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Tender

## **Transport Scotland Communications Support Services Framework - 2022-2026**

Transport Scotland

F02: Contract notice

Notice identifier: 2021/S 000-030808

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

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

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

Transport Scotland

Buchanan House, 58 Port Dundas Road

Glasgow

G4 0HF

#### **Contact**

Dominick Cafferkey

#### **Email**

[Dominick.cafferkey@transport.gov.scot](mailto:Dominick.cafferkey@transport.gov.scot)

#### **Country**

United Kingdom

#### **NUTS code**

UKM82 - Glasgow City

**Internet address(es)**

Main address

<http://www.transport.gov.scot>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00099](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00099)

**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**

National or federal Agency/Office

**I.5) Main activity**

Other activity

Transport

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Transport Scotland Communications Support Services Framework - 2022-2026

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

- 63712000 - Support services for road transport

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

Services

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

The service provider will be required to supply communication support across all directorates within

Transport Scotland. Information on the directorates within Transport Scotland is available at

<https://www.transport.gov.scot/about/our-directorates/>

Communication support will include, but is not limited to, the following services: Strategic Planning;

Stakeholder engagement and liaison, Crisis and issues management, Internal communications, Events

and exhibition support, Evaluation and media monitoring, Press trip organisation, and Media

intelligence.

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

Value excluding VAT: £6,000,000

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

This contract is divided into lots: No

## **II.2) Description**

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

- 71311100 - Civil engineering support services
- 79956000 - Fair and exhibition organisation services
- 75130000 - Supporting services for the government
- 79822500 - Graphic design services
- 79416000 - Public relations services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKM - Scotland

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

Transport Scotland is an agency of the Scottish Government and contracts in the name of and on behalf of the Scottish Ministers.

Transport Scotland has identified the need to appoint a suitably qualified and experienced communications specialist to provide critical communication support services to allow Transport Scotland to meet its statutory obligations in engaging with the community and wider stakeholders when planning, developing and delivering quality public facing communications for our major transport related projects over the next four years.

The typical scope of services anticipated under this Single-Supplier Framework Agreement may include, but will not be limited to:

the preparation for public engagement events, including the production of communications materials such as exhibition panels and leaflets, as well as providing support at these events, social media engagement and advertising, and mapping of stakeholders for our major projects.

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

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

**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.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 5

**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

Economic Operators shall be required to satisfy minimum standards of economic and financial standing. To determine these standards, Economic Operators shall:

(a) in response to SPD, Question Ref. 4B.1.a provide the specified annual turnover for the last two years of trading, or for the period which is available if trading for less than two years;

(b) in response to SPD Question Ref 4B6 provide the name, range and score of nine financial criteria for each year for the last two years of trading, or for the period which is available if trading for less than two years; and

(c) in response to SPD, Question Ref. 4B5a, 4B5b and 4B5c confirm they already have or can commit to obtain, prior to commencement of the contract the required levels of insurance.

In addition to the information requested under (a) to (c), Economic Operators must provide a link/ copies of the associated annual accounts as filed at Companies House (or equivalent if not a UK registered company). For the avoidance of doubt, if an Economic Operator fails to provide accounts relating to its last two full years of trading that are due to have been filed, that Economic Operator will be excluded from this procurement competition.

Where Economic Operators have not yet been trading for a full two year period, such that filed accounts are not yet due and available, and limited only to that circumstance, the required information to support (a) to (c) above may take the form of appropriate third party / statements setting out turnover, profit and loss, cashflow (current and forecast) and the Economic Operator's credit facility position. Note there will, however, be a negative scoring implication as noted below and in the Additional Documents.

This information has been requested to enable Transport Scotland to perform their own assessment and confirm the financial ratios submitted. Ultimately, ensuring the correct score is allocated, and to ensure no misinterpretation. Where there exist differences in ratios, between those provided and those calculated by Transport Scotland, clarification will be sought.

Minimum level(s) of standards possibly required

Economic Operators shall be required to satisfy minimum standards of economic and financial standing. These are described below:

#### Evaluation Criteria Ratios (Question Ref. 4B.6)

The following nine evaluation criteria shall be scored, for each year for the last two years of trading, or for the period which is available if trading for less than two years:

1. Acid Test Ratio
2. Cash Interest Cover Ratio
3. Return on Capital Employed
4. Operating Profit Ratio
5. Net Worth
6. Gearing
7. Annual Contract Value to Turnover
8. Filed Accounts
9. Audit Report

The scoring mechanism can be downloaded via the Additional Documents, located within the Additional Notice Options of the Public Contracts Scotland portal ([www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)). For the purpose of calculating the Annual Contract Value to Turnover ratio the estimated value in II.1.5 of this Contract Notice shall be adopted.

The nine evaluation criteria will be individually scored and given a total aggregated score, out of a possible 50 marks, for each year of trading. Subsequently, each year's score will be weighted, with the most recent ("Year 1") weighted at 2/3rds and the previous ("Year 2") weighted at 1/3rd, and then aggregated to form an overall score for the two years out of 50 marks.

If the Economic Operator is trading for less than 2 years, their financial ratios for the most recent full year of trading will be weighted at 2/3rds scored out of the total 50 marks. If the economic operator is trading for less than 1 year the information provided under III.1.2) b), will be prorated up to 1 year to calculate financial ratios for the full year and this will be weighted at 2/3rds and scored out of the total 50 marks.

A submission shall be marked as a FAIL and will not be considered further if the score achieved by an Economic Operator (either a single Economic Operator or a group of Economic Operators) is less than 25 marks, out of the potential total aggregated score of 50 marks.

A submission shall be marked as a FAIL and will not be considered further if the economic operator is unable to provide appropriate information to enable the calculation of the financial ratios.

Where the submission has been submitted by a group of economic operators, the information submitted by each group member will be evaluated in the proportion of the percentage shareholdings or percentage equity/interest of each group member and a score determined for such group of Economic Operators on that basis.

A “group of Economic Operators” is defined as an unincorporated consortium or joint venture.

Insurance (Question Ref. 4B5)

In response to Question Ref. 4B5 a, b and c Economic Operators must confirm they already have or can commit to obtain, prior to the commencement of the framework agreement, the following levels of insurance:

Professional Indemnity Insurance = 5 million GBP

Public Liability Insurance = 5 million GBP

Employer's (Compulsory) Liability Insurance = 5 million GBP

In responding to Question Ref 4B.5 a, b and c, where the Economic Operator responds “No, and I cannot commit to obtain it” they shall be marked as FAIL and shall be excluded from this procurement competition.

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

List and brief description of selection criteria

For 4C1.2 Economic Operators shall be required to insert suitable responses to Statements (a) to (e) set out below, demonstrating that they have the required minimum standards of eligibility and technical and professional ability. Answers to these statements shall be provided by single Economic Operators and by groups of Economic Operators (group members should not respond individually). Response to Statement (a) shall be assessed on the basis of PASS or FAIL. Economic Operators who fail to satisfy this minimum standard (either they answer ‘No’ or fail to provide an acceptable answer) shall

be excluded from the procurement competition. Statement (b) is not scored but is required to be completed in order to answer Statements (c) to (e) inclusive. The responses to Statements (c), (d), (e) shall be assessed on the basis of a score with a minimum threshold, using the following scoring mechanism: The responses to (c), (d) and (e) shall be assessed on the basis of a score from 0 – 5, with a minimum threshold. The scoring criteria can be downloaded via the Additional Documents, located within the Additional Notice Options of the Public Contracts Scotland portal ([www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)). A submission shall be marked as FAIL and will not be considered further if the score achieved for any statement is less than 2. Where a response scores an average of 2 or greater it shall be weighted in accordance with the following weightings: Statement (c) = 40%; Statement (d) = 40%; Statement (e) = 20%. The weighted scores shall be aggregated to calculate a score out of 100 for the 3 statements. Words in excess of the maximum word limit for each statement will neither be considered nor scored.

Minimum level(s) of standards possibly required

To ensure minimum levels of ability, Transport Scotland require that evidence of specific project experience be provided under Statements (a) to (e) inclusive.

Statement (a) Demonstrate that you have provided communication support services, including public consultation, associated graphic design services, social media campaigns, and paid advertising with a total fee of at least 0.5 million GBP per year within three of the last five years (Max 500 Words).

Statement (b) Provide information on no more than 3 reference projects which reflect your previous experience in undertaking Communications Support Services, predominantly carried out within the last 4 years detailing your role and the scope of the services performed (Max 500 Words per reference project).

Statement (c) Team Resourcing – Provide details from the reference projects of effective staff management, and how staff have been utilised effectively in the delivery of Communications Support Services detailing the team structures you have implemented (including the provision of one relevant example organogram from the reference projects (not included in word count))(Max 500 Words).

Statement (d) Stakeholder communication – Provide evidence from the reference projects of how you effectively managed engagement with clients to successfully achieve the desired outcomes, and how you successfully managed third parties and subcontractors to deliver for your clients (Max 500 Words).

Statement (e) Digital and Social Media – Provide details from the reference projects of how you have successfully leveraged digital and social media to achieve successful outcomes for your clients (Max 500 Words)

## **III.2) Conditions related to the contract**

### **III.2.1) Information about a particular profession**

Execution of the service is reserved to a particular profession

Reference to the relevant law, regulation or administrative provision

The Scottish Ministers shall require staff at management and senior grades to hold appropriate qualifications and experience. These include an academic qualification (BA/BSc Degree) and be able to demonstrate substantial experience relevant to the provision and performance of the Services.

### **III.2.2) Contract performance conditions**

It is the Employer's policy to measure the performance of the Economic Operator on a regular basis. In the event that the Economic Operator's performance falls below a satisfactory level, the Economic Operator will be invited to determine a means of rectifying the situation. Repeated or continual service failures may result in suspension or termination of 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**

Restricted 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 a single operator

#### **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

21 January 2022

Local time

12:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

25 February 2022

#### **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**

Tender must be valid until: 27 May 2022

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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 see attached additional document for further 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=658658](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=658658).

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.

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:

TBC

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:

Under the terms of this contract the successful supplier(s) will be required to deliver Community Benefits in support of the authority's economic and social objectives.

Accordingly, contract performance conditions may relate in particular to social and environmental considerations. Further information will be contained in the tender documents.

(SC Ref:658658)

Download the ESPD document here:

[https://www.publiccontractsscotland.gov.uk/ESPD/ESPD\\_Download.aspx?id=658658](https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=658658)

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

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

Sheriff Clerk's Office

PO Box 23, 1 Carlton Place

Glasgow

Email

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

Country

United Kingdom