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Contract

## **Media Planning, Buying and Associated Services 2023**

Scottish Government

F03: Contract award notice

Notice identifier: 2023/S 000-034495

Procurement identifier (OCID): ocds-h6vhtk-0396ed

Published 22 November 2023, 9:59am

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

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

Scottish Government

Victoria Quay

Edinburgh

EH6 6QQ

#### **Email**

[Colin.Anderson@gov.scot](mailto:Colin.Anderson@gov.scot)

#### **Telephone**

+44 1312445182

#### **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.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

Media Planning, Buying and Associated Services 2023

Reference number

SP-23-05

#### II.1.2) Main CPV code

- 79341000 - Advertising 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.

The Framework will cover the provision of Media Planning & Buying, for the booking of advertisements to run in 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 an open and transparent approach to media planning, buying and associated services, with the Contractors providing the best possible outcomes for media campaigns.

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.1.6) Information about lots**

This contract is divided into lots: Yes

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

Value excluding VAT: £60,000,000

## **II.2) Description**

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

Media Planning, Buying and Associated Services (International Media - Bought In-Country)

Lot No

2

### **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**

International Media Planning, Buying and Associated Services The International agreement will cover the provision of international media advertising, for adverts/creative content purchased and placed “in country”. International campaigns may require multiple regional market

implementation by regional offices in North America, Europe, Middle East, Australia and Asia, and any such other territories as identified

by the Framework Public Body.

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

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

### **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.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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: [2023/S 000-014336](#)

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

### **Lot No**

2

### **Title**

Media Planning, Buying and Associated Services (International Media - Bought In-Country)

A contract/lot is awarded: Yes

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

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

2 October 2023

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

Number of tenders received: 1

Number of tenders received from SMEs: 0

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

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

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

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

Carat

Norloch House , 36 King's Stables Road

Edinburgh

EH1 2EU

Telephone

+44 7920873080

Country

United Kingdom

NUTS code

- UKM - Scotland

The contractor is an SME

No

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

Total value of the contract/lot: £12,000,000

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## Section VI. Complementary information

### VI.3) Additional information

Full details of award criteria and the weightings and scoring can be found in the Invitation to Tender.

Tenderers may bid for all Lots. In the event of a tie under Lot 1 and 2, the Authority reserves the right to appoint the tenderer(s) with the highest quality score, if the tenderer(s) are tied with the same quality score, the Authority reserves the right to appoint the tenderer with the highest quality score in section 1.2 Delivery of the Services.

Tenderers must confirm that they will pay staff that are involved in the delivery of services under the framework agreement, and/or any subsequent call off contract, at least the real Living Wage. Tenderers who fail to answer “Yes” to this question will not have their tender considered further.

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.

SPD Section 2: Sub-Contractors who are not being relied upon to meet Selection Criteria - A separate SPD will not be required at this Stage.

SPD Q4.C.4 - Tenderers must state whether they intend, or do not intend, to use a supply chain to deliver the requirements detailed in the ITT.

If Tenderers intend to use a supply chain to deliver the requirements, they should provide evidence in the SPD that they have the relevant supply chain management and tracking systems in place to ensure a resilient and sustainable supply chain. This will include confirmation that the Tenderer has the systems in place to pay subcontractors through the supply chain promptly and effectively, including evidence of:

a) their standard payment terms

b) ≥95% of all supply chain invoices being paid on time (in accordance with the terms of contract) in the last financial year.

If the bidder is unable to confirm and evidence (b) they must provide an improvement plan, signed by their Director, which commits to improvements in the payment performance.

Acceptable evidence includes but is not limited to:



- Extract of the Tenderer's terms & conditions detailing standard payment terms;
- A summarised accounts payable report showing payment on time performance;
- Payment Performance Statement Signed by External Auditor;
- Credit Score/Credit Report; or
- An improvement plan, signed by a Director, which commits to improvements in payment performance. Improvement plan template and further evidence examples are held within the Supplier Journey.

Where a Tenderer does not intend to use a supply chain to deliver the requirements detailed in the ITT, they should clearly state this in response to Q4.C.4.

Responses to Q4.C.4 will be evaluated as a "Pass" or "Fail". Tenderers who do not achieve a "Pass" for this question will not be considered further.

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 23958. For more information see:

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

(SC Ref:751115)

## **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