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Contract

## **Global Content Partnership & Lead Generation/Lead Nurture**

Scottish Enterprise

F03: Contract award notice

Notice identifier: 2024/S 000-040622

Procurement identifier (OCID): ocds-h6vhtk-049d7c

Published 17 December 2024, 2:57pm

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

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

Scottish Enterprise

Atrium Court, 50 Waterloo Street

Glasgow

G2 6HQ

#### **Email**

[joanne.napier@scotent.co.uk](mailto:joanne.napier@scotent.co.uk)

#### **Telephone**

+44 1414686024

#### **Country**

United Kingdom

**NUTS code**

UKM82 - Glasgow City

**Internet address(es)**

Main address

<http://www.scottish-enterprise.com/>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00398](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00398)

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

The contract is awarded by a central purchasing body

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

Regional or local Agency/Office

**I.5) Main activity**

Economic and financial affairs

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## **Section II: Object**

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

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

Global Content Partnership & Lead Generation/Lead Nurture

Reference number

P25-0043

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

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

Services

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

Scottish Enterprise (SE) seeks to appoint a supplier who can deliver an end to end (full funnel) content marketing and lead generation and lead nurturing capability covering our key international geographic locations and target sectors and industries. This activity will support our Business Plan, and our Mission based approach.

The contact will commence in December 2024 and expire on 30 November 2026, with the option to extend for a further period of 12 months ending on 30 November 2027.

It is estimated that that the overall value of this commission could be up to a maximum of GBP1,000,000 (excluding VAT) over the duration of the contract.

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

This contract is divided into lots: No

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

Lowest offer: £640,000 / Highest offer: £998,350 taken into consideration

## **II.2) Description**

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

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79342000 - Marketing services

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

NUTS codes

- UKM - Scotland

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

Scottish Enterprise (SE) seeks to appoint a supplier who can deliver an end to end (full funnel) content marketing and lead generation and lead nurturing capability covering our key international geographic locations and target sectors and industries. This activity will support our Business Plan, and our Mission based approach.

The contact is anticipated to commence in December 2024 and expire on 30 November 2026, with the option to extend for a further period of 12 months ending on 30 November 2027.

It is estimated that that the overall value of this commission could be up to a maximum of GBP1,000,000 (excluding VAT) over the duration of the contract.

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

Quality criterion - Name: Prompt Payment / Weighting: Pass/Fail

Quality criterion - Name: Proposed Project Team Structure / Weighting: 20

Quality criterion - Name: Proposed Methodology and rationale including innovation / Weighting: 35

Quality criterion - Name: Brand value/strength and credibility / Weighting: 25

Quality criterion - Name: Timetable including milestones for objectives / Weighting: 10

Quality criterion - Name: Information Security / Weighting: 5

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

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

### **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.

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **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: [2024/S 000-030548](#)

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

### **Contract No**

P25-0043

A contract/lot is awarded: Yes

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

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

17 December 2024

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

Number of tenders received: 2

Number of tenders received from SMEs: 1

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

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

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

Globaldata Plc

John Carpenter House, John Carpenter Street

London

EC4Y 0AN

Telephone

+44 2079366400

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

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

Total value of the contract/lot: £998,350

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## **Section VI. Complementary information**

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

#### **THIS IS THE CONTRACT AWARD NOTICE**

This is a relevant climate change contract, bidders are required to complete and return the attached Climate Change Plan template.

SPD Statement for 2A.17 – Form of Participation (Notably as part of a group, consortium, joint venture or similar).

Any contract will be entered into with the nominated lead organisation and all members of the consortium, who will in these circumstances each be required to execute said contract together with all ancillary documentation, evidencing their joint and several liability in respect of the obligations and liabilities of the contract. It will be for members of the consortium to sort out their respective duties and liabilities amongst each other. For administrative purposes, any associated documentation will be sent to the nominated lead organisation.

SPD Statement for 2C.1 - Where the main bidder relies on the capacities of other entities in order to meet the selection criteria, the bidder must provide a separate SPD response setting out the information required under SPD (Scotland): Part II (sections A and B); Part III exclusion grounds; the relevant part of Section IV selection criteria; and Part V (if applicable) for each of the entities concerned.

SPD Statement for 2D.1.2 – If the bidder proposes to subcontract any part(s) of the service and those sub-contractors are not relied upon, they should arrange for a separate SPD response from each potential subcontractor. The subcontractors must complete the relevant parts of the SPD (Scotland) (Sections A and B of Part II and Part III only) to self-declare whether there are grounds for their exclusion. [This may be requested at the selection stage or prior to the subcontractor commencing work on the contract.]

(SC Ref:786085)

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

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

Glasgow Sheriff Court and Justice of the Peace Court

Sheriff Clerk's Office, PO Box 23, 1 Carlton Place,



Glasgow

G5 9DA

Telephone

+44 1414298888

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/glasgow-sheriff-court-and-justice-of-the-peace-court>

#### **VI.4.2) Body responsible for mediation procedures**

Scottish Government

5 Atlantic Quay, 150 Broomielaw

Glasgow

G2 8LU

Email

[SPOEprocurement@scotland.qsi.gov.uk](mailto:SPOEprocurement@scotland.qsi.gov.uk)

Telephone

+44 1412425466

Country

United Kingdom

Internet address

<http://www.gov.scot/Topics/Government/Procurement/Selling/supplier-enquiries>

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

In the first instance, contact the Head of Facilities Management and Procurement at Scottish Enterprise, with any concerns or enquiries. Email: <https://www.scottish-enterprise.com/help/contact-us>.

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 that will be started in the High Court.

### **VI.4.4) Service from which information about the review procedure may be obtained**

Scottish Government

5 Atlantic Quay, 150 Broomielaw

Glasgow

G2 8LU

Email

[SPOEprocurement@scotland.gsi.gov.uk](mailto:SPOEprocurement@scotland.gsi.gov.uk)

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