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Contract

CyberScotland Partnership - marketing and communications management and coordination

Scottish Government

F03: Contract award notice

Notice identifier: 2024/S 000-023161

Procurement identifier (OCID): ocds-h6vhtk-043c7d

Published 25 July 2024, 10:44am

Section I: Contracting authority

I.1) Name and addresses

Scottish Government

4 Atlantic Quay, 70 York St

Glasgow

G2 8EA

Contact

Sophie Stark

Email

sophie.stark@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 is awarded by a central purchasing body

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CyberScotland Partnership - marketing and communications management and coordination

Reference number

CASE/695492

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The provision of communications and marketing services for the CyberScotland Partnership (CSP); a collaboration of key strategic stakeholders, brought together to maximise cyber resilience communications and messaging across Scotland in a coordinated and coherent way.

The contract is expected to cover a period of 1 year from August 2024 with the potential of a 1 year extension. The maximum contract value is 200,000 GBP per annum.

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: £400,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79342200 - Promotional services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

Key deliverables:

- Creating and delivering an annual communications and marketing plan for the CyberScotland Partnership(CSP). This will include writing content for digital and press

releases, producing quarterly campaign asset packs that will be disseminated across the Partnership to reach public, private and third sectors.

-Build, maintain and promote the CyberScotland brand and online presence through appropriate and effective marketing and communication activities and broadening social media reach into Scottish communities.

-Maintain and update the CyberScotland portal - the national website - with up to date and trusted cyber security information, advice and guidance for businesses, organisations and individuals in Scotland.

-Lead on the promotion of CyberScotland Week.

-Produce regular cyber security bulletins for different audiences and help to increase subscriptions.

-Organise and chair monthly meetings of the CSP Comms and Marketing Action Group to ensure coordinated and cohesive comms planning and delivery across Partners.

-Write and present quarterly reports for the CSP Steering Group on progress of targets and key deliverables.

-Produce end of year progress report for the CSP Steering Group on comms and marketing activities including recommendations for next steps.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

There is one optional period of 12 months

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 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 000-009181](#)

Section V. Award of contract

Contract No

CASE/695492

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 July 2024

V.2.2) Information about tenders

Number of tenders received: 11

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 11

Number of tenders received by electronic means: 11

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

BIG Partnership

Fountain House, 1-3 Woodside Crescent

Glasgow

G3 7UL

Telephone

+44 000000000

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £400,000

Section VI. Complementary information

VI.3) Additional information

Fair Work First

The commitment has been made by the contractor, as part of a package of Fair Work Practices, to pay staff involved with the delivery of this contract the rate the real Living Wage, the rate set independently and updated annually by the Living Wage Foundation. The contractor is accredited as a Living Wage Employer and will continue to pay that

wage rate through the duration of this contract.

Community Benefits

The supplier has committed to 3 (per year) internships or student placements, 1 (per year) work placements for "disadvantaged" persons unemployed over 6 months and 2 (per year) workshops offering an introduction to PR and Marketing. They have also committed to share information and assets about the Cyber Scotland Programme with a minimum of 75 SME's in 12 months.

Environmental

The supplier has committed to save approximately 700 miles per year via remote meetings, use of public transport and carpooling. They will also plant 4 trees per year.

All to be reported in the Quarterly Progress Report.

(SC Ref:773463)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court and Justice of the Peace Court

27 Chambers Street

Edinburgh

EH11LB

Country

United Kingdom