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Tender

## **Promote Shetland Service 2022-2027**

Shetland Islands Council

F02: Contract notice

Notice identifier: 2021/S 000-025248

Procurement identifier (OCID): ocds-h6vhtk-02ea0d

Published 8 October 2021, 4:05pm

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

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

Shetland Islands Council

8 North Ness Business Park, Lerwick

Shetland

ZE1 0LZ

#### **Contact**

Colin Black - Procurement Manager

#### **Email**

[contract.admin@shetland.gov.uk](mailto:contract.admin@shetland.gov.uk)

#### **Telephone**

+44 1595744595

#### **Country**

United Kingdom

**NUTS code**

UKM66 - Shetland Islands

**Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00402](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00402)

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

The contract is awarded by a central purchasing body

**I.3) Communication**

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

[www.publiccontractsscotland.gov.uk](http://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](http://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**

Promote Shetland Service 2022-2027

Reference number

ED/4/21

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

- 79342200 - Promotional services

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

Services

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

The Council wishes to engage a service provider to develop, manage and coordinate a promotional service for Shetland to be known as Promote Shetland, for the period 01 April 2022 to 31 March 2027.

The role of Promote Shetland is to:

- Act as the vehicle to advice and support public authority, non-government organisations, private sector and educational stakeholders around a common vision for promoting Shetland as an attractive place to live, work, study, visit and invest.
- Support the collaboration between all those involved in building a strong place brand and reputation for Shetland, particularly for quality, distinctiveness, authenticity and integrity. Promote Shetland will work in partnership with stakeholders to achieve a set of objectives.

The aim of the Promote Shetland service is to build a strong place brand and positive reputation for Shetland as a place to live, work, study, visit and invest.

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

Value excluding VAT: £2,000,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 79342200 - Promotional services

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

NUTS codes

- UKM66 - Shetland Islands

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

The procurement procedure being followed for the Promote Shetland Service 2022 - 2027 is the Open Procedure in accordance with Regulation 28 of the Public Contracts (Scotland) Regulations 2015 (the “Regulations”).

### **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

60

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

- Three years accounts and business reports for the contracting entity;
- Evidence of current Employer's Liability Insurance to a minimum of 10,000,000 GBP and Public Liability Insurance to a minimum of 5,000,000 GBP respectively;
- A current Bank Reference to a minimum of 400,000 GBP.

The Council will carry out an Equifax check where a Bank Reference cannot be obtained and this will form part of the economic and financial evaluation of economic operators.

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

- Evidence of same/similar supplies in the last three years

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

Date

8 November 2021

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

8 November 2021

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**

Please note that it is an essential requirement of the procurement process that Tenderers fully complete and submit a satisfactory Single Procurement Document (SPD) and satisfy all requirements specified or referred to in the Contract Notice and Procurement Documents.

The contract shall be subject to Scots Law and the jurisdiction of the Scottish Courts.

GBP means Great British Pounds.

III.1.2 - Economic operators who do not obtain a satisfactory financial evaluation may not be considered for contract award.

The UK has left the EU and the transition period after EU came to an end on 31 December 2020. From 1 January 2021, relevant references to the EU and EU procurement legislation will either be updated or removed from the Public Contracts Scotland site where appropriate. This will be an ongoing process undertaken during 2021.

Despite the reference to the EU Directives embedded in the header of the Contract Notice, the EU Directives do not apply to this procurement.

III.1.2 - A Bank Reference Mandate Form is included with the procurement documents for completion by economic operators where a Bank Reference is not submitted direct by the economic operator.

The Council will carry out an Equifax check where a Bank Reference cannot be obtained and this will form part of the economic and financial evaluation of economic operators.

VI.4.1 - Review body. The review body noted is Lerwick Sheriff Court, but Economic Operators should contact the Contracting Authority in the first instance if any issue needs to be addressed. The court may be contacted where legal proceedings are contemplated.

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=668664](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=668664).

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.

(SC Ref:668664)

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

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

Lerwick Sheriff Court

King Erik Street

Lerwick

ZE1 0HD

Email

[lerwick@scotcourts.gov.uk](mailto:lerwick@scotcourts.gov.uk)

Telephone

+44 1595693914

Country

United Kingdom