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Contract

Marketing and PR Framework

Highlands and Islands Enterprise
Inverness Campus Owners Association
Wave Energy Scotland Limited
Cairngorm Mountain (Scotland) Ltd
Orkney Research and Innovation Campus LLP

F03: Contract award notice

Notice identifier: 2023/S 000-010954

Procurement identifier (OCID): ocds-h6vhtk-0392ba

Published 17 April 2023, 1:06pm

Section I: Contracting authority

I.1) Name and addresses

Highlands and Islands Enterprise

An Lòchran, 10 Inverness Campus

Inverness

IV2 5NA

Email

hieprocurement@hient.co.uk

Telephone

+44 1463245245

Country

United Kingdom

NUTS code

UKM6 - Highlands and Islands

National registration number

313

Internet address(es)

Main address

<http://www.hie.co.uk>

Buyer's address

http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00313

I.1) Name and addresses

Inverness Campus Owners Association

C/O Highlands and Islands Enterprise, An Lòchran,

Inverness Campus, Inverness

IV2 5NA

Email

ICOA@hient.co.uk

Telephone

+44 1463245245

Country

United Kingdom

NUTS code

UKM62 - Inverness & Nairn and Moray, Badenoch & Strathspey

Internet address(es)

Main address

<https://www.invernesscampus.co.uk/>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA23323

I.1) Name and addresses

Wave Energy Scotland Limited

An Lòchran, 10 Inverness Campus

Inverness

IV2 5NA

Email

wesprocurement@hient.co.uk

Telephone

+44 1463245245

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

<http://www.waveenergyscotland.co.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA24283

I.1) Name and addresses

Cairngorm Mountain (Scotland) Ltd

Cairngorm Mountain, Cairngorm Ski Area

Aviemore

PH22 1RB

Email

info@caingormmountain.co.uk

Telephone

+44 1479861261

Country

United Kingdom

NUTS code

UKM6 - Highlands and Islands

Internet address(es)

Main address

www.cairngormmountain.co.uk

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30513

I.1) Name and addresses

Orkney Research and Innovation Campus LLP

The Robert Rendall Building, Franklin Road

Stromness

KW16 3AN

Email

facilitiesmanagement@orkneycampus.co.uk

Telephone

+44 7922426446

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.orkney.com/life/energy/oric>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30475

I.2) Information about joint procurement

The contract involves joint procurement

I.4) Type of the contracting authority

Regional or local Agency/Office

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing and PR Framework

Reference number

FTS011

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

HIE has awarded a multi-supplier Framework for Marketing and Public Relations. Key activities include marketing campaigns, PR services, monitoring of efficacy, promotional materials, copy and news release.

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: £1,360,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services
- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UKM6 - Highlands and Islands

II.2.4) Description of the procurement

The contract will be awarded under a Framework Agreement to approximately 4 suppliers and under this agreement, no minimum workload is guaranteed. Services will be agreed on an “as required” basis only.

It will also be available for call-off by any other Contracting Authority wholly or partly under the control of, or funded by HIE, at any point during the term of this Framework (subject to case-by-case approval by HIE). Other organisations entitled to benefit from the framework will enter into a direct framework agreement with the successful suppliers on the same terms and conditions as those applying between HIE and the suppliers.

II.2.5) Award criteria

Quality criterion - Name: Management and Delivery Team / Weighting: 25%

Quality criterion - Name: Quality Management / Weighting: 10%

Quality criterion - Name: Mock Marketing Exercise / Weighting: 10%

Quality criterion - Name: Risk Analysis / Weighting: 5%

Quality criterion - Name: Community Benefits / Weighting: 5%

Quality criterion - Name: Fair Work First / Weighting: 5%

Price - Weighting: 40%

II.2.11) Information about options

Options: Yes

Description of options

HIE may require the supplier to provide additional services. Any such modification shall be in terms of Regulation 72 of the Public Contracts (Scotland) Regulations 2015. See the Scope of Requirements for full details. Such modifications may include:

- Changes to service requirements due to Covid-19 or any other pandemic or public health emergency. This may include Marketing and PR support changing from delivery “in person” to online or hybrid

- Addition or removal of the number of potential projects which increases or decreases the anticipated number of hours required
- Changes to HIE's available budget to deliver these services
- Pricing will be based upon the rates submitted as part of the Framework bid

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

Economic operators may be excluded from this competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulations 2015.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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

The procurement involves the establishment of a framework agreement

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: [2022/S 000-035981](#)

Section V. Award of contract

Contract No

FTS011

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

14 April 2023

V.2.2) Information about tenders

Number of tenders received: 11

Number of tenders received from SMEs: 11

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

Number of tenders received from tenderers from non-EU Member States: 11

Number of tenders received by electronic means: 11

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

3x1 Group

11 Fitzroy Place

Glasgow

G3 7RW

Telephone

+44 01412210707

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Dynam

Wester Inshes Farmhouse, Wester Inshes

Inverness

IV2 5BG

Telephone

+44 1463233692

Country

United Kingdom

NUTS code

- UKM6 - Highlands and Islands

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Stripe Communications

86/3 Commercial Quay

Edinburgh

EH6 6LX

Telephone

+44 16647824693

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Yellow Cherry Digital Ltd

1B Moray House, 16-18 Bank Street

Inverness

IV11QY

Telephone

+44 1463417458

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Muckle Media

10 Bank Street

Inverness

IV11QY

Telephone

+44 1463830384

Country

United Kingdom

NUTS code

- UKM6 - Highlands and Islands

The contractor is an SME

Yes

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

Total value of the contract/lot: £1,360,000

Section VI. Complementary information

VI.3) Additional information

The value indicated in ii.i.7 and V.2.4 is the estimated Framework spend over 4 years.

(SC Ref:726060)

VI.4) Procedures for review

VI.4.1) Review body

Inverness Sheriff Court and Justice of the Peace Court

The Inverness Justice Centre, Longman Road

Inverness

IV1 1AH

Email

inverness@scotcourts.gov.uk

Telephone

+44 1463230782

Country

United Kingdom

Internet address

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

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

An economic operator that suffers, or is at risk of suffering, loss or damage attributable to a breach of duty under the Public Contracts (Scotland) Regulations 2015 or the Procurement Reform (Scotland) Act 2014 may bring proceedings in the Sheriff Court or the Court of Session.