

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/035981-2022>

Opportunity

## **Marketing and PR Framework**

Highlands and Islands Enterprise  
Inverness Campus Owners Association  
Wave Energy Scotland Limited  
Cairngorm Mountain (Scotland) Ltd  
Orkney Research and Innovation Campus LLP

F02: Contract notice

Notice reference: 2022/S 000-035981

Published: 20 December 2022, 11:03am

## **Section I: Contracting authority**

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

Highlands and Islands Enterprise

An Lòchran, 10 Inverness Campus

Inverness

IV2 5NA

### **Email**

[hiprocurement@hient.co.uk](mailto:hiprocurement@hient.co.uk)

### **Telephone**

+44 1463245245

**Country**

United Kingdom

**NUTS code**

UKM6 - Highlands and Islands

**National registration number**

313

**Internet address(es)**

Main address

<http://www.hie.co.uk>

Buyer's address

[http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00313](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00313)

**I.1) Name and addresses**

Inverness Campus Owners Association

C/O Highlands and Islands Enterprise, An Lòchran,

Inverness Campus, Inverness

IV2 5NA

**Email**

[ICOA@hient.co.uk](mailto:ICOA@hient.co.uk)

**Telephone**

+44 1463245245

**Country**

United Kingdom

**NUTS code**

UKM62 - Inverness & Nairn and Moray, Badenoch & Strathspey

**Internet address(es)**

Main address

<https://www.invernesscampus.co.uk/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA23323](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA23323)

**I.1) Name and addresses**

Wave Energy Scotland Limited

An Lòchran, 10 Inverness Campus

Inverness

IV2 5NA

**Email**

[wesprocurement@hient.co.uk](mailto:wesprocurement@hient.co.uk)

**Telephone**

+44 1463245245

**Country**

United Kingdom

**NUTS code**

UKM - Scotland

**Internet address(es)**

Main address

<http://www.waveenergyscotland.co.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA24283](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA24283)

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

Cairngorm Mountain (Scotland) Ltd

Cairngorm Mountain, Cairngorm Ski Area

Aviemore

PH22 1RB

### **Email**

[info@caingormmountain.co.uk](mailto:info@caingormmountain.co.uk)

### **Telephone**

+44 1479861261

### **Country**

United Kingdom

### **NUTS code**

UKM6 - Highlands and Islands

### **Internet address(es)**

Main address

[www.cairngormmountain.co.uk](http://www.cairngormmountain.co.uk)

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA30513](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30513)

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

Orkney Research and Innovation Campus LLP

The Robert Rendall Building, Franklin Road

Stromness

KW16 3AN

### **Email**

[facilitiesmanagement@orkneycampus.co.uk](mailto:facilitiesmanagement@orkneycampus.co.uk)

### **Telephone**

+44 7922426446

### **Country**

United Kingdom

### **NUTS code**

UK - United Kingdom

### **Internet address(es)**

Main address

<https://www.orkney.com/life/energy/oric>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA30475](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30475)

## **I.2) Information about joint procurement**

The contract involves joint procurement

### **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

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

Regional or local Agency/Office

### **I.5) Main activity**

Economic and financial affairs

---

## **Section II: Object**

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

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

Marketing and PR Framework

Reference number

FTS011

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

- 79342000 - Marketing services

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

Services

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

HIE intends to award a multi-supplier Framework for Marketing and Public Relations. Key activities include marketing campaigns, PR services, monitoring of efficacy, promotional materials, copy and news release.

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

This contract is divided into lots: No

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

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

- 79413000 - Marketing management consultancy services
- 79416200 - Public relations consultancy services

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

NUTS codes

- UKM6 - Highlands and Islands

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

The contract will be awarded under a Framework Agreement to approximately 4 suppliers and under this agreement, no minimum workload is guaranteed. Services will be agreed on an “as required” basis only.

It will also be available for call-off by any other Contracting Authority wholly or partly under the control of, or funded by HIE, at any point during the term of this Framework (subject to case-by-case approval by HIE). Other organisations entitled to benefit from the framework will enter into a direct framework agreement with the successful suppliers on the same terms and conditions as those applying between HIE and the suppliers.

The 4-year budget currently available to deliver this service is between GBP 1,200,000 and GBP 1,360,000 (excluding VAT).

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

Quality criterion - Name: Management and Delivery Team / Weighting: 25%

Quality criterion - Name: Quality Management / Weighting: 10%

Quality criterion - Name: Mock Marketing Exercise / Weighting: 10%

Quality criterion - Name: Risk Analysis / Weighting: 5%

Quality criterion - Name: Community Benefits / Weighting: 5%

Quality criterion - Name: Fair Work First / Weighting: 5%

Price - Weighting: 40%

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

Duration in months

48

This contract is subject to renewal

No

## **II.2.10) Information about variants**



Variants will be accepted: No

### **II.2.11) Information about options**

Options: Yes

Description of options

HIE may require the supplier to provide additional services. Any such modification shall be in terms of Regulation 72 of the Public Contracts (Scotland) Regulations 2015. See the Scope of Requirements for full details.

Such modifications may include:

- Changes to service requirements due to Covid-19 or any other pandemic or public health emergency. This may include Marketing and PR support changing from delivery “in person” to online or hybrid
- Addition or removal of the number of potential projects which increases or decreases the anticipated number of hours required
- Changes to HIE’s available budget to deliver these services
- Pricing will be based upon the rates submitted as part of the Framework bid

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

### **II.2.14) Additional information**

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 (Scotland) Regulations 2015.

---

## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Minimum level(s) of standards possibly required

The bidder confirms they already have or can commit to obtain prior to the commencement of the contract, the following levels of insurance:

Professional risk indemnity – minimum GBP 1 million in aggregate.

Employers (compulsory) liability — minimum GBP 5 million for each and every claim.

Public liability — minimum GBP 1 million in aggregate.

### **III.2) Conditions related to the contract**

#### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

---

## **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

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 4

#### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

8 February 2023

Local time

12:00pm

##### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

##### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

##### **IV.2.7) Conditions for opening of tenders**

Date

8 February 2023

Local time

12:00pm

---

## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: HIE reserves the right to re-tender for these services upon termination of the framework or at the end of the contract period, including any

extension period.

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

Where bidders are participating with others (SPD 2A.17) and/or relying on the capacity of other entities in order to meet selection criteria (SPD 2C.1) they are required to provide information relating to these entities with the relevant supporting SPD documentation being submitted.

Tenders must be submitted via the PCS Postbox and must be received by the published deadline. Late tenders will not be accepted and HIE will reject any submissions received after the deadline. Email or hard copy responses will not be accepted.

PCS also gives suppliers access to an on-line Question & Answer facility which allows queries to be submitted (anonymously), and answers published and shared with all potential bidders.

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at [https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=710090](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=710090).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at [https://www.publiccontractsscotland.gov.uk/sitehelp/help\\_guides.aspx](https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

Community benefits are included in this requirement. For more information see:  
<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

A summary of the expected community benefits has been provided as follows:

Bidders will be expected to support the delivery of community benefits which take into account HIEs role as a local economic development agency.

See the Tender documentation for details.

(SC Ref:710090)

Download the ESPD document here:  
[https://www.publiccontractsscotland.gov.uk/ESPD/ESPD\\_Download.aspx?id=710090](https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=710090)

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

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

Inverness Sheriff Court and Justice of the Peace Court

The Inverness Justice Centre, Longman Road

Inverness

IV1 1AH

Email

[inverness@scotcourts.gov.uk](mailto:inverness@scotcourts.gov.uk)

Telephone

+44 1463230782

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/inverness-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 is at risk of suffering, loss or damage attributable to a breach of duty under the Public Contracts (Scotland) Regulations 2015 or the Procurement Reform (Scotland) Act 2014 may bring proceedings in the Sheriff Court or the Court of Session.