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Contract

## **Provision of PR Services for National Manufacturing Institute Scotland (NMIS) ioIC**

University of Strathclyde

F03: Contract award notice

Notice identifier: 2023/S 000-011324

Procurement identifier (OCID): ocids-h6vhtk-03a4db

Published 20 April 2023, 11:17am

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

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

University of Strathclyde

40 George Street, Procurement Department

Glasgow

G1 1QE

#### **Email**

[laura.shaw@strath.ac.uk](mailto:laura.shaw@strath.ac.uk)

#### **Telephone**

+44 7811592949

#### **Country**

United Kingdom

#### **NUTS code**

UKM82 - Glasgow City

**Internet address(es)**

Main address

<http://www.strath.ac.uk/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00113](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00113)

**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**

Education

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## **Section II: Object**

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

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

Provision of PR Services for National Manufacturing Institute Scotland (NMIS) ioIC

Reference number

UOS-26061-2023

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

- 79416000 - Public relations services

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

Services

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

The National Manufacturing Institute Scotland (NMIS) requires a dynamic, creative, and strategic thinking agency with deep knowledge and experience of the manufacturing, engineering, and tech sectors.

The agency will be expected to be involved in the following areas of public relations work.

- Strategy development
- Thought leadership content copywriting
- Media relations: global trade media and Scottish and wider UK business and mainstream media
- General communications and press office support
- Audio visual content
- Influencer research and engagement
- Profile raising activity
- Strategic reputation management / counsel

- Training

### **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: £240,000

## **II.2) Description**

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

- 79416200 - Public relations consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services

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

NUTS codes

- UKM82 - Glasgow City

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

The National Manufacturing Institute Scotland (NMIS) Group is seeking to appoint a communications agency to work as an extension of the inhouse communications team..

NMIS is a group of industry-led manufacturing research and development centres with a network of partners across Scotland. Collaborating with industry, academia and the public sector, we're transforming the future of manufacturing in Scotland, the wider UK and beyond.

On behalf of NMIS the university requires to appoint a dynamic, creative and strategic thinking agency with deep knowledge and experience of the manufacturing, engineering and tech sectors. An strong, dedicated and experienced account team is required.

The agency will be required to be involved in the following areas of public relations work:

- Strategy development
- Thought leadership content copywriting

- Media relations: global trade media and Scottish and wider UK business and mainstream media
- General communications and press office support
- Audio visual content
- Influencer research and engagement
- Profile raising activity
- Strategic reputation management / counsel
- Training

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

#### **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**

Economic operators may be excluded from the competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulations 2015. Please see the ITT contained on the PCS-Tender project relevant to the procurement and the other Tender documents for further information.

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## **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: [2023/S 000-004239](#)

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## **Section V. Award of contract**

### **Contract No**

UOS-26061-2023

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

13 April 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 3

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: 3

Number of tenders received by electronic means: 3

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

**V.2.3) Name and address of the contractor**

Frame

Four Winds Pavilion, Pacific Quay

Glasgow

G511DZ

Telephone

+44 1415595840

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

The contractor is an SME

Yes

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

Total value of the contract/lot: £240,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

(SC Ref:729517)

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

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

Glasgow Sheriff Court

Glasgow

Country

United Kingdom