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Contract

goStrategy: Strategic Business Development

East Ayrshire Council

F03: Contract award notice

Notice identifier: 2023/S 000-035957

Procurement identifier (OCID): ocds-h6vhtk-03eba4

Published 6 December 2023, 2:38pm

Section I: Contracting authority

I.1) Name and addresses

East Ayrshire Council

Corporate Procurement Team, London Road HQ

Kilmarnock

KA3 7BU

Email

zoe.wilson@east-ayrshire.gov.uk

Country

United Kingdom

NUTS code

UKM93 - East Ayrshire and North Ayrshire mainland

Internet address(es)

Main address

<http://www.east-ayrshire.gov.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00223

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

goStrategy: Strategic Business Development

Reference number

PS/23/85

II.1.2) Main CPV code

- 79411100 - Business development consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

Strategic Business Development consultancy framework.

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: £480,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79411100 - Business development consultancy services

II.2.3) Place of performance

NUTS codes

- UKM93 - East Ayrshire and North Ayrshire mainland

II.2.4) Description of the procurement

The Council require to tender in order to put in place a framework of up to 10 providers, which will enable East Ayrshire Council to deliver expert advice and strategic business support to local businesses under the GoStrategy Brand

GoStrategy will focus on building a strategic understanding within a business to help it achieve a positive operational transformation over the long term.

GoStrategy will help a business determine where it is going over the next year or more and how it will get there, providing a strategic emphasis.

It is expected that the consultants selected for GoStrategy will undertake a process that will include the following elements:

- a. Strategic analysis – a review of internal and external business environment and an evaluation of the challenges and opportunities it presents
- b. Strategic direction – setting the strategic goals and selecting the best strategies for achieving them
- c. Strategic Plan – to assist the development and implementation of a strategic plan, including identifying the tactics associated with reaching stated objectives, specifying responsibilities and timelines and setting out the budgetary requirements.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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.1.3) 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 000-022145](#)

Section V. Award of contract

Contract No

PS/23/85

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 November 2023

V.2.2) Information about tenders

Number of tenders received: 18

Number of tenders received from SMEs: 17

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

Number of tenders received from tenderers from non-EU Member States: 18

Number of tenders received by electronic means: 18

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

V.2.3) Name and address of the contractor

Augmentum360

Marionfield, South Road

Kirkcaldy

KY15 5JF

Country

United Kingdom

NUTS code

- UKM - Scotland

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Bell HR Consulting

Castle View, Steuart Road

Bridge Of Allan

FK9 4JX

Country

United Kingdom

NUTS code

- UKM - Scotland

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

CJM Project Financial Management Ltd

AFM House, 6 Crofthead Road

Prestwick

KA9 1HW

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Digital Marketing Scotland Ltd

Studio 3 , 110 King Street

Kilmarnock

KA11PG

Country

United Kingdom

NUTS code

- UKM93 - East Ayrshire and North Ayrshire mainland

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

GAP Communications

55 Loudoun Road

Newmilns

KA16 9HJ

Country

United Kingdom

NUTS code

- UKM93 - East Ayrshire and North Ayrshire mainland

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Kilkerran Park Ltd ta The Business Growth Partnership

9 Kilkerran Park, Newton Mearns

Glasgow

G77 6ZS

Country

United Kingdom

NUTS code

- UKM8 - West Central Scotland

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Macdonald Strategy Partners Limited

Arran House , 15d Skye Road

Prestwick

KA9 2TA

Country

United Kingdom

NUTS code

- UKM94 - South Ayrshire

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Russell McLeod Limited

32 Inverary Drive, Bishopbriggs

Glasgow

G64 3HZ

Country

United Kingdom

NUTS code

- UKM81 - East Dunbartonshire, West Dunbartonshire and Helensburgh & Lomond

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Uxl ltd

20 Maybole Drive

Airdrie

ML6 9XJ

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Where Now Consulting Ltd

4th Floor, 115 George Street

Edinburgh

EH2 4JN

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)

Total value of the contract/lot: £480,000

Section VI. Complementary information

VI.3) Additional information

(SC Ref:752552)

VI.4) Procedures for review

VI.4.1) Review body

Kilmarnock Sheriff Court

St Marnock Street

Kilmarnock

Country

United Kingdom