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Tender

Marketing Strategy and Creative Development

VisitScotland

F02: Contract notice

Notice identifier: 2022/S 000-012689

Procurement identifier (OCID): ocids-h6vhtk-03382f

Published 16 May 2022, 5:00pm

Section I: Contracting authority

I.1) Name and addresses

VisitScotland

90 St Vincent Street

Glasgow

G2 5UB

Contact

Hugh Colyer

Email

hugh.colyer@visitscotland.com

Telephone

+44 1412475818

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

www.visitscotland.com

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30467

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

www.publictendersscotland.publiccontractsscotland.gov.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.publictendersscotland.publiccontractsscotland.gov.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Events

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing Strategy and Creative Development

Reference number

CWC23023

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

An agency is required to support Marketing Strategy and Creative Development and ensure that Cycling World Championships deliver a consistent creative approach that ties in with the event strategy and wider policy objectives.

II.1.5) Estimated total value

Value excluding VAT: £200,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

II.2.4) Description of the procurement

An agency is required to support Marketing Strategy and Creative Development and ensure that Cycling World Championships Limited deliver a consistent creative approach

that ties in with the event strategy and wider policy objectives.

II.2.5) Award criteria

Quality criterion - Name: General Agency Capability / Weighting: 10

Quality criterion - Name: Specific Examples / Weighting: 10

Quality criterion - Name: Personnel / Weighting: 10

Quality criterion - Name: Creative Pitch / Weighting: 25

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

Price - Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £200,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

15

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

List and brief description of selection criteria

There is a minimum financial requirement of trading performance and liquidity.

As part of the evaluation we will request a copy of your accounts for the last three years.

Please refer to these statements when completing section 4B Economic and Financial Standing of the SPD (Scotland).

Minimum level(s) of standards possibly required

Tenderers must demonstrate a return on capital employed at a ratio of greater than zero. Ratio will be calculated as follows: net profit after tax divided by net assets (total assets less current liabilities).

Tenderers must demonstrate a Current Ratio of greater than 1. Current Ratio will be calculated as follows: net current assets divided by net current liabilities.

There must be no qualification or contra-indication from any evidence provided in support of the tenders economic and financial standing.

Tenderers who have been trading for less than the three years notes above must provide evidence that they are complying with the above minimum financial requirements for the period in which they have been trading.

Tenderers who do not comply with the above financial requirements but are part of a Group, can provide a Parent Guarantee if the Parent Company satisfies the financial requirements stipulated above.

Minimum Insurance Requirements

It is a requirement of this contract that bidders hold or can commit to obtain prior to the commencement of any subsequently awarded contract, the types of insurance indicated below.

Employer's Liability Insurance

The Tenderer shall have in place and maintain, throughout the period of the contract, Employer's Liability insurance with a minimum level of cover of 5,000,000 GBP per claim.

Public Liability Insurance

The Tenderer shall have in place and maintain, throughout the period of the contract, Public Liability insurance with a minimum level of cover of 5,000,000 GBP per claim.

III.1.3) Technical and professional ability

List and brief description of selection criteria

Tenderers must complete Question 4C1.2 (CWC23026 Schedule 4 Technical & Professional Questionnaire of the Single Procurement Document (SPD)).

The Tenderers response to this section of the SPD will be assessed and scored by the Purchaser in accordance with the scoring methodology set out in the procurement documents (see section 5.2.2 of the Invitation to Tender). Please note that the Invitation to Tender can be found in the suppliers' attachment area of Public Contracts Scotland Tenders website. The section has a total available score of 100, with an available score of 33.33 attributed to each example.

2023 Cycling World Championships Limited expects that Tenderers should attain a total score of at least 64 of the available 100 points. Any Tender failing to achieve the minimum score may (at 2023 Cycling World Championships Limited's discretion) be excluded and the Tenderer will be notified accordingly. Please note that where a Tender is excluded at the selection criteria stage, the Tender will not be evaluated under the evaluation criteria stage.

Minimum level(s) of standards possibly required

Tenderers must provide 3 relevant examples of similar size or value projects, from within the last 5 years where you have delivered similar or same services for multi-sport, multi-venue events.

Relevant examples should indicate project value, project duration, brief project description and client contact details.

The named customer/ event contact provided must be prepared to provide written evidence to the Client to confirm the accuracy of the information provided.

Relevant examples should also demonstrate the experience that your company, and the skills and experience of the proposed team, possess on projects of a similar scale and nature, identifying what experience this will bring.

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.2.2) Time limit for receipt of tenders or requests to participate

Date

22 June 2022

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 7 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

22 June 2022

Local time

2:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 22186.
For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

(SC Ref:693494)

VI.4) Procedures for review

VI.4.1) Review body

Sheriff Court

Edinburgh

Country

United Kingdom