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Contract

## **Tender for Public Relations and Communications Support for the Scottish Cities Alliance Investment Promotion Programme**

Dundee City Council

F03: Contract award notice

Notice identifier: 2024/S 000-021069

Procurement identifier (OCID): ocds-h6vhtk-044481

Published 10 July 2024, 1:51pm

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

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

Dundee City Council

Dundee House, 50 North Lindsay Street

Dundee

DD1 1NZ

#### **Email**

[flexibleprocurement@scotland-excel.org.uk](mailto:flexibleprocurement@scotland-excel.org.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKM71 - Angus and Dundee City

## **Internet address(es)**

Main address

[www.dundee.gov.uk](http://www.dundee.gov.uk)

Buyer's address

[https://www.publiccontractscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00220](https://www.publiccontractscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00220)

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

The contract is awarded by a central purchasing body

## **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**

Tender for Public Relations and Communications Support for the Scottish Cities Alliance Investment Promotion Programme

Reference number

DCC/CE/294/23

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

- 79416000 - Public relations services

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

Services

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

This procurement process is for the Contract for Public Relations and Communications Support for the Scottish Cities Alliance Investment Promotion Programme.

### **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: £210,000

## **II.2) Description**

### **II.2.1) Title**

Lot 1 – Media engagement

Lot No

1

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

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

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

NUTS codes

- UKM - Scotland

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

Lot 1 - Media engagement will include but not limited to;

- Media engagement
- Thought Leadership
- Speaking or other promotional opportunities
- Introductions to investors
- Bi-weekly meetings with Alliance Team
- Attendance at Alliance Investment Promotion Working Group Meetings

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

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / 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) Description**

### **II.2.1) Title**

Lot 2 – Digital Engagement

Lot No

2

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

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

- 79342000 - Marketing services

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

NUTS codes

- UKM - Scotland

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

Lot 2 – Digital Engagement will include but not limited to;

- Production of approximately 35 blog posts per year of approximately 400-500 words including relevant images, created for use in social media and comms by the Alliance team and targeted at raising the profile of actions the Scottish cities are taking collectively to enhance their offer as places to invest, work and live as per examples on the Alliance website.

- The Alliance Team will support with the identification of thematic ideas for blog content and agree a future bi-monthly programme of blogs for production which will underpin and support planned investment promotion activity

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

Quality criterion - Name: Quality / Weighting: 70

Cost criterion - Name: Cost / 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

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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: [2024/S 000-006609](#)

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

### **Lot No**

1

### **Title**

Lot 1 – Media engagement

A contract/lot is awarded: Yes

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

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

28 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: 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**

Stripe Communications

86/3 Commercial Quay

Edinburgh

EH6 6LX

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: £40,000

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

### **Lot No**

2

### **Title**

Lot 2 – Digital Engagement

A contract/lot is awarded: Yes

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

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

28 June 2024

#### **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**

Stripe Communications

86/3 Commercial Quay

Edinburgh

EH6 6LX

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: £12,500

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## **Section VI. Complementary information**

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

(SC Ref:772051)

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

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

Scottish Court Service

Saughton House, Broomhouse House

Edinburgh

EH113XD

Country

United Kingdom