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Tender

## **Forever Edinburgh Creative and Brand Marketing Framework**

The City of Edinburgh Council

F02: Contract notice

Notice identifier: 2025/S 000-009488

Procurement identifier (OCID): ocids-h6vhtk-04c5f8

Published 14 March 2025, 3:08pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The City of Edinburgh Council

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

#### **Contact**

Eva Alexander

#### **Email**

[eva.alexander@edinburgh.gov.uk](mailto:eva.alexander@edinburgh.gov.uk)

#### **Telephone**

+44 1314693922

#### **Country**

United Kingdom

**NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00290](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00290)

**I.3) Communication**

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk>

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>

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>

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

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Forever Edinburgh Creative and Brand Marketing Framework

Reference number

CT1546

#### **II.1.2) Main CPV code**

- 79822500 - Graphic design services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The City of Edinburgh Council require a framework Agreement of Graphic Designers to create promotional assets and aid with campaign and brand rollout and delivery.

#### **II.1.5) Estimated total value**

Value excluding VAT: £320,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79822500 - Graphic design services

#### **II.2.3) Place of performance**

NUTS codes

- UKM75 - Edinburgh, City of

#### **II.2.4) Description of the procurement**

Forever Edinburgh is the Destination Marketing organisation for Edinburgh, based within The City of Edinburgh council. Forever Edinburgh is tasked with promoting the City on a national and international stage. Working closely with private tourism businesses, public agencies and the City of Edinburgh Council, they work to ensure that visitors experience the very best of Edinburgh and the city utilises its outstanding tourism assets in a sustainable way.

They:

Promote Edinburgh around the world to build awareness of and demand for the city to prospective inbound leisure visitors;

Provide information and inspiration to visitors and potential visitors so they get the best out of a stay in Edinburgh;

Support industry on the delivery of the Edinburgh 2030 Tourism Strategy;

Engage Edinburgh's residents and communities in the positive promotion of their city;

Lead our partners in steering city promotional activity;

Support industry partners on the delivery of quality assurance initiatives; and

Provide advice to visitors and industry partners to ensure local tourism businesses strive to exceed visitors' expectations.

In order to fulfil its remit, Forever Edinburgh is required to produce a large volume and variety of promotional materials.

The City of Edinburgh Council require a Framework Agreement of Graphic Designers to create these promotional assets and aid with campaign and brand rollout and delivery. The Council requires small, nimble designers/creative studios who can deliver quick rollout of variety of smaller design assets across web, social, paid digital advertising and print channels.

#### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6) Estimated value**

Value excluding VAT: £320,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

It is the intention of the Council that the Framework Agreement resulting from this process will last for a period of two years with two optional 12 month extensions (2 + 1 + 1), undertaken at the sole discretion of the Council.

**II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 5

Maximum number: 8

Objective criteria for choosing the limited number of candidates:

Candidates will be assessed based on SPD process and example portfolio, as detailed within the Instructions to Tenderers document.

**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**

Please download the SPD and accompanying information on PCS-T for full details.

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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

Bidders must hold or for insurance commit to obtaining the following:

- A minimum general annual turnover of 53,000 GBP and a current ratio of 1.10 for the last two financial years;
- Employer's Liability Insurance (minimum of 5 Million GBP);
- Public Liability Insurance (minimum of 5 Million GBP);
- Professional Indemnity Insurance (minimum of 5 Million GBP);
- Health and Safety Policy;
- Climate Change Plan; and
- In addition, providers must satisfy the Prompt Payment and Living wage requirements laid out in the SPD.

Further information is included within the SPD and the additional Information section of this notice.

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

Tenderers will be required to provide example portfolios as relating to the brief and types of work detailed in the Instructions to Tenderers document.

### **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**

Restricted procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 3

#### **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 000-039736](#)

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

Date

8 April 2025

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

22 April 2025

#### **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: 3 (from the date stated for receipt of tender)

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### **Section VI. Complementary information**

#### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: The Council reserves the right to review requirements at the extension intervals stated in the Notice.

#### **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**

The Council is inviting interested organisations to apply for this Contract by noting interest and completing the Single Procurement Document (SPD). This instruction document and the SPD is available for immediate download on Public Contracts Scotland Tender (PCS-T).

All SPD questions within the PCS-T online questionnaire must be answered by bidders. A Contract Specific Statement of Requirements which relates to mandatory pass/fail criteria is outlined within Section III of this notice.

Responses which pass the mandatory criteria shall be shortlisted to proceed to tender stage by assessment of the following scored question.

Part IV: Selection criteria – Technical and professional ability – Question 4C.1

Please provide examples of previous artwork, and a brief methodology (no more than 500 words) on the approach taken, as per the following specification, that provides an example of work expected as part of this Framework Agreement;

- Large format outdoor portrait out of home poster (4 Sheet/6 Sheet);

- Static social media image/carousel for paid advertising;
- Full page print advert; and
- Static/GIF format programmatic display advert.

The designs should come from campaigns for tourism, events or hospitality if possible. However, if respondents have no experience from these fields, they should provide previous work undertaken from the sector they have worked with they deem most appropriate, with a small description of how they would see the work demonstrated as translating to destination marketing advertising.

These designs chosen should be image forward and showcase how the Service Provider is able to integrate brand elements seamlessly into a variety of formats with clear messaging and strong, eye-catching Call to Action (CTAs).

Your response is limited to no more than 10 pages, excluding the 500 word limit.

The buyer is using PCS-Tender to conduct this PQQ exercise. The Project code is 28729. For more information see:

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

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 Council requires Tenderers to provide details on their proposed Community Benefit offering at Stage 2 of this Tender process.

(SC Ref:792915)

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Sheriff Court

Sheriff Court House, 27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

A tenderer that suffers loss as a result of a breach of duty under the Public Contracts (Scotland) Regulations 2015 may bring proceedings in the Sheriff Court or the Court of Session. The City of Edinburgh Council (the Council) will have a minimum standstill period of 10 days before awarding the contract. The communication of the award decision notice will be sent by fax or e-mail to all tenderers with the standstill period commencing on the next day. If proceedings are started in the Sheriff Court or the Court of Session against the Council in respect of the decision to award the contract within the standstill period then the Council is prevented from awarding the contract. Post contract award the Sheriff Court or the Court of Session may (1) award damages provided proceedings are brought within 3 months from the date when the grounds for the bringing of the proceedings first arose (2) be entitled to issue an ineffectiveness order or impose a financial penalty on the Council. A claim for an ineffectiveness order must be made within 30 days of the Contract Award Notice being published in the FTS or within 30 days of the date those who expressed an interest in or otherwise bid for the contract were informed of the conclusion of the contract or in any other case within 6 months from the date on which the contract was entered into.