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Contract

## **Quality Meat Scotland - Provision of Consumer Press Office Services**

Quality Meat Scotland

F03: Contract award notice

Notice identifier: 2024/S 000-019461

Procurement identifier (OCID): ocds-h6vhtk-042dc5

Published 25 June 2024, 3:33pm

### **Section I: Contracting authority**

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

Quality Meat Scotland

The Rural Centre, West Mains

Ingliston

EH28 8NZ

#### **Contact**

Kirsty MacDonald

#### **Email**

[kmacdonald@gmscotland.co.uk](mailto:kmacdonald@gmscotland.co.uk)

#### **Telephone**

+44 1315107926

**Country**

United Kingdom

**NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

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

Buyer's address

[http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA13202](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA13202)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

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

Other type

NDPB

**I.5) Main activity**

Other activity

responsible for helping the Scottish red meat sector improve its efficiency and profitability

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## **Section II: Object**

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

#### **II.1.1) Title**

Quality Meat Scotland - Provision of Consumer Press Office Services

Reference number

QMS/ITT/PRESSOFFICE/2024

#### **II.1.2) Main CPV code**

- 79416000 - Public relations services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

QMS seeks to appoint an PR agency to provide a consumer press office function to ensure the best possible outcome for our three industry brands: Scotch Beef GI, Scotch Lamb GI and Specially Selected Pork.

#### **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: £180,000

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

#### **II.2.2) Additional CPV code(s)**

- 79416000 - Public relations services

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

NUTS codes

- UKM75 - Edinburgh, City of

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

QMS seeks to appoint an PR agency to provide a consumer press office function to ensure the best possible outcome for our three industry brands: Scotch Beef GI, Scotch Lamb GI and Specially Selected Pork. The appointed agency must be able to prepare and present high quality, clear, concise and cost-effective communications strategies and work in partnership with QMS' Marketing and Communication team to ensure the best possible outcome for our three industry brands: Scotch Beef GI, Scotch Lamb GI and Specially Selected Pork whilst keeping our brand essence of Meat with Integrity at the heart of our communications.

#### **II.2.5) Award criteria**

Quality criterion - Name: Agency capacity and agility / Weighting: 25

Quality criterion - Name: Agency approach & account management / Weighting: 25

Quality criterion - Name: Response to brief / Weighting: 50

Quality criterion - Name: Cyber Security / Weighting: 0

Price - Weighting: 20

#### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Restricted procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-001552](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

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

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

24 June 2024

#### **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: 3

Number of tenders received from tenderers from non-EU Member States: 0

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**

Stripe Communications

86/3 Commercial Quay

Edinburgh

EH6 6LX

Telephone

+44 7824664693

Fax

+44 7824664693

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)**

Total value of the contract/lot: £180,000

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## **Section VI. Complementary information**

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

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 (Scotland) Regulations 2015.

(SC Ref:770503)

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

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

Edinburgh Sheriff Court

Sheriff Court House

Edinburgh

EH1 1LB

Country

United Kingdom