Estimated value

Value excluding VAT: £400,000

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

One optional period of 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

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

Bidders must demonstrate a current ratio of no less than 1.2.

Current ratio will be calculated as follows:

Total Current assets divided by Total Current Liabilities

Minimum level(s) of standards possibly required

Public Liability Insurance 1,000,000 GBP

Employer's Liability Insurance as required due to legal obligations.

Professional Indemnity Insurance 1,000,000 GBP

III.1.3) Technical and professional ability

List and brief description of selection criteria

4C.4 Supply Chain Management and Prompt Payment of subcontractors.

Minimum level(s) of standards possibly required

Tenderers must provide a statement of the relevant supply chain management and/or tracking systems as detailed within the Single Procurement Document, of the Invitation to Tender document.

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Please note there are minimum requirements concerning Cyber Security for this contract as set out in the Evaluation and Award Criteria - Cyber Essentials or Equivalent is required.

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-005959](#)

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

Date

19 April 2024

Local time

12:00pm

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

19 April 2024

Local time

12:30pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Technical Assessment - Full details of the technical criteria is detailed within Invitation to Tender.

Score Definition Description

0 Unacceptable Nil or inadequate response. Fails to demonstrate an ability to meet the requirement.

1 Poor Response is partially relevant but generally poor. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled.

2 Acceptable Response is relevant and acceptable. The response addresses a broad understanding of the requirement but may lack details on how the requirement will be fulfilled in certain areas.

3 Good Response is relevant and good. The response is sufficiently detailed to demonstrate a good understanding and provides details on how the requirements will be fulfilled.

4 Excellent Response is completely relevant and excellent overall. The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full.

4C.7 Environmental management measures.

Bidders will be required to confirm that they will employ environmental management measures that meet the following requirements:

Evidence that their organisation has taken steps to build their awareness of the climate change emergency and consideration of how they will respond. This should include details of planned projects and actions to reduce the bidder's carbon emissions. Scoring Criteria is attached to 4C.7 in the SPD.

Tenderers must also confirm they will pay staff that are involved in the delivery of the contract at least the real Living Wage and they will meet standards on payment of subcontractors.

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 26404. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

A sub-contract clause has been included in this contract. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2363>

Community benefits are included in this requirement. For more information see:

<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

A summary of the expected community benefits has been provided as follows:

The tenderer must provide a Community Benefits proposal that is relevant to the subject matter of this contract and supports the Scottish Ministers' commitment to contributing to the social, economic & environmental well-being of the people of Scotland, as described in the specification.

Tenderers should not provide details of any existing initiatives they already undertake as part of their day-to-day business and the community benefits proposed must be generated specifically for and as a result of this contract.

Good answers will demonstrate to evaluators that the tenderer has a comprehensive understanding of the subject matter of this contract and how the proposed benefits will reflect the national outcomes described in the Specification.

Proposals can be innovative but must be tangible and measurable, so that they can be monitored and reported throughout the contract.

Specific to this contract the Service Provider will be expected to consider:

“amplifying cyber resilience messaging across communities in Scotland to build safer

communities”.

(SC Ref:761660)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court and Justice of the Peace Court

27 Chambers Street

Edinburgh

EH11LB

Country

United Kingdom