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Tender

## **Public Relations (PR) Support for Destination Edinburgh's Marketing and Promotions Activity**

The City of Edinburgh Council

F02: Contract notice

Notice identifier: 2023/S 000-019760

Procurement identifier (OCID): ocds-h6vhtk-03bf14

Published 11 July 2023, 12:21pm

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

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

The City of Edinburgh Council

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

#### **Email**

[kelly.faulds@edinburgh.gov.uk](mailto:kelly.faulds@edinburgh.gov.uk)

#### **Telephone**

+44 1315296432

#### **Country**

United Kingdom

## **NUTS code**

UKM75 - Edinburgh, City of

## **Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00290](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00290)

## **I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained 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>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

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

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

Regional or local authority

## **I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Public Relations (PR) Support for Destination Edinburgh's Marketing and Promotions Activity

Reference number

CT2942

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

- 79416000 - Public relations services

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

Services

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

The City of Edinburgh Council (the Council) requires a knowledgeable and experienced PR agency (Provider) to support 'Forever Edinburgh activities' for two initial campaigns and any future campaigns over a four year contract period. The initial budget available for the two initial campaigns in 2023/24 and 2024/25 is GBP60,000 - GBP80,000.

#### **II.1.5) Estimated total value**

Value excluding VAT: £370,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

- 79416100 - Public relations management services

- 79416200 - Public relations consultancy services
- 79416000 - Public relations services

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

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

The City of Edinburgh

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

Forever Edinburgh is The Official Visitor Guide to Edinburgh, promoting Edinburgh and providing inspiration and useful planning information to prospective inbound leisure visitors and residents.

While organic activity maintains a level of daily engagement with existing audiences, Forever Edinburgh run paid campaigns to target specific audiences and segments that have the highest propensity to travel and from the higher visitor-value markets.

The City of Edinburgh Council requires a knowledgeable and experienced PR agency to support initially two of these paid campaigns for 23/24 and 24/25. This contract may also be used to support future campaigns over the period of 2023 – 2027.

The Provider will be required to plan, develop, and deliver complementary consumer and corporate PR campaigns for two destination-led campaigns: (1) Resident Rewards Edinburgh and (2) Inbound Leisure Tourism Campaign. Over the life of this Contract, other campaigns and activity projects may be identified.

As the two campaigns have different target audiences, the Provider must have a strong understanding and awareness of the Edinburgh leisure visitor product offering; know what is happening in the city at any given time to ensure the campaigns remains relevant; have experience working with the tourism sector; have relationships with tourism businesses in Edinburgh, and strong media relationships and connections in both Edinburgh and with national gold and silver tier media titles and lifestyle publications as so to be able to support a resident focused campaign and a nationally targeted visitor campaign.

Forever Edinburgh has secured funding to deliver the first two campaigns mentioned in this Contract Notice: Resident Rewards Edinburgh and the Inbound Visitor campaign. The combined

value of funding allocated to PR activity for these two campaigns in 2023/24 and 2024/25 is 60,000 GBP to 80,000 GBP. (between 30,000 GBP and 40,000 GBP per annum). The remainder of the Contract value as advertised is subject to Forever Edinburgh securing additional external funding over the lifetime of the Contract. There is no guarantee that additional funding will be secured.

The full scope of services is contained within the Invitation to Tender package.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **II.2.6) Estimated value**

Value excluding VAT: £290,000

### **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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Part III: Section A, B, C & D - 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 [for above threshold)/8 and 9 of the Procurement (Scotland)

Regulations 2016 (below threshold)

Part IV: Selection criteria - B: Economic and financial standing – Question 4B.1 - Tenderers are required to have a minimum “general” annual turnover of 80,000 GBP for the last two financial years. Where a Tenderer does not have an annual turnover of this value, the Council may exclude the Tenderer from the competition or may apply discretion seeking supporting evidence to determine the Tenderer’s suitability to proceed in the competition.

Part IV: Selection criteria - B: Economic and financial standing – Question 4B.4 - Tenderers will be required provide the following information in response to 4B.4

Current ratio for Current Year: 1.10

Current ratio for Prior Year: 1:10

The formula for calculating a Tenderer’s current ratio is current assets divided by current liabilities. The acceptable range for each financial ratio is greater than 1.1. Where a Tenderer’s current ratio is less than the acceptable value, the Council may exclude the Tenderer from the competition or may apply discretion seeking supporting evidence to determine the Tenderer’s suitability to proceed in the competition.

Minimum level(s) of standards possibly required

Minimum “general” annual turnover of 80,000 GBP for the last two financial years.

Current ratio for Current Year: 1.10

Current ratio for Prior Year: 1:10

Employer's Liability Insurance (minimum of 5 Million GBP)

Public Liability Insurance (minimum of 10 Million GBP)

Professional Indemnity (minimum of 1 Million GBP)

Where a Tenderer does not hold or commit to obtaining the types and levels of insurance indicated, the Council will exclude the Tenderer from the competition.

### **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

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## **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: [2023/S 000-010923](#)

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

Date

10 August 2023

Local time

12:00pm

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

English

**IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

**IV.2.7) Conditions for opening of tenders**

Date

10 August 2023

Local time

12:00pm

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## **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**

#### **CONTRACT SPECIFIC MANDATORY CRITERIA**

Part IV: Selection criteria - C: Technical and Professional Ability – Prompt Payment –  
Question 4C.4 - It is a mandatory requirement of

this Framework that a prompt payment clause is present in all Contracts used in the delivery of the requirements. This ensures payment of sub-contractors at all stages of the supply chain within 30 days and includes an obligation to provide a point of contact for sub-contractors to refer to in the case of payment difficulties. This will require active monitoring of payment performance as well as the provision of evidence and reports to the Council on request or as contractually scheduled. Bidders should confirm that this condition will be met within the response to this question.

Part IV: Selection criteria - C: Technical and Professional Ability – Living Wage Payment –  
Question 4C.4

Tenderers are asked to confirm that they will pay staff that are involved in the delivery of the [framework agreement / contract, and/or any subsequent call off contract] (including any agency or sub-contractor staff) directly involved in the delivery of the [framework agreement / contract, and/or any subsequent call off contract]), at least the real Living Wage.

Part IV: Selection criteria - C: Environmental Management Measures – Question 4C.7 -  
Bidders will be required to provide evidence that

their organisation has taken steps to build their awareness of the climate change emergency and how they will respond. Accepted evidence

includes but is not limited to the provision of a carbon reduction plan Where a Tenderer's response is of a less than the acceptable standard, the Council may exclude the Tenderer from the competition or may apply discretion seeking supporting evidence to determine the Tenderer's suitability to proceed in the competition.

Part IV: Selection criteria - D: Quality Assurance Schemes & Environmental Management – Question 4D.1 - It is a mandatory requirement that Tendering Organisations with more than 5 employees have in place a Health & Safety Policy which is approved at a senior level within the Organisation and is reviewed regularly. Bidders should confirm that this condition has been met within the response to this question. Where a Bidder does not have a Health & Safety Policy and is required to do so, the Council may exclude the Bidder from the competition

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=738288](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=738288).

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](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.

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:

The required community benefits are contained within the invitation to tender document.

(SC Ref:738288)

Download the ESPD document here:

[https://www.publiccontractsscotland.gov.uk/ESPD/ESPD\\_Download.aspx?id=738288](https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=738288)

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

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

Sheriff Court

Sheriff Court House, 27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom

### **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 Public Contracts (Scotland) Regulations 2015 may bring proceedings in the Sheriff Court or Court of Session. . A claim for an ineffectiveness order must be made within 30 days of the Contract Award Notice being published in the Find a Tender Service /OJEU or within 30 days of the date those who expressed an interest in or otherwise bid for the contract were informed of the conclusion of the contract or in any other case within 6 months from the date on which the contract was entered into.