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Contract

Media Buying for Destination and Events

Renfrewshire Council

F03: Contract award notice

Notice identifier: 2023/S 000-012682

Procurement identifier (OCID): ocids-h6vhtk-03c60c

Published 3 May 2023, 3:05pm

Section I: Contracting authority

I.1) Name and addresses

Renfrewshire Council

Renfrewshire House, Cotton Street

Paisley

PA1 1JB

Contact

Stuart McLean

Email

stuart.mclean@renfrewshire.gov.uk

Country

United Kingdom

NUTS code

UKM83 - Inverclyde, East Renfrewshire and Renfrewshire

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00400

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

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

Media Buying for Destination and Events

Reference number

RC-CPU-22-286

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

An award following the frameworks direct award call off procedure Option 1 from the the Scottish Government Framework Agreement for Media Planning, Buying and Associated Service (SP-18-007) for Media Buying for destination and events

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: £99,995

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKM83 - Inverclyde, East Renfrewshire and Renfrewshire

Main site or place of performance

Renfrewshire

II.2.4) Description of the procurement

Renfrewshire Council's marketing service requires a service provider to help plan the destination marketing activity for Renfrewshire and the promotion of the Council's events programme. The Council also requires the service provider to develop a media strategy for paid-for media.

Contract award following the frameworks direct award call off procedure Option 1 from the the Scottish Government Framework Agreement for Media Planning, Buying and Associated Service (SP-18-007) for Media Buying for destination and events

II.2.5) Award criteria

Quality criterion - Name: No award criteria as call off from Scottish Government Framework Agreement / Weighting: 0

Price - Weighting: 0

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

Award of a contract without prior publication of a call for competition in the cases listed below

- No tenders or no suitable tenders/requests to participate in response to open procedure

Explanation:

award following the frameworks direct award call off procedure Option 1 from the the Scottish Government Framework Agreement for Media Planning, Buying and Associated Service (SP-18-007) for Media Buying for destination and events

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

Section V. Award of contract

Contract No

RC-CPU-22-286

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

25 April 2023

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

Republic of Media

Nova House, 3 Ponton Street

Edinburgh

EH3 9QQ

Telephone

+44 312300110

Country

United Kingdom

NUTS code

- UKM83 - Inverclyde, East Renfrewshire and Renfrewshire

The contractor is an SME

Yes

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

Total value of the contract/lot: £99,995

Section VI. Complementary information

VI.3) Additional information

(SC Ref:731067)

VI.4) Procedures for review

VI.4.1) Review body

Court of Session

Edinburgh

EH1 1RQ

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

An economic operator that suffers or risks suffering, loss or damage attributable to breach of duty under the Public Contracts (Scotland) Regulations 2015 (SSI 2015/446, as amended) may bring proceedings in the Sheriff Court or the Court of Session in accordance with Regulation 88 of the 2015 Regulations.

VI.4.4) Service from which information about the review procedure may be obtained

Court of Session

Parliament Square

Edinburgh

EH1 1RQ

Country

United Kingdom