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Tender

Welcome to Fife Marketing Campaign

Fife Council

F02: Contract notice

Notice identifier: 2026/S 000-018604

Procurement identifier (OCID): ocds-h6vhtk-06600c

Published 2 March 2026, 4:00pm

Section I: Contracting authority

I.1) Name and addresses

Fife Council

Fife House, North Street

Glenrothes

KY7 5LT

Contact

WENDY WYLIE

Email

wendy.wylie@fife.gov.uk

Country

United Kingdom

NUTS code

UKM72 - Clackmannanshire and Fife

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00187

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.publiccontractsscotland.gov.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publiccontractsscotland.gov.uk/>

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

Welcome to Fife Marketing Campaign

Reference number

CFM0412

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Fife Council requires to appoint a Contractor with the capability, expertise and creativity to develop and deliver an integrated marketing campaign under the Welcome to Fife brand, to raise awareness of Fife as a visitor destination, increase traffic to the Welcome to Fife website, and to ultimately increase visitor numbers to Fife.

II.1.5) Estimated total value

Value excluding VAT: £340,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UKM72 - Clackmannanshire and Fife

Main site or place of performance

Throughout Fife

II.2.4) Description of the procurement

Fife Council requires to appoint a Contractor with the capability, expertise and creativity to develop and deliver an integrated marketing campaign under the Welcome to Fife brand, to raise awareness of Fife as a visitor destination, increase traffic to the Welcome to Fife website, and to ultimately increase visitor numbers to Fife.

II.2.5) Award criteria

Quality criterion - Name: Total Quality / Weighting: 60

Price - Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £340,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The agreement can be extended for a maximum total period of an additional 24 months.

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: Yes

Description of options

Fife Council may require additional purchases under this contract which have not been specifically detailed in the "specification" however any additional purchases will be in full accordance with the requirements of Regulation 72 of the Public Contract (Scotland) Regulations 2015

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

Refer to SPD Module

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

Date

1 April 2026

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

1 April 2026

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

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

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=824956.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

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:

A scored question has been included within this tendering process.

Full details found in the tender documentation.

(SC Ref:824956)

Download the ESPD document here:

https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=824956

VI.4) Procedures for review

VI.4.1) Review body

Kirkcaldy Sheriff Court

Whytescauseway

Kirkcaldy

KY1 1XQ

Email

Kirkcaldy@scotcourts.gov.uk

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

Economic operators should approach the contracting authority in the first instance. However, the only formal remedy is to apply to the courts:

An economic operator that suffers, or is at risk of suffering, loss or damage attributable to a breach of duty under the Public Contracts (Scotland) Regulations 2015 or the Procurement Reform (Scotland) Act 2014, may bring proceedings in the Sheriff Court or the Court of Session