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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): ocids-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

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

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

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](#)

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

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