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Contract

Communications Framework (Creative, Design, Digital, PR, Print, Media Monitoring, Communication Support)

Zero Waste Scotland Ltd

F03: Contract award notice

Notice identifier: 2023/S 000-015239

Procurement identifier (OCID): ocids-h6vhtk-037fe1

Published 30 May 2023, 11:49am

Section I: Contracting authority

I.1) Name and addresses

Zero Waste Scotland Ltd

Ground Floor, Moray House, Forthside Way

Stirling

FK8 1QZ

Contact

Claire Allan

Email

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Telephone

+44 1786433930

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

<http://www.zerowastescotland.org.uk/>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA20802

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Environment

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Communications Framework (Creative, Design, Digital, PR, Print, Media Monitoring, Communication Support)

Reference number

O1T2-P7.22.01

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Zero Waste Scotland required the service provision of a Communications Framework which included the following services: creative, design, digital, public relations, print, media monitoring to support Zero Waste Scotlands work and also specific communications support for our partner local authorities. This Framework will

replace a number of contracts that are currently coming to an end.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £9,000,000

II.2) Description

II.2.1) Title

Media Monitoring

Lot No

5

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79310000 - Market research services
- 79416000 - Public relations services
- 79900000 - Miscellaneous business and business-related services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Zero Waste Scotland required a single Supplier to provide a quick, accurate and responsive corporate media monitoring and analysis

service which identifies and supplies relevant media coverage list and full cuttings from mainstream and specialist trade media across the

UK and Scotland. The main focus shall be on Scottish titles at both a national and local level and there may also be a future need to request international coverage.

Zero Waste Scotland require a service which provides daily updates and full cuttings from a comprehensive range of print, digital and broadcast platforms and titles, all collated and presented in a way that is quick and easy for the users to view, while at the same time offering appropriate password and security controls and full compliance with Newspaper Licensing Agency (NLA) and Copyright Licensing Agency (CLA) requirements as relevant.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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.2.14) Additional information

We required 1 Supplier Per lot for this Framework Agreement

II.2) Description

II.2.1) Title

Creative Services (Small)

Lot No

7

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services
- 79342100 - Direct marketing services
- 79342000 - Marketing services
- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Zero Waste Scotland required a single Supplier to support our work in encouraging citizens and businesses to move to a circular economy, to support our in-house team, both strategically and tactically, to deliver outstanding small to medium campaigns that engage and motivate

our key audiences.

Zero Waste Scotland's Communications Team is responsible for all corporate and programme specific activities across the organisation and is looking for a Single Supplier to provide a range of services including :

*research

*strategic planning

*concept creation

*creative development

*art direction

*asset creation

*digital services

*copywriting

*photographyand video

*Management of media planning and buying is also required, though this can be done in conjunction with a sub-contractor.

Key priorities for Zero Waste Scotland that we will require support to deliver include mainstreaming the concept of the circular economy as a key way to meet Scotland's climate goals, reducing Scotland's material use across key sectors including the built environment and bioeconomy, and

encouraging citizen behaviour change around ending single use and reducing, reusing and recycling as much as possible.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50

Price - Weighting: 50

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.2.14) Additional information

We required 1 Supplier per Lot for this Framework Agreement

II.2) Description

II.2.1) Title

Creative Services Food

Lot No

8

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services
- 90500000 - Refuse and waste related services
- 90713000 - Environmental issues consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Scottish Government has identified the tackling of food waste as a key priority for action and established the landmark national target of reducing Scotland's food waste by 33% by 2025 Therefore Zero Waste Scotland required a single Supplier to provide specialist public relations support to work closely with us to develop an over-arching plan for public relations activities and deliver a series of creative, persuasive, dynamic and high-impact food and drink

waste campaigns, including content creation as necessary.

Services will include; high quality media materials, planning, identification of target audience, internal communications support, creative approach including digital content creation, media training, project delivery, photography, events and exhibition support and evaluation of

creative and dynamic public relations, media initiatives, social media management, stakeholder communication engagement and support and other related communications activity.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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.2.14) Additional information

We required 1 supplier per Lot for this Framework Agreement

II.2) Description

II.2.1) Title

Digital Marketing Services

Lot No

1

II.2.2) Additional CPV code(s)

- 72212481 - Sales or marketing software development services
- 72212480 - Sales, marketing and business intelligence software development services

- 48481000 - Sales or marketing software package
- 48480000 - Sales, marketing and business intelligence software package
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Zero Waste Scotland required a single Supplier to provide Digital Marketing Services, to support our work in encouraging citizens and businesses to move to a circular economy, to support our in-house team, both strategically and tactically, and to support outstanding campaigns that engage and motivate our key audiences and ensure a best-in-class experience for our users.

Digital marketing services will be required to support our in-house team in developing and implementing campaigns and BAU digital activity. The agency will act as an extension of the Digital team, providing day-to-day advice and support on a range of activities, such as:

- *Messaging development for digital campaigns
- *Research to support digital marketing activities
- *Digital content creation e.g. animations, video, web content
- *Digital media buying
- *Digital marketing support
- *Social media strategy and management
- *Digital strategy
- *SEO services
- *Paid advertising support
- *Measurement and evaluation, including automated reports and dashboards

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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.2.14) Additional information

We required 1 Supplier per Lot under this Framework Agreement

II.2) Description

II.2.1) Title

Digital & Web Development Services

Lot No

2

II.2.2) Additional CPV code(s)

- 72212480 - Sales, marketing and business intelligence software development services
- 72212481 - Sales or marketing software development services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Zero Waste Scotland required a single Supplier to provide services for the ongoing maintenance and development of Zero Waste Scotland's new website infrastructure, ensuring the site remains effective, secure and continues to evolve and meet our needs as we lead Scotland to use products and materials responsibly.

Zero Waste Scotland has recently undertaken a large digital communications transformation project and will soon be working within a new single website, built within an innovative Headless Content Management framework.

The website will be hosted within a new, high-performance, modular cloud hosting environment.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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.2.14) Additional information

We required 1 Supplier per Lot under this Framework Agreement

II.2) Description

II.2.1) Title

Public Relations Services

Lot No

3

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Zero Waste Scotland required a single Supplier to provide Public Relations Services to support our in-house team to support us with our longer-term ambitions, and implementing a range of specific communications campaigns that engage and motivate our key audiences.

These services will contribute towards Zero Waste Scotland wider Communications Team objectives by:

*Enhancing the reputation and credibility of Zero Waste Scotland as a corporate brand and, by extension, its sub-brands

*Effective distribution of our news and high-profile communications through close alignment with key stakeholders, facilitated by

centrally-organized communications management

*Building our reputation internationally, leading to recognized expertise in our areas of work.

*Positioning Zero Waste Scotland as influencers on key issues. By doing this effectively at a corporate level, we will increase our success

rate, as we are seen as leaders and experts in the field.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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.2.14) Additional information

We required 1 Supplier per Lot for this Framework Agreement

II.2) Description

II.2.1) Title

Print and Distribution Services

Lot No

4

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79821000 - Print finishing services
- 79810000 - Printing services
- 79823000 - Printing and delivery services
- 79824000 - Printing and distribution services
- 79933000 - Design support services
- 79800000 - Printing and related services
- 22000000 - Printed matter and related products
- 22100000 - Printed books, brochures and leaflets
- 79811000 - Digital printing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Zero Waste Scotland required a single Supplier to provide a “print on demand” service for the production of printed materials and for the safe and secure and trackable distribution of those materials to a stated location or locations thereafter and set up of some event materials.

Zero Waste Scotland required a range of print requirements from this service, including but not limited to :

- *Litho and digital outputs of Brochures, flyers, postcards, posters

- *Business cards

- *Bound documents, reports, case studies

- *Magazines, newsletters

- *Forms, certificates

- *Exhibition displays of Banners

- *Artwork

- *Signs, Boards, Stands

- *Promotional goods o Good to Go food boxes

- *Branded merchandise, e.g. food bag clips, measuring jugs, etc.

- *Bespoke service if required

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 65

Price - Weighting: 35

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.2.14) Additional information

We required 1 Supplier per Lot for this Framework Agreement

II.2) Description

II.2.1) Title

Creative Services (Large)

Lot No

6

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79413000 - Marketing management consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Zero Waste Scotland required a single Supplier to support our work in encouraging citizens and businesses to move to a circular economy, to support our in-house team, both strategically and tactically, to deliver outstanding medium to large campaigns that engage and motivate

our key audiences.

Zero Waste Scotland's Communications Team is responsible for all corporate and programme specific activities across the organization and is looking for a Single Supplier to provide a range of services including:

*research

*strategic planning

*concept creation

*creative development

*art direction

*asset creation

*digital services

*copywriting

*photography and video

*Management of media planning and buying is also required, though this can be done in conjunction with a sub-contractor.

Key priorities for Zero Waste Scotland that we will require support to deliver include mainstreaming the concept of the circular economy as a key way to meet Scotland's climate goals, reducing Scotland's material use across key sectors including the built environment and bioeconomy, and encouraging citizen behaviour change around ending single use and reducing, reusing and recycling as much as possible.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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.2.14) Additional information

We required 1 Supplier per Lot for this Framework Agreement

II.2) Description

II.2.1) Title

Communication – Local Authorities & ad hoc support

Lot No

9

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services
- 79416200 - Public relations consultancy services
- 79415200 - Design consultancy services
- 72224000 - Project management consultancy services
- 79416100 - Public relations management services
- 90713000 - Environmental issues consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Zero Waste Scotland required a single Supplier to provide strategic communications and support services for the development of a communications strategy and associated campaign collateral to assist Scottish local authorities undertaking a major change of their kerbside collection service.

There will be a predominant focus on Scottish Local Authorities, however Communications and support services may also include communication support to businesses , third sector organisations and Zero Waste Scotland itself.

Zero Waste Scotland will offer specialist support to Local Authorities for a variety of support needs including but not exclusive to, planning, co-ordination and delivery of a communications strategy for implementing a major service change, including the development of relevant supporting collateral. These services will be in relation to Service Change at both kerbside and communal level, modification or

new household waste recycling centres, campaigns to help increase household recycling and participation rates, or to reduce recycling contamination. Support is offered to assist the development of consistent and effective communications designed to strategically motivate, inform and engage householders and internal audiences.

It is anticipated that this specialist support will be made available for up to ten local

authorities/organisations per year however there maybe occasions when this number is exceeded.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

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.2.14) Additional information

We required 1 Supplier per Lot for this Framework Agreement

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

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: [2022/S 000-036254](#)

Section V. Award of contract

Lot No

3

Title

Public Relations Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 May 2023

V.2.2) Information about tenders

Number of tenders received: 11

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: 11

Number of tenders received by electronic means: 11

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

V.2.3) Name and address of the contractor

Frame PR

Four Winds Pavilion, Pacific Quay

Glasgow

G51 1DZ

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £250,000

Total value of the contract/lot: £250,000

Section V. Award of contract

Lot No

1

Title

Digital Marketing Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 May 2023

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

Number of tenders received from tenderers from non-EU Member States: 5

Number of tenders received by electronic means: 5

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

V.2.3) Name and address of the contractor

The Union Advertising Agency Ltd

Union House, 18 Inverleith Terrace

Edinburgh

EH3 5NS

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £250,000

Total value of the contract/lot: £250,000

Section V. Award of contract

Lot No

2

Title

Digital & Web Development Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 May 2023

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

The Union Advertising Agency Ltd

Union House, 18 Inverleith Terrace

Edinburgh

EH3 5NS

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £250,000

Total value of the contract/lot: £250,000

Section V. Award of contract

Lot No

4

Title

Print and Distribution Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 May 2023

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

Potts Print UK

Atlas House, Nelson Park

Cramlington

NE23 1WG

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £420,000

Total value of the contract/lot: £420,000

Section V. Award of contract

Lot No

5

Title

Media Monitoring

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 May 2023

V.2.2) Information about tenders

Number of tenders received: 2

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: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

Onclusive

222 Gray's Inn Road

London

WC1X 8HB

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £80,000

Total value of the contract/lot: £80,000

Section V. Award of contract

Lot No

6

Title

Creative Services (Large)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 May 2023

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

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

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

The Union Advertising Agency Ltd

Union House, 18 Inverleith Terrace

Edinburgh

EH3 5NS

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £2,600,000

Total value of the contract/lot: £2,600,000

Section V. Award of contract

Lot No

7

Title

Creative Services (Small)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 May 2023

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 5

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

Number of tenders received from tenderers from non-EU Member States: 6

Number of tenders received by electronic means: 6

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

V.2.3) Name and address of the contractor

Stand Ltd

170 Kelvinhaugh Street

Glasgow

G3 8PR

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £2,600,000

Total value of the contract/lot: £2,600,000

Section V. Award of contract

Lot No

8

Title

Creative Services Food

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 May 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

LUX

27 Maritime Street

Edinburgh

EH6 6SE

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £1,000,000

Total value of the contract/lot: £1,000,000

Section V. Award of contract

Lot No

9

Title

Communication – Local Authorities & ad hoc support

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 May 2023

V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 4

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

Number of tenders received from tenderers from non-EU Member States: 6

Number of tenders received by electronic means: 6

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

V.2.3) Name and address of the contractor

Nicki Souter Associates

The Poppy House, Torhill, By- Ardargie

Forgandenny, Perthshire

PH2 9DQ

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £1,200,000

Total value of the contract/lot: £1,200,000

Section VI. Complementary information

VI.3) Additional information

This is an Award Notice for award of a multi lot Framework Agreement, with a single supplier per lot.

(SC Ref:733136)

VI.4) Procedures for review

VI.4.1) Review body

Stirling Sheriff Court & Justice of the Peace

Stirling

Country

United Kingdom