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Contract

Forever Edinburgh Creative and Brand Marketing Framework

The City of Edinburgh Council

F03: Contract award notice

Notice identifier: 2025/S 000-053040

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

Published 2 September 2025, 10:26am

Section I: Contracting authority

I.1) Name and addresses

The City of Edinburgh Council

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

Contact

Darren Moir

Email

darren.moir@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.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

Forever Edinburgh Creative and Brand Marketing Framework

Reference number

CT1546

II.1.2) Main CPV code

- 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

This is a Contract Award Notice.

The City of Edinburgh Council require a framework Agreement of Graphic Designers to create promotional assets and aid with campaign and brand rollout and delivery.

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: £320,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

- UKM75 - Edinburgh, City of

Main site or place of performance

Edinburgh

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; and

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 Agreement of Graphic Designers 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.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

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

Please download the SPD and accompanying information on PCS-T for full details.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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: [2025/S 000-009488](#)

Section V. Award of contract

Contract No

CT1546

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

18 August 2025

V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 9

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

Number of tenders received from tenderers from non-EU Member States: 9

Number of tenders received by electronic means: 9

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

V.2.3) Name and address of the contractor

Richy Lamb Graphic Design

66 Cromarty Avenue

Glasgow

G43 2HQ

Telephone

+44 7947640560

Country

United Kingdom

NUTS code

- UKM82 - Glasgow City

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

The Lost Line Ltd

24 Knightsbridge Court, West Bars

Chesterfield

S40 1AD

Telephone

+44 7908773504

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.3) Name and address of the contractor

Union Direct

18 Inverleith Terrace

Edinburgh

EH35NS

Telephone

+44 1314676862

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: £320,000

Section VI. Complementary information

VI.3) Additional information

(SC Ref:808579)

VI.4) Procedures for review

VI.4.1) Review body

Sheriff Court

Sheriff Court House, 27 Chambers Street

Edinburgh

EH1 1LB

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

A tenderer that suffers loss as a result of a breach of duty under the Public Contracts (Scotland) Regulations 2015 may bring proceedings in the Sheriff Court or the Court of Session. The City of Edinburgh Council (the Council) will have a minimum standstill period of 10 days before awarding the contract. The communication of the award decision notice will be sent by fax or e-mail to all tenderers with the standstill period commencing on the next day. If proceedings are started in the Sheriff Court or the Court of Session against the Council in respect of the decision to award the contract within the standstill period then the Council is prevented from awarding the contract. Post contract award the Sheriff Court or the Court of Session may (1) award damages provided proceedings are brought within 3 months from the date when the grounds for the bringing of the proceedings first arose (2) be entitled to issue an ineffectiveness order or impose a financial penalty on the Council. A claim for an ineffectiveness order must be made within 30 days of the Contract Award Notice being published in the FTS or within 30 days of the date those who expressed an interest in or otherwise bid for the contract were informed of the conclusion of the contract or in any other case within 6 months from the date on which the contract was entered into.