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Contract

Search Engine Optimisation

VisitScotland

F03: Contract award notice

Notice identifier: 2022/S 000-011290

Procurement identifier (OCID): ocds-h6vhtk-03027e

Published 2 May 2022, 2:49pm

Section I: Contracting authority

I.1) Name and addresses

VisitScotland

94 Ocean Drive

Edinburgh

EH6 6JH

Contact

Eileen O'Neill

Email

eileen.o'neill@visitscotland.com

Telephone

+44 1415664017

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://www.visitscotland.org>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118

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

Other activity

Marketing/Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Search Engine Optimisation

Reference number

VSEH21046

II.1.2) Main CPV code

- 72414000 - Web search engine providers

II.1.3) Type of contract

Services

II.1.4) Short description

VisitScotland has appointed a supplier of SEO services for <https://www.visitscotland.com>

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: £600,000

II.2) Description

II.2.2) Additional CPV code(s)

- 72414000 - Web search engine providers

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

Main site or place of performance

Edinburgh

II.2.4) Description of the procurement

VisitScotland has appointed a supplier of SEO services for <https://www.visitscotland.com>

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

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 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: [2021/S 000-031495](#)

Section V. Award of contract

Contract No

VSEH21046

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

19 April 2022

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

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

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Yard

23rd Floor, Capital Tower Greyfriars's Road

Cardiff

CF10 3AG

Telephone

+44 7843368478

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Total value of the contract/lot: £600,000

Section VI. Complementary information

VI.3) Additional information

(SC Ref:691895)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

27 Chambers Street

Edinburgh

Country

United Kingdom