

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/022455-2022>

Tender

PR Services in North America

VisitScotland
Scottish Government

F02: Contract notice
Notice identifier: 2022/S 000-022455
Procurement identifier (OCID): ocds-h6vhtk-035bd2
Published 15 August 2022, 2:39pm

The closing date and time has been changed to:

20 September 2022, 12:00pm

See the [change notice](#).

Section I: Contracting authority

I.1) Name and addresses

VisitScotland
Ocean Point One, 94 Ocean Drive
Edinburgh
EH6 6JH

Contact

Eileen O'Neill

Email

eileen.oneill@visitscotland.com

Telephone

+44 1314722222

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://www.visitscotland.org>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118

I.1) Name and addresses

Scottish Government

4 Atlantic Quay, 70 York St

Glasgow

G2 8EA

Email

Karin.Finlay@gov.scot

Telephone

+44 1412420133

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10482

I.2) Information about joint procurement

The contract involves joint procurement

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

www.publiccontractsscotland.gov.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

www.publiccontractsscotland.gov.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Marketing/Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PR Services in North America

Reference number

VSEH22020

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

VisitScotland is looking to contract one or more full-service Public Relations agencies with specialised expertise in the travel sector to deliver a wide portfolio of PR activities in the US and Canada in support of VisitScotland's global brand strategy.

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots

2

II.2) Description

II.2.1) Title

Consumer Focus PR

Lot No

1

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- US - United States

Main site or place of performance

New York

II.2.4) Description of the procurement

VisitScotland is looking to contract one or more full-service Public Relations agencies with specialised expertise in the travel sector to deliver a wide portfolio of PR activities in the US and Canada in support of VisitScotland's global brand strategy.

Lot 1 seeks a Consumer-focused PR Service and requires an agency with expert, current knowledge of both the US and Canadian leisure travel sector, media marketplace, trends and consumer insights, and travel trade media, and sound knowledge of Scotland and its attractions for North American visitors

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

2 x 12-month extensions

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

II.2) Description

II.2.1) Title

Business to Business Focus PR

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- US - United States

Main site or place of performance

New York

II.2.4) Description of the procurement

VisitScotland is looking to contract one or more full-service Public Relations agencies with specialised expertise in the travel sector to deliver a wide portfolio of PR activities in the US and Canada in support of VisitScotland's global brand strategy.

Lot 2 seeks a Business to Business-focused PR service and requires an agency with expertise in the following areas:

- Incentives
- Conferences & Exhibitions
- Association Conventions/Congresses
- MICE

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

2 x 12-month extensions

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

Section III. Legal, economic, financial and technical information

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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 2

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

Originally published as:

Date

19 September 2022

Local time

12:00pm

Changed to:

Date

20 September 2022

Local time

12:00pm

See the [change notice](#).

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

19 September 2022

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 36 months

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

Additional information is contained in the attached documents

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=703319.

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.

(SC Ref:703319)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

27 Chambers Street

Edinburgh

Country

United Kingdom