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Contract

## **Provision of Digital Media Management**

Orkney Islands Council

F03: Contract award notice

Notice identifier: 2021/S 000-031720

Procurement identifier (OCID): ocds-h6vhtk-02915f

Published 20 December 2021, 9:05am

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

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

Orkney Islands Council

Council Offices, School Place

Kirkwall

KW15 1NY

#### **Email**

[procurement@orkney.gov.uk](mailto:procurement@orkney.gov.uk)

#### **Telephone**

+44 01856873535

#### **Fax**

+44 01856876158

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00369](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00369)

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

Regional or local authority

**I.5) Main activity**

General public services

## **Section II: Object**

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

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

Provision of Digital Media Management

Reference number

OIC/PROC/1181

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

- 66140000 - Portfolio management services

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

Services

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

A content generation and management service to support key sectors and companies to market their products and services through an Orkney Marketing programme.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £249,000

### **II.2) Description**

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

- 92111200 - Advertising, propaganda and information film and video-tape production
- 22315000 - Photographs
- 79961000 - Photographic services
- 79960000 - Photographic and ancillary services
- 79961100 - Advertising photography services

- 79961200 - Aerial photography services
- 79961300 - Specialised photography services
- 66140000 - Portfolio management services
- 79416100 - Public relations management services

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

NUTS codes

- UKM65 - Orkney Islands

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

This contract is a key element of the Orkney Marketing programme and is intended to raise the profile of Orkney and its industries.

This contract will create locally generated digital content for social media, webpages and regular communication with an ever-expanding database of potential customers who are interested in Orkney.

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

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

### **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 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.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-002552](#)

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## **Section V. Award of contract**

### **Contract No**

OIC/PROC/1181

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

7 April 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Start Point Media

(McArthur), 18 East Road

Kirkwall

KW15 1HZ

Telephone

+44 7749914045

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £249,000

Total value of the contract/lot: £248,856

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**Section VI. Complementary information**

**VI.3) Additional information**

Orkney Islands Council reserves the right to cancel the procurement at any stage and not award a Contract. the expenditure, work or effort

undertaken by bidders prior to the award of any Contract is accordingly a matter solely for the commercial judgement of bidders.

Late tenders will not be considered by the Council and all questions are to be submitted via the Questions and Answers section of this

contract advertisement on PCS.

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.

Tenderers should complete the SPD (Scotland) contained within the SPD Module attached to this notice.

(SC Ref:677718)

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

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

Kirkwall Sheriff Court

Sheriff Court House, Watergate

Kirkwall

KW15 1PD

Telephone

+44 1856872110

Country

United Kingdom