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Tender

Media Planning, Buying and Associated Services 2023

Scottish Government

F02: Contract notice

Notice identifier: 2023/S 000-014336

Procurement identifier (OCID): ocds-h6vhtk-0396ed

Published 19 May 2023, 1:21pm

Section I: Contracting authority

I.1) Name and addresses

Scottish Government

Victoria Quay

Edinburgh

EH6 6QQ

Email

Colin.Anderson@gov.scot

Telephone

+44 1312445182

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10482

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Planning, Buying and Associated Services 2023

Reference number

SP-23-05

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

The Scottish Procurement and Property Directorate (SPPD) is the organisation tasked with procuring frameworks and contracts on behalf of Scottish public sector bodies.

The Framework will cover the provision of Media Planning & Buying, for the booking of advertisements to run in UK & Ireland and Overseas, in support of activities including, but not restricted to, social advertising, public information (including access to services) and revenue generating promotion.

The purpose of this agreement is to provide the Scottish Public Sector with an open and transparent approach to media planning, buying and associated services, with the Contractors providing the best possible outcomes for media campaigns.

The framework agreement will be available for use by the Scottish Ministers (including Agencies), Scottish Non-Departmental Public Bodies, offices in the Scottish Administration which are not ministerial offices, cross-border public authorities within the meaning of section 88(5) of the Scotland Act 1998, The Office for the Secretary of State for Scotland, the Scottish Parliamentary Corporate Body, councils constituted under section 2 of the Local Government etc. (Scotland) Act 1994, , bodies registered as social landlords under the Housing (Scotland) Act 2001, Scottish health boards or special health boards, Student Loans Company Limited, the Commissioner of Northern Lighthouse operating as the Northern Lighthouse Board, Scottish Futures Trust, Equality and Human Rights Commission, Business Stream Ltd, the Business Gateway National Unit at the Convention of Scottish Local Authorities, further or higher education institutions being

fundable bodies within the meaning of section 6 of the Further and Higher Education (Scotland) Act 2005, any public body established by or under the Scotland Act 1998 or any Act of the Scottish Parliament, any association of or formed by one or more of the foregoing, bodies financed wholly or mainly by one or more of the foregoing, bodies subject to management supervision by one or more of the foregoing and bodies more than half of the board of directors or members of which, or, in the case of a group of individuals, more than half of those individuals, being appointed by one or more of the foregoing. In addition to the contracting authorities listed, the framework agreement will be available to charities entered on the Scottish Charity Register and voluntary organisations entered on the Membership Database of the Scottish Council for Voluntary Organisations.

Information about agencies of the Scottish Ministers, Scottish Non-Departmental Public Bodies and offices in the Scottish Administration which are not ministerial offices are listed at

<http://www.scotland.gov.uk/Topics/Government/public-bodies/about/Bodies>

Overview of the governance structure of public procurement for Scotland, including the Public Procurement Group.

<https://www.gov.scot/publications/public-procurement-governance/>

II.1.5) Estimated total value

Value excluding VAT: £60,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Media Planning, Buying and Associated Services (International Media - Bought In-Country)

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

International Media Planning, Buying and Associated Services The International agreement will cover the provision of international media advertising, for adverts/creative content purchased and placed “in country”. International campaigns may require multiple regional market

implementation by regional offices in North America, Europe, Middle East, Australia and Asia, and any such other territories as identified

by the Framework Public Body.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.6) Estimated value

Value excluding VAT: £12,000,000

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

Duration in months

48

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

II.2) Description

II.2.1) Title

Media Planning, Buying and Associated Services (UK, Ireland and Overseas - Bought in UK)

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

The Framework will cover the provision of Media Planning & Buying, for the booking of advertisements to run in UK & Ireland and Overseas, in support of activities including, but not restricted to, social advertising, public information (including access to services)

and revenue generating promotion.

The purpose of this agreement is to provide the Scottish Public Sector with an open and transparent approach to media planning,

buying and associated services, with the Contractors providing the best possible outcomes for media campaigns.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.6) Estimated value

Value excluding VAT: £48,000,000

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

Duration in months

48

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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

A list of criteria can be found in the relevant selection of the SPD within the Qualification Envelope of the Public Contracts Scotland Tender (PCS-T) module.

III.1.2) Economic and financial standing

List and brief description of selection criteria

4B.5.1 to 4B.5.3 - It is a requirement of this framework that bidders hold or can commit to obtain prior to the commencement of any subsequently awarded framework the types and levels of insurance indicated below:

Employers (Compulsory) Liability Insurance = in accordance with any legal obligation for the time being in force.

Public Liability Insurance = 1 million GBP per incident

Professional Indemnity Insurance = 1 million GBP per incident

Bidders who do not currently have or cannot commit to obtaining the levels of Insurance requested may be excluded from the procurement process. In event of award of a Framework, Scottish Government will seek proof that these Insurance provisions have been fully complied with.

Bidders must demonstrate a Current Ratio of 0.8 or greater. See Part 4B question 1.69.2 of the SPD. Current Ratio will be calculated as follows: total current assets divided by total current liabilities. In the event that the bidder does not meet the financial criteria for consideration but has a parent company that does, the tenderer may still be eligible for consideration where their Tender Submission is supported by a Parent Company Guarantee.

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 6

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 000-000968](#)

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

Date

26 June 2023

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

26 June 2023

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: Within 4 years

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

Full details of award criteria and the weightings and scoring can be found in the Invitation to Tender.

Tenderers may bid for all Lots. In the event of a tie under Lot 1 and 2, the Authority reserves the right to appoint the tenderer(s) with the highest quality score, if the tenderer(s) are tied with the same quality score, the Authority reserves the right to appoint the tenderer with the highest quality score in section 1.2 Delivery of the Services.

Tenderers must confirm that they will pay staff that are involved in the delivery of services under the framework agreement, and/or any subsequent call off contract, at least the real Living Wage. Tenderers who fail to answer “Yes” to this question will not have their tender considered further.

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 (Sco) Regs 2015.

SPD Section 2: Sub-Contractors who are not being relied upon to meet Selection Criteria
- A separate SPD will not be required at this Stage.

SPD Q4.C.4 - Tenderers must state whether they intend, or do not intend, to use a supply

chain to deliver the requirements detailed in the ITT.

If Tenderers intend to use a supply chain to deliver the requirements, they should provide evidence in the SPD that they have the relevant supply chain management and tracking systems in place to ensure a resilient and sustainable supply chain. This will include confirmation that the Tenderer has the systems in place to pay subcontractors through the supply chain promptly and effectively, including evidence of:

- a) their standard payment terms
- b) 95% of all supply chain invoices being paid on time (in accordance with the terms of contract) in the last financial year.

If the bidder is unable to confirm and evidence (b) they must provide an improvement plan, signed by their Director, which commits to improvements in the payment performance.

Acceptable evidence includes but is not limited to:

- Extract of the Tenderer's terms & conditions detailing standard payment terms;
- A summarised accounts payable report showing payment on time performance;
- Payment Performance Statement Signed by External Auditor;
- Credit Score/Credit Report; or
- An improvement plan, signed by a Director, which commits to improvements in payment performance. Improvement plan template and further evidence examples are held within the Supplier Journey.

Where a Tenderer does not intend to use a supply chain to deliver the requirements detailed in the ITT, they should clearly state this in response to Q4.C.4.

Responses to Q4.C.4 will be evaluated as a "Pass" or "Fail". Tenderers who do not achieve a "Pass" for this question will not be considered further.

If you are an SME or 3rd sector organisation interested in working with the public sector, the Supplier Development Programme can help. Attached is a link to the Supplier Development

Programme:

https://www.sdpScotland.co.uk/?utm_source=pcs&utm_medium=frontpage&utm_content=march16&utm_campaign=SDP03

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 23958.
For more information see:

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

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For more information see:

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

A sub-contract clause has been included in this contract. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2363>

Community benefits are included in this requirement. For more information see:

<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

A summary of the expected community benefits has been provided as follows:

See ITT documentation contained within PCS-T

(SC Ref:732226)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court and Justice of the Peace Court

27 Chambers Street

Edinburgh

EH1 1LB

Telephone

+44 1312252525

Country

United Kingdom

Internet address

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

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 a breach of duty under the Public Contracts(Scotland)Regulations 2015 may bring proceedings in the Sheriff Court or Court of Session