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Contract

Quality Meat Scotland - Provision of Consumer PR Services

Quality Meat Scotland

F03: Contract award notice

Notice identifier: 2021/S 000-012890

Procurement identifier (OCID): ocds-h6vhtk-02b9cb

Published 9 June 2021, 10:05am

Section I: Contracting authority

I.1) Name and addresses

Quality Meat Scotland

The Rural Centre, West Mains

Ingliston

EH28 8NZ

Contact

Kirsty Fox

Email

kfox@gmscotland.co.uk

Telephone

+44 1315107926

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

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

Buyer's address

http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA13202

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Other type

NDPB

I.5) Main activity

Other activity

responsible for helping the Scottish red meat sector improve its efficiency and profitability

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Quality Meat Scotland - Provision of Consumer PR Services

Reference number

QMS/ITT/CONSUMERPRSERVICES/2021

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

QMS Seeks to appoint a PR agency to deliver consumer campaigns and press office duties.

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: £540,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement

QMS seeks to appoint a consumer PR agency to deliver the seasonal campaign PR activation for 'Make It' to include but not limited to:

Influencers (micro and macro)

Recipe placement

Opinion pieces

Partnerships e.g. with restaurants, itison, food brands etc

Sponsorship

Stunts/events

Broadcast

In addition, QMS requires its consumer PR agency to establish an ongoing press office for QMS acting as a front line between the media and the in-house PR team with a remit covering:

Ongoing relations with media outlets, journalists and personalities that resonate with our target audiences

Seeking opportunities that support our brands

Horizon scanning for reputational risks within the consumer landscape

Crisis management working in conjunction with our Industry & Corporate PR to ensure our reputation is protected within the consumer landscape

Communicating the positive work of our in-house teams to consumers covering:

Health & Education

Industry Development

Brands Integrity

To help QMS achieve the above, we require an agency who can prepare and present high quality, clear, concise and cost-effective activation of communications strategies and work in partnership with QMS' Marketing and Communication team to ensure the best possible

outcome for our three industry brands: Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork whilst keeping our brand essence of Meat with Integrity at the heart of our communications.

II.2.5) Award criteria

Quality criterion - Name: Response to campaign brief 'Make It Summer 2021' / Weighting: 45

Quality criterion - Name: Agency approach and account management / Weighting: 35

Quality criterion - Name: Agency capacity and agility / Weighting: 20

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2020/S 232-573935](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 June 2021

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 7

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: 0

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

V.2.3) Name and address of the contractor

Weber Shandwick

The Hub, 70 Pacific Quay

Glasgow

G51 1DZ

Telephone

+44 7921337899

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

The contractor is an SME

No

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

Total value of the contract/lot: £540,000

Section VI. Complementary information

VI.3) 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.

(SC Ref:656696)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

Sheriff Court House

Edinburgh

EH1 1LB

Country

United Kingdom