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Planning

CT1546

The City of Edinburgh Council

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-039736

Procurement identifier (OCID): ocids-h6vhtk-04c5f8

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Section I: Contracting authority

I.1) Name and addresses

The City of Edinburgh Council

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

Contact

Eva Alexander

Email

eva.alexander@edinburgh.gov.uk

Telephone

+44 1314693922

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00290

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

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

CT1546

II.1.2) Main CPV code

- 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

The City of Edinburgh Council require a framework of designers, animators, strong copywriters and branding studios to create these promotional assets and aid with campaign and brand rollout and delivery.

II.1.5) Estimated total value

Value excluding VAT: £200,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services
- 79930000 - Specialty design services
- 92312000 - Artistic services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement

Forever Edinburgh is the Destination Marketing organisation for Edinburgh, based within The City of Edinburgh council. Forever Edinburgh is tasked with promoting the City on a national and international stage. Working closely with private tourism businesses, public agencies and the City of Edinburgh Council, they work to ensure that visitors experience the very best of Edinburgh and the city utilises its outstanding tourism assets in a sustainable way.

They:

Promote Edinburgh around the world to build awareness of and demand for the city to prospective inbound leisure visitors

Provide information and inspiration to visitors and potential visitors so they get the best out of a stay in Edinburgh

Support industry on the delivery of the Edinburgh 2030 Tourism Strategy

Engage Edinburgh's residents and communities in the positive promotion of their city

Lead our partners in steering city promotional activity

Support industry partners on the delivery of quality assurance initiatives. Provide advice to visitors and industry partners to ensure local tourism businesses strive to exceed visitors' expectations

In order to fulfil its remit, Forever Edinburgh is required to produce a large volume and variety of promotional materials.

The City of Edinburgh Council require a framework of designers, animators, strong copywriters and branding studios to create these promotional assets and aid with campaign and brand rollout and delivery.

The Council requires small, nimble designers/creative studios who can deliver quick rollout of variety of smaller design assets across web, social, paid digital advertising and print channels. The Council is also looking for animators who can help supplement video content and bring movement to digital advertising placements. There is also a requirement for support with creative copywriting, particularly for the edinburgh.org website and paid media.

The Council will shortly be inviting parties to tender to become a framework supplier of these works within Edinburgh.

Forever Edinburgh has a budget of up to GBP50,000 per year to deliver design support

over the next four years, this framework presents an opportunity to work with Forever Edinburgh to create high profile, award-winning destination marketing creative across a number of exciting projects.

The opportunity is expected to be advertised early 2025. This market consultation exercise is an opportunity for potential bidders to participate in shaping the Council's strategy for this procurement and gain insight to the market. It should be noted that Bidders will need to evidence Fair Work Practices.

The Council would like to invite interested parties to note interest at this stage.

Marketing Design, Copywriting and Creative Support, with the following specialisms to be met;

Graphic Design & Image Editing

Video Animation

Creative Copywriting

The City of Edinburgh Council reserves the right to assign lots to the framework, subject to the outcome of the PIN and questionnaire.

II.3) Estimated date of publication of contract notice

31 January 2025

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

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=785350.

(SC Ref:785350)