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Tender

Creative Campaigns HES/C/4225

Historic Environment Scotland

F02: Contract notice

Notice identifier: 2023/S 000-028157

Procurement identifier (OCID): ocds-h6vhtk-040346

Published 25 September 2023, 11:26am

Section I: Contracting authority

I.1) Name and addresses

Historic Environment Scotland

Longmore House, Salisbury Place

Edinburgh

EH9 1SH

Email

procurement@hes.scot

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://historicenvironment.scot>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00164

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

I.4) Type of the contracting authority

National or federal Agency/Office

I.5) Main activity

Other activity

Conservation, Tourism, Heritage & Built Environment

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Creative Campaigns HES/C/4225

Reference number

HES/C/4225

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

HES is looking for a creative agency to develop new creative campaigns and be responsible for concept design, copy-writing, ad production, finished arts, as well as assisting HES in scoping out potential opportunities.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

The strands which our campaigns may focus on are:

- Membership acquisition and retention

- Visitor led campaigns driving footfall to sites – mainly through events or linked to new experiences or developments at our sites
- Data capture across our audiences
- Campaigns to promote non-visitor related product or services. This could include but not exclusive to; fundraising/legacy, third party venue hire for corporate events, promotion of weddings, retail including promotion of our online shop and promotion of our archives.

KEY CONSIDERATIONS

It is essential that all resources adhere to our brand guidelines. We are currently looking at brand development, but the appropriate brand/sub brand guidelines will be supplied when available.

It is also essential that the successful tenderer has a deep understanding of our target audiences, what they need, what they value, their abilities and limitations. We can provide information about our audiences if required.

MEMBERSHIP – ACQUISITION & RETENTION

The creative campaign should allow the ability to connect with audiences in a competitive market and appeal to the modern consumer by promoting value and affordability alongside social and outgoing/days out appeal. Campaigns should focus on the value of membership for visiting our sites, but messaging should focus on specific benefits and times of year to appeal to different segments of members.

The events programme for 2024 has not been confirmed yet, however as an example Spectacular Jousting at Linlithgow Palace is one of the most attended events each year. All events are listed on the HES website:

www.historicenvironment.scot/events

Membership Retention – Depending on any emerging trends with the levels of member retention, HES may also consider promotional activity linked to retention. HES's current UK member retention level is 76% which is below the national average for UK visitor attraction membership schemes which sits at 80%. At the end of July 2023 HES had 192,969 members.

Visitor Marketing – HES's approach to visitor marketing is to focus promotion on reasons to visit the sites (start of season, events and exhibitions) the scale of which dictates whether a paid campaign is required, admissions promotions and changes to the experience or new developments.

HES may require focus on Stirling Castle, Edinburgh Castle or the Engine Shed (additional visitor facing brands of Historic Environment Scotland) at strategic times of the year and any other site should it be required. This can include our Christmas campaigns which may include Gift Membership and Christmas at both Edinburgh and Stirling Castle.

Member and visitor focused campaigns should:

- Drive visitors to HES attractions
- Raise awareness of Historic Environment Scotland and the great days out we offer.
- Drive income and membership numbers (targets TBC)
- Be trackable across different media options
- Contribute to data capture to our Scottish non-member database
- Work collaboratively and practically together in development stages and working with appointed media agency
- Communicate effectively with members, to ensure they are informed, engaged, and excited about the programme, with particular emphasis on personal communications.

AUDIENCE

Scottish families are the principal market for event and membership campaigns and fall into the ABC1 demographic. The second largest segment in the membership is concession category, this includes visitors aged 65 and over, full time students, in receipt of state benefit, and serving member of British Armed Forces. Focused briefs are issued for each individual event/campaign outlining aims and objectives. We have various pieces of research into our key markets which can be supplied if required.

CORPORATE CAMPAIGNS

This is a new area for the marketing team so while some elements remain unknown projects such as our retail including the online shop, corporate events, weddings, access to the archives and fundraising campaigns may be required.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70%

Quality criterion - Name: Interview / Weighting: 20%

Price - Weighting: 10%

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

After the initial 2 years, the contract has the possibility to be extended for a further 2 years, to be reviewed annually.

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.1) Conditions for participation

III.1.2) Economic and financial standing

List and brief description of selection criteria

HES use Scotbis, an independent provider of business credit reports, to assess the financial standing of tenderers. The overall aim of this assessment is to ensure, as far as possible, that any potential Supplier will not have financial difficulties that endanger their ability to perform the Contract. If financial information cannot be gained from that source Historic Environment Scotland will request that you provide full audited accounts for the last full financial year. If Suppliers cannot provide any of the assurances as detailed above, and it is determined by HES that your financial strength is not adequate, then your company may not pass the financial evaluation. If you can provide the assurances as detailed above, HES may explore these options with you before determining whether your company can be taken forward in this procurement exercise. Bank details may also be sought to support the above.

Minimum level(s) of standards possibly required

Employers Liability Insurance 5 million GDP

Public Liability Insurance 5 million GDP

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

25 October 2023

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

25 October 2023

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: If all extensions are used, the contract will be up for renewal in January 2028.

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

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=745619.

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.

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:

HES encourages supplier to think about any community benefits that they could bring to the contract. This may include work placements or apprenticeships.

(SC Ref:745619)

Download the ESPD document here: https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=745619

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court & Justice of the Peace Court

Edinburgh

Country

United Kingdom