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Planning

PR Support for Destination Edinburgh's Marketing and Promotions Activity

The City of Edinburgh Council

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-010923

Procurement identifier (OCID): ocds-h6vhtk-03bf14

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Section I: Contracting authority

I.1) Name and addresses

The City of Edinburgh Council

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

Email

lauren.kinnear@edinburgh.gov.uk

Telephone

+44 1315296254

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

I.3) Communication

Additional information can be obtained from the above-mentioned address

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

www.publiccontractsscotland.gov.uk

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PR Support for Destination Edinburgh's Marketing and Promotions Activity

Reference number

CT2942

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

Forever Edinburgh is The Official Visitor Guide to Edinburgh, promoting Edinburgh and providing inspiration and useful planning information to prospective inbound leisure visitors and residents.

The City of Edinburgh Council (the Council) requires a knowledgeable and experienced PR agency (Provider) to support Forever Edinburgh activities for the two initial campaigns and any future campaigns over the next two years with the option to extend for a further two 12-month periods undertaken at the sole discretion of the Council.

The Provider will be required to deliver and develop complementary PR plans with corporate communication support for Forever Edinburgh's two initial destination-led campaigns; (1) Resident Rewards Edinburgh and (2) Leisure Tourism Proposition. However, over the life of this Contract, other campaigns may be identified.

Note: by submitting your interest you are agreeing to further engagement with the Council. This PIN is for market research purposes only, to determine if there are organisations with the capacity and capability to provide the Service.

The Council may decide to competitively tender this opportunity in the future.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

Edinburgh

II.2.4) Description of the procurement

The Council requires a Contract for PR support for Forever Edinburgh activity in delivering complementary consumer PR campaign plans to grow awareness of the Resident Rewards Edinburgh initiative among residents, ensuring every resident within the city is aware of the initiative and know how to participate in it and the development of a new Leisure Tourism Proposition. The activity enables the city to maintain daily interactions and target specific audiences and segments that have the highest propensity to travel and from the higher visitor-value markets.

The two initial campaigns include:

1. Resident Rewards Edinburgh – an expansion of the current Resident Rewards Edinburgh initiative, which currently provides residents an exclusive high-value monthly ‘Reward’ to hospitality, cultural and leisure businesses in the city.
2. Leisure Tourism Proposition - a new two-year domestic leisure tourism campaign aimed at target segments in the UK.

As the two campaigns have different target audiences, the Provider should have a strong understanding and awareness of the Edinburgh visitor and resident offer; know what is happening in Edinburgh at every moment in time; understand and have experience of working with the tourism sector; have relationships with tourism businesses in the city and with both local Edinburgh media outlets and national gold and silver tier media titles and lifestyle publications.

The main objectives for the two initial campaigns are detailed below, however, over the life of this Contract, other objectives and campaigns may be identified:

- A well-researched and thought-out consumer PR plan for both campaigns that include a

timeline;

- Activation cost breakdown;
- Reporting and monitoring cost; and
- Proposed deliverables (number of titles, number of unique stories, shortlist of target media titles with rationale, number of newsworthy activity spikes, readership reach and new consumer data leads captured, as well as other potential outputs that best align with the proposed PR ideas).

The Contract value is estimated to be up to a value of 300,000 GBP over the four-year period, this is subject to external funding and therefore there is no guarantee to the number of campaigns over the Contract period.

The PIN is being used by the Council to understand the current marketplace and options available.

II.2.14) Additional information

The Specification for this requirement is still under development. The Council is seeking feedback and would be grateful if interested parties can complete the accompanying short questionnaire.

Please complete the attached questionnaire, returning it to the email address provided by Friday 5 May 2023.

II.3) Estimated date of publication of contract notice

1 June 2023

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

Please note that the requirement may be subject to change upon discussion with the market. Interested Providers may be contacted by the Council to obtain additional information.

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=729255.

(SC Ref:729255)