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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): ocds-h6vhtk-04c5f8

Published 10 December 2024, 11:47am

## **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](mailto: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](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

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## **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](https://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

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## **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

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## **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](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=785350).

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