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Tender

## **Marketing Services - (2022-2026)**

Scottish Government

F02: Contract notice

Notice identifier: 2021/S 000-029038

Procurement identifier (OCID): ocds-h6vhtk-02a38d

Published 22 November 2021, 1:45pm

The closing date and time has been changed to:

**1 February 2022, 12:00pm**

See the [change notice](#).

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

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

Scottish Government

5 Atlantic Quay, 150 Broomielaw

Glasgow

G2 8LU

#### **Contact**

Alastair Dougall

#### **Email**

[alastair.dougall@gov.scot](mailto:alastair.dougall@gov.scot)

**Telephone**

+44 1412425594

**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](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.3) Communication**

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk>

## **I.4) Type of the contracting authority**

Ministry or any other national or federal 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**

Marketing Services - (2022-2026)

Reference number

SP-21-017

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

- 79340000 - Advertising and marketing services

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

Services

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

The Scottish Procurement and Property Directorate (SPPD) is the organisation tasked with procuring frameworks and contracts on behalf of Scottish public sector bodies. This Framework will be a multi-lot and multi-supplier agreement and will cover the following services: Creative Services, Digital Marketing, Public Relations, Market Research and Events and Video Production.

The framework agreement will be available for use by the Scottish Ministers (including Agencies), Scottish Non-Departmental Public Bodies, offices in the Scottish Administration which are not ministerial offices, cross-border public authorities within the meaning of

section 88(5) of the Scotland Act 1998, The Office for the Secretary of State for Scotland, the Scottish Parliamentary Corporate Body, councils constituted under section 2 of the Local Government etc. (Scotland) Act 1994, , bodies registered as social landlords under the Housing (Scotland) Act 2001, Scottish health boards or special health boards, Student Loans Company Limited, the Commissioner of Northern Lighthouse operating as the Northern Lighthouse Board, Scottish Futures Trust, Equality and Human Rights Commission, Business Stream Ltd, the Business Gateway National Unit at the Convention of Scottish Local Authorities, further or higher education institutions being fundable bodies within the meaning of section 6 of the further and Higher Education (Scotland) Act 2005, any public body established by or under the Scotland Act 1998 or any Act of the Scottish Parliament, any association of or formed by one or more of the foregoing, bodies financed wholly or mainly by one or more of the foregoing, bodies subject to management supervision by one or more of the foregoing and bodies more than half of the board of directors or members of which, or, in the case of a group of individuals, more than half of those individuals, being appointed by one or more of the foregoing. In addition to the contracting authorities listed, the framework agreement will be available to charities entered on the Scottish Charity Register and voluntary organisations entered on the Membership Database of the Scottish Council for Voluntary Organisations.

Information about agencies of the Scottish Ministers ,Scottish Non-Departmental Public Bodies and offices in the Scottish Administration which are not ministerial offices are listed at

<http://www.scotland.gov.uk/Topics/Government/public-bodies/about/Bodies>

Overview of the governance structure of public procurement for Scotland, including the Public Procurement Group.

<https://www.gov.scot/publications/public-procurement-governance/>

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

Value excluding VAT: £40,000,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 5

## **II.2) Description**

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

Creative Services for call off contracts above 50000GBP

Lot No

1

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

- 79341000 - Advertising services
- 79341400 - Advertising campaign services

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

NUTS codes

- UKM - Scotland

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

It is envisaged that Lot 1 will have six suppliers appointed. Creative Services will include the development, creation and delivery of effective and measurable marketing communications programmes and advertising campaigns as well as elements of wider activities, based on a Framework Public Body's brief, and potentially delivered in partnership with the relevant marketing agencies. The suppliers must have the capability and experience in managing and providing strategic creative development and delivery across the disciplines of this category, where relevant to support behaviour change, including the delivery of advertising activity, content creation, engaging field activity, impactful, targeted and measurable communications. Lot 1 will be for call off contracts above 50,000 GBP.

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

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

### **II.2.6) Estimated value**

Value excluding VAT: £14,000,000

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

## **system**

Duration in months

48

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

## **II.2) Description**

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

Creative Services for call off contracts below 50000GBP

Lot No

2

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

- 79341000 - Advertising services
- 79341400 - Advertising campaign services

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

NUTS codes

- UKM - Scotland

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

It is envisaged that Lot 2 will have five suppliers appointed. Creative Services will include the development, creation and delivery of effective and measurable marketing communications programmes and advertising campaigns as well as elements of wider activities, based on a Framework Public Body's brief, and potentially delivered in partnership with the relevant marketing agencies. The suppliers must have the capability and experience in managing and providing strategic creative development and delivery across the disciplines of this category, where relevant to support behaviour change, including the delivery of advertising activity, content creation, engaging field activity, impactful, targeted and measurable communications. Lot 2 will be for call off contracts below 50,000 GBP.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

## **II.2.6) Estimated value**

Value excluding VAT: £2,000,000

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

Duration in months

48

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

## **II.2) Description**

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

Digital Marketing

Lot No

3

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- UKM - Scotland

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

It is envisaged that Lot 3 will have five suppliers appointed. Digital Marketing Services include the technical and creative development of digital materials to deliver targeted messaging and engagement with identified audiences in pursuit of Framework Public Body's objectives and where relevant, to support behaviour change. This can consist of the development, creation and delivery of digital marketing activity, records and databases as well as the creation, collation, and maintenance of digital content across all platforms and responsibility for functionality, usability and analysis of content.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **II.2.6) Estimated value**



Value excluding VAT: £10,000,000

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

Duration in months

48

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

## **II.2) Description**

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

Public Relations

Lot No

4

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

- 79416000 - Public relations services

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

NUTS codes

- UKM - Scotland

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

It is envisaged that Lot 4 will have five suppliers appointed. The Supplier shall provide services covering the planning, creative approach, project delivery and evaluation of Public Relations activity as required by individual Framework Public Bodies.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

#### **II.2.6) Estimated value**

Value excluding VAT: £5,000,000

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

Duration in months

48

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

## **II.2) Description**

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

Market Research

Lot No

5

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

- 73110000 - Research services

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

NUTS codes

- UKM - Scotland

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

It is envisaged that Lot 5 will have six suppliers appointed. Market Research Services require research specialists to advise and implement a range of market and customer research activities covering many aspects of communications work. This will include the development, creation and delivery of effective and measurable marketing communications programmes as well as elements of wider activities, either individually or a combination of strategic planning, field marketing, direct marketing and partnership marketing.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **II.2.6) Estimated value**

Value excluding VAT: £5,000,000

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

Duration in months

48

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

## **II.2) Description**

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

Events and Video Production

Lot No

6

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

- 79952000 - Event services

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

NUTS codes

- UKM - Scotland

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

It is envisaged that Lot 6 will have five suppliers appointed. Events and Video Production Services cover event management, virtual events, exhibition Management, technical audio

visual services and video production & post production services required by Framework Public Bodies.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **II.2.6) Estimated value**

Value excluding VAT: £4,000,000

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

Duration in months

48

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

This section refers to Section B of Part IV of the SPD (Scotland) and covers question 4B.5

Minimum level(s) of standards possibly required

4B.5.1 to 4B.5.3 It is a requirement of this framework/contract that bidders hold or can commit to obtain prior to the commencement of any subsequently awarded framework/contract the types and levels of insurance indicated below:

Public Liability Insurance = not less than 1 million GBP per incident and unlimited in total;

Professional Indemnity Insurance = not less than 1 million GBP per incident and unlimited in total;

Employer's (Compulsory) Liability Insurance = in accordance with any legal obligation for the time being in force.

Bidders who do not currently have or cannot commit to obtaining the levels of Insurance requested may be excluded from the procurement process. In event of award of a Framework, Scottish Government will seek proof that these Insurance provisions have been fully complied with.

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## **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: 32

#### **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: [2021/S 000-007196](#)

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

Originally published as:

Date

6 January 2022

Local time

12:00pm

Changed to:

Date

1 February 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: 9 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

6 January 2022

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: within 4 years

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

1. Tenderers may bid for all Lots. However for Creative services (Lots 1 and 2) a Tenderer may only be successful in one of these Lots. For Lots 1 and 2 we will undertake the evaluation in sequence and evaluate Lot 1 first. The Tenderers with the most economically advantageous tender in Lot 1 will be the preferred Tenderers for Lot 1. If any of the preferred Tenderers for



Lot 1 also bid for Lot 2, they will be eliminated from consideration for Lot 2. From the remaining bids in Lot 2 the Tenderers with the most economically advantageous tenders will be the preferred Tenderers for Lot 2.

2. In the event of a tie, the Authority reserves the right to appoint additional compliant Tenderers.

3. Award criteria questions can be found in the ITT together with weightings.

4. Economic operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Sco) Regs 2015.

5. If you are an SME or 3rd sector organisation interested in working with the public sector, the Supplier Development Programme can help. Attached is a link to the Supplier Development Programme:

[https://www.sdpScotland.co.uk/?utm\\_source=pcs&utm\\_medium=frontpage&utm\\_content=march16&utm\\_campaign=SDP03](https://www.sdpScotland.co.uk/?utm_source=pcs&utm_medium=frontpage&utm_content=march16&utm_campaign=SDP03)

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 19709. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

The Contracting Authority does not intend to include a sub-contract clause as part of community benefits (as per Section 25 of the Procurement Reform (Scotland) Act 2014) in this contract for the following reason:

The contractor will be encouraged to use PCS to advertise sub-contracting requirements where applicable.

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:

The Contractor will be required, where practical, to:

- Consider relevant opportunities for community benefits;
- Consider opportunities for the involvement of SMEs and/or third sector organisations in supporting the delivery of this Framework;
- Provide assurance regarding fair work first matters.”

(SC Ref:665930)

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

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

Edinburgh Sheriff Court and Justice of the Peace Court

27 Chambers Street

Edinburgh

EH1 1LB

Telephone

+44 1312252525

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-sheriff-court-and-justice-of-the-peace-court>

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

An economic operator that suffers or risks suffering loss or damage attributable to a breach of duty under the Public Contracts(Scotland)Regulations 2015 may bring proceedings in the Sheriff Court or Court of Session