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Contract

Media Planning, Buying and Associated Services

Scottish Government

F20: Modification notice

Notice identifier: 2023/S 000-031427

Procurement identifier (OCID): ocds-h6vhtk-040ebf

Published 25 October 2023, 10:11am

Section I: Contracting authority/entity

I.1) Name and addresses

Scottish Government

4 Atlantic Quay, 7th Floor, 70 York Street

Glasgow

G2 8EA

Contact

Alison Duff

Email

Alison.Duff@gov.scot

Telephone

+44 1412242320

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Planning, Buying and Associated Services

Reference number

SP-18-007

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.2) Description

II.2.1) Title

Media Planning, Buying and Associated Services (UK and Overseas)

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement at the time of conclusion of the contract:

The Framework will cover the provision of Media Planning & Buying, for the booking of advertisements to run in Scotland, UK & Ireland and Overseas, in support of activities including, but not restricted to, social advertising, public information (including access to services) and revenue generating promotion.

The purpose of this agreement is to provide the Scottish Public Sector with a new, open and transparent approach to media planning, buying and associated services, with the Contractors providing the best possible outcomes for media campaigns.

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

Duration in months

48

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.2) Administrative information**IV.2.1) Contract award notice concerning this contract**

Notice number: [2019/S 188-457816](#)

Section V. Award of contract/concession

Contract No

SP-18-007

Lot No

1

Title

Media Planning, Buying and Associated Services (UK and Overseas)

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

1 September 2019

V.2.2) Information about tenders

The contract/concession has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor/concessionaire

Republic of Media Ltd

2nd Floor South, Nova House, 3 Ponton Street

Edinburgh

EH3 9QQ

Telephone

+44 1312300110

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor/concessionaire is an SME

Yes

V.2.3) Name and address of the contractor/concessionaire

Carat

4th Floor, Capital House, 2 Festival Square

Edinburgh

EH3 9SU

Country

United Kingdom

NUTS code

- UKM - Scotland

The contractor/concessionaire is an SME

No

V.2.3) Name and address of the contractor/concessionaire

MediaCom Edinburgh

6 Dock Place

Edinburgh

EH6 6LU

Country

United Kingdom

NUTS code

- UKM - Scotland

The contractor/concessionaire is an SME

Yes

V.2.3) Name and address of the contractor/concessionaire

Spiritmedia

Waterview House, 37 The Shore

Edinburgh

EH6 6QU

Telephone

+44 7768506462

Fax

+44 1314788899

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

Yes

V.2.3) Name and address of the contractor/concessionaire

The Media Shop Scotland Ltd

5 Royal Exchange Square, Glasgow

Glasgow

G1 3AH

Telephone

+44 1412210280

Fax

+44 1412040722

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £48,000,000

Section VI. Complementary information

VI.3) Additional information

1. 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 Scotland Office, the Scottish Parliamentary Corporate Body, councils constituted under section 2 of the Local Government etc. (Scotland) Act 1994, Scottish Fire & Rescue Service, the Scottish Police Authority, Scottish health boards or special health boards, all NHS Scotland, The Integrated Joint Boards established further to the Public Bodies (Joint Working) Act 2014, bodies registered as social landlords under the Housing (Scotland) Act 2001, Student Loans Company Limited, the Forestry Commission, the Commissioner of Northern Lighthouse operating as the Northern Lighthouse Board, 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 Scottish Public Bodies is available at:

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

Information about the Review of Public Procurement in Scotland and links to the other Centres of Expertise are available at:

<http://www.scotland.gov.uk/Topics/Government/Procurement>

2. The Media Planning, Buying and Associated Services requirement has been divided into two separate lots. The detailed award criteria is stated in the procurement documents.

3. All suppliers on this framework are committed to offering differing packages of Fair Work Practices, packages include the payment of the Scottish living Wage or higher for the duration of this framework.

(SC Ref:747140)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court & Justice of the Peace Court

27 Chamber Street

Edinburgh

EH1 1LB

Country

United Kingdom

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 79341000 - Advertising services

VII.1.3) Place of performance

NUTS code

- UKM - Scotland

VII.1.4) Description of the procurement:

The Framework will cover the provision of Media Planning & Buying, for the booking of advertisements to run in Scotland, UK & Ireland and Overseas, in support of activities including, but not restricted to, social advertising, public information (including access to services) and revenue generating promotion.

The purpose of this agreement is to provide the Scottish Public Sector with a new, open and transparent approach to media planning, buying and associated services, with the Contractors providing the best possible outcomes for media campaigns.

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Start date

1 September 2019

End date

31 December 2023

In the case of framework agreements, provide justification for any duration exceeding 4 years:

extension to Lot 1 of the framework for a further 3 months while we conclude new framework award

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£51,850,000

VII.1.7) Name and address of the contractor/concessionaire

Republic of Media Ltd

2nd Floor South, Nova House, 3 Ponton Street

Edinburgh

EH3 9QQ

Telephone

+44 1312300110

Country

United Kingdom

NUTS code

- UKM - Scotland

The contractor/concessionaire is an SME

Yes

VII.1.7) Name and address of the contractor/concessionaire

MediaCom Edinburgh

6 Dock Place

Edinburgh

EH6 6LU

Country

United Kingdom

NUTS code

- UKM - Scotland

The contractor/concessionaire is an SME

Yes

VII.1.7) Name and address of the contractor/concessionaire

Spiritmedia

Waterview House, 37 The Shore

Edinburgh

EH6 6QU

Telephone

+44 7768506462

Fax

+44 1314788899

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

Yes

VII.1.7) Name and address of the contractor/concessionaire

The Media Shop Scotland Ltd

5 Royal Exchange Square, Glasgow

Glasgow

G1 3AH

Telephone

+44 1412210280

Fax

+44 1412040722

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor/concessionaire is an SME

Yes

VII.1.7) Name and address of the contractor/concessionaire

Carat

4th Floor, Capital House, 2 Festival Square

Edinburgh

EH3 9SU

Country

United Kingdom

NUTS code

- UKM - Scotland

The contractor/concessionaire is an SME

No

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

Extension of the current Media Planning, Buying and Associated Services Framework

(SP-18-007) for a 3 month period.

VII.2.2) Reasons for modification

Need for modification brought about by circumstances which a diligent contracting authority/entity could not foresee.

Description of the circumstances which rendered the modification necessary and explanation of the unforeseen nature of these circumstances:

Extension of Lot 1 for 3 months required to conclude new framework award.

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £49,350,000

Total contract value after the modifications

Value excluding VAT: £51,850,000