

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/013505-2022>

Award

## **B2B Social Media Sales Tool**

Scottish Enterprise

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-013505

Procurement identifier (OCID): ocds-h6vhtk-033b66

Published 19 May 2022, 4:09pm

### **Section I: Contracting authority/entity**

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

Scottish Enterprise

Atrium Court, 50 Waterloo Street

Glasgow

G2 6HQ

#### **Email**

[gordon.hutton@scotent.co.uk](mailto:gordon.hutton@scotent.co.uk)

#### **Telephone**

+44 1414686024

#### **Country**

United Kingdom

#### **NUTS code**

UKM82 - Glasgow City

**Internet address(es)**

Main address

<http://www.scottish-enterprise.com/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00398](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00398)

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

Economic and financial affairs

---

**Section II: Object**

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

**II.1.1) Title**

B2B Social Media Sales Tool

Reference number

P23-0033

**II.1.2) Main CPV code**

- 79900000 - Miscellaneous business and business-related services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

LinkedIn are the B2B Social Media supplier who can give access to tens of millions of C

Suite prospects worldwide (800m+ membership); other networks are not viable for SDI having a fraction of this global membership in terms of companies and networks SDI may wish to engage with. The licences are procured directly with no agency fee markup and no VAT charge. This contract will be for 24 months with the option to extend for a further 2 period of 12 months.

#### **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: £368,000

### **II.2) Description**

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

NUTS codes

- UKM - Scotland

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

LinkedIn are the B2B Social Media supplier who can give access to tens of millions of C Suite prospects worldwide (800m+ membership); other networks are not viable for SDI having a fraction of this global membership in terms of companies and networks SDI may wish to engage with. The licences are procured directly with no agency fee markup and no VAT charge. This contract will be for 24 months with the option to extend for a further 2 period of 12 months.

#### **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

- The procurement falls outside the scope of application of the regulations

Explanation:

LinkedIn are the B2B Social Media supplier who can give access to tens of millions of C Suite prospects worldwide (800m+ membership); other networks are not viable for SDI having a fraction of this global membership in terms of companies and networks SDI may wish to engage with. The licences are procured directly with no agency fee markup and no VAT charge. This contract will be for 24 months with the option to extend for a further 2 period of 12 months.

#### **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/concession**

### **Contract No**

P23-0033

A contract/lot is awarded: Yes

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

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

19 May 2022

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

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

#### **V.2.3) Name and address of the contractor/concessionaire**

Linkedin Ireland

Wilton Plaza, Wilton Place

Dublin

2

Telephone

+44 7413007451

Country

Ireland

NUTS code

- IE061 - Dublin

The contractor/concessionaire is an SME

No

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

Total value of the contract/lot/concession: £368,000

---

## **Section VI. Complementary information**

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

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=692884](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=692884).

(SC Ref:692884)

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

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

Glasgow Sheriff Court and Justice of the Peace Court

Sheriff Clerk's Office, PO Box 23, 1 Carlton Place,

Glasgow

G5 9DA

Telephone

+44 1414298888

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/glasgow-sheriff-court-and-justice-of-the-peace-court>

#### **VI.4.2) Body responsible for mediation procedures**

Scottish Government

5 Atlantic Quay, 150 Broomielaw

Glasgow

G2 8LU

Email

[SPOEprocurement@scotland.gsi.gov.uk](mailto:SPOEprocurement@scotland.gsi.gov.uk)

Telephone

+44 1412425466

Country

United Kingdom

Internet address

<http://www.gov.scot/Topics/Government/Procurement/Selling/supplier-enquiries>

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

In the first instance, contact the Head of Facilities Management and Procurement at Scottish Enterprise, with any concerns or enquiries. Email: <https://www.scottish-enterprise.com/help/contact-us>.

An economic operator that suffers, or risks suffering, loss or damage attributable to a breach of duty under the Public Contracts (Scotland) Regulations 2015, may bring proceedings that will be started in the High Court.

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

Scottish Government

5 Atlantic Quay, 150 Broomielaw

Glasgow

G2 8LU

Email

[SPOEprocurement@scotland.gsi.gov.uk](mailto:SPOEprocurement@scotland.gsi.gov.uk)

Telephone

+44 1412425466

Country

United Kingdom

Internet address

<http://www.gov.scot/Topics/Government/Procurement/Selling/supplier-enquiries>