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Contract

Invitation to Tender for the Provision of Social Media Management Services

Orkney Islands Council
Highlands and Islands Enterprise
Orkney Islands Council

F03: Contract award notice

Notice identifier: 2024/S 000-018105

Procurement identifier (OCID): ocids-h6vhtk-02915f

Published 12 June 2024, 8:51am

Section I: Contracting authority

I.1) Name and addresses

Orkney Islands Council

Council Offices, School Place

Kirkwall

KW15 1NY

Contact

Denise Link

Email

Denise.Link@orkney.gov.uk

Telephone

+44 01856873535

Fax

+44 01856876158

Country

United Kingdom

NUTS code

UKM65 - Orkney Islands

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00369

I.1) Name and addresses

Highlands and Islands Enterprise

An Lòchran, 10 Inverness Campus

Inverness

IV2 5NA

Email

hiprocurement@hient.co.uk

Telephone

+44 1463383084

Country

United Kingdom

NUTS code

UKM6 - Highlands and Islands

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00313

I.1) Name and addresses

Orkney Islands Council

Council Offices, School Place

Kirkwall

KW15 1NY

Email

procurement@orkney.gov.uk

Telephone

+44 01856873535

Fax

+44 01856876158

Country

United Kingdom

NUTS code

UKM65 - Orkney Islands

Internet address(es)

Main address

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

Buyer's address

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I.2) Information about joint procurement

The contract involves joint procurement

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Invitation to Tender for the Provision of Social Media Management Services

Reference number

OIC/PROC/1858

II.1.2) Main CPV code

- 66140000 - Portfolio management services

II.1.3) Type of contract

Services

II.1.4) Short description

The provision of content generation and management service for the orkney.com website and its associated social media presence.

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: £359,728

II.2) Description

II.2.2) Additional CPV code(s)

- 92111200 - Advertising, propaganda and information film and video-tape production
- 22315000 - Photographs
- 79961000 - Photographic services
- 79960000 - Photographic and ancillary services
- 79961100 - Advertising photography services
- 79961200 - Aerial photography services
- 79961300 - Specialised photography services
- 66140000 - Portfolio management services
- 79416100 - Public relations management services

II.2.3) Place of performance

NUTS codes

- UKM65 - Orkney Islands

Main site or place of performance

Orkney Islands

II.2.4) Description of the procurement

Orkney Islands Council (OIC) and Highlands & Islands Enterprise (HIE) work in partnership to support key sectors and companies of growth to market their products and services through the jointly funded Orkney Marketing programme. For the purposes of this

contract OIC will act as the contracting authority while HIE will be the lead contact for the management of the contract.

Submissions are invited from contractors who can provide a content generation and management service for the orkney.com website and its associated social media presence. The contract will initially be for 2 years (1 April 2024 to 31 March 2026) with a further 2 x 12 months subject to availability of budgets. There will also be a break clause at Year 1 will only be applied if funding for year 2 becomes unavailable - Contractors will be advised of any changes by 24 December 2024.

II.2.5) Award criteria

Quality criterion - Name: Methodology / Weighting: 40

Quality criterion - Name: Project Delivery / Weighting: 50

Quality criterion - Name: Fair Work Practices / Weighting: 0

Price - Weighting: 10

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

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-003750](#)

Section V. Award of contract

Contract No

OIC/PROC/1858

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

15 April 2024

V.2.2) Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 8

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

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 8

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

V.2.3) Name and address of the contractor

Start Point Media

(McArthur), 18 East Road

Kirkwall

KW15 1HZ

Telephone

+44 07749914045

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)

Total value of the contract/lot: £359,728

Section VI. Complementary information

VI.3) Additional information

Orkney Islands Council reserves the right to cancel the procurement at any stage and not award a Contract the expenditure, work or effort undertaken by bidders prior to the award of any Contract is accordingly a matter solely for the commercial judgement of bidders.

Late tenders will not be considered by the Council and all questions are to be submitted via the Questions and Answers section of this contract advertisement on PCS.

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.

Tenderers should complete the SPD (Scotland) contained within the SPD Module attached to this notice.

(SC Ref:767750)

VI.4) Procedures for review

VI.4.1) Review body

Sheriffs Court

Watergate

Kirkwall

KW15 1PD

Telephone

+44 1856872110

Country

United Kingdom