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Contract

Framework Agreement for Media Services

Scottish Government

F03: Contract award notice

Notice identifier: 2025/S 000-054215

Procurement identifier (OCID): ocds-h6vhtk-04d4ed

Published 5 September 2025, 11:24am

Section I: Contracting authority

I.1) Name and addresses

Scottish Government

AREA 3A SOUTH, VICTORIA QUAY, THE SHORE

Edinburgh

EH6 6QQ

Email

claudio.swinton@gov.scot

Telephone

+44 1312443627

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

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

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10482

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Framework Agreement for Media Services

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

This Framework Agreement is for the provision of Media Services to Framework Public

Bodies throughout Scotland

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £626,035

II.2) Description

II.2.1) Title

Framework Agreement for Media Services - Lot 1

Lot No

1

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services
- 79310000 - Market research services
- 72310000 - Data-processing services
- 72416000 - Application service providers
- 79330000 - Statistical services
- 92400000 - News-agency services
- 92200000 - Radio and television services
- 72414000 - Web search engine providers

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

The Framework agreement is for the provision of Media Services to Public Sector Bodies throughout Scotland.

The agreement is for a period of 4 years.

The Contractor must be able to provide the full range of Lot 1 core services as detailed in the Invitation to Tender documents to Public Sector Bodies on a cost effective and best value basis.

These include:

-Print Media Coverage Service

-Broadcast Coverage Service

-Online Coverage Service

-Social Media Service

-Analytics & Evaluation Service

The contractor must provide comprehensive management information at all stages throughout the process and to all participating framework public bodies.

All Public Sector Bodies must receive a consistently high level service, irrespective of geographical location. A degree of flexibility is required in the service delivery.

The contractor will be expected to provide resources, processes and systems that deliver continuous improvement and which demonstrate that best value is being achieved for all organisations. Improvements delivered may include but are not limited to; reduction in whole-life costs, quality, and user satisfaction.

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) Description

II.2.1) Title

Framework Agreement for Media Services - Lot 2

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services
- 79310000 - Market research services
- 72416000 - Application service providers
- 79330000 - Statistical services
- 92400000 - News-agency services
- 92200000 - Radio and television services
- 72414000 - Web search engine providers

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

II.2.4) Description of the procurement

The Framework agreement is for the provision of Media Services to Public Sector Bodies throughout Scotland.

The agreement will be for a period of 4 years.

The contractor must be able to provide the full range of Lot 2 core services as detailed in the Invitation to Tender documents to Public Sector Bodies on a cost effective and best value basis.

These include:

-News Distribution and Online Newsroom Service

-Enquiry Management Service

The contractor must provide comprehensive management information at all stages throughout the process and to all participating Public Sector Bodies.

All framework public bodies must receive a consistently high level of service, irrespective of geographical location. A degree of flexibility is required in the service delivery.

The contractor will be expected to provide resources, processes and systems that deliver continuous improvement and which demonstrate that best value is being achieved for all organisations. Improvements delivered may include but are not limited to; reduction in whole-life costs, quality and user satisfaction.

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

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: [2025/S 000-001986](#)

Section V. Award of contract

Lot No

1

Title

Framework Agreement for Media Services - Lot 1

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 August 2025

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: 0

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

Press Data Ltd

9-10 St Andrew Square

Edinburgh

EH2 2AF

Telephone

+44 1317186600

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

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

Total value of the contract/lot: £890,000

Section V. Award of contract

Lot No

2

Title

Framework Agreement for Media Services - Lot 2

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

12 August 2025

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: 0

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

Access Intelligence Media and Communications Limited (trading as Vuelio)

The Johnson Building, 79 Hatton Garden

London

EC1N 8AW

Telephone

+44 7812602636

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: £690,000

Section VI. Complementary information

VI.3) Additional information

The estimated total value of 1,500,000 GBP advised at II.1.5 is a genuine estimate, which may be exceeded for services within scope, up to a value of VAT 2,250,000 GBP.

The Framework agreement will be available for use by the Scottish Ministers (including Agencies), Scottish Non-Departmental Public Bodies, offices in the Scottish Administration which are not ministerial offices, cross-border public authorities within the meaning of section 88(5) of the Scotland Act 1998, the Scotland Office, the Scottish Parliamentary Corporate Body, councils constituted under section 2 of the Local Government etc. (Scotland) Act 1994, bodies regulated as social landlords under the Housing (Scotland) Act 2001, Scottish health boards or special health boards, Student Loan Company Limited, the Commissioner of Northern Lighthouse operating as the Northern Lighthouse Board, Scottish Futures Trust, Equality and Human Rights Commission, Business Stream Ltd, the Business Gateway National Unit at the Convention of Scottish Local Authorities, further or higher education institutions being fundable bodies within the meaning of Section 6 of the further and Higher Education (Scotland) Act 2005, any public body established by or under the Scotland Act 1998 or any Act of the Scottish Parliament, any association of or formed by one or more of the foregoing, bodies financed wholly or mainly by one or more of the foregoing, bodies subject to management supervision by one or more of the foregoing and bodies more than half of the board of directors or members of which, or, in the case of a group of individuals, more than half of those individuals, being appointed by one or more of the

foregoing. In addition to the contracting authorities listed, the framework agreement will be available to charities entered on the Scottish Charity Register and voluntary organisations entered on the Membership Database of the Scottish Council for Voluntary Organisation.

Information about agencies of the Scottish Ministers, Scottish Non-Departmental Public Bodies and offices in the Scottish Administration which are not ministerial offices are listed at:

<http://www.scotland.gov.uk/Topics/Government/public-bodies/about/Bodies>

Overview of the government structure of public procurement for Scotland, including the Public Procurement Group.

<http://www.gov.scot/publications/public-procurement-governance/>

Award criteria questions can be found in the ITT together with the weightings.

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 14063. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

A sub-contract clause has been included in this requirement. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2363>

Community benefits are included in this requirement. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2361>

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

The Contractor will be required, where practical, to:

- Consider relevant opportunities for community benefits;
- Consider opportunities for the involvement of SMEs and /or third sector organisations in delivery of this Framework;
- Provide assurance regarding Workforce matters.

This may include schemes such as:

- Providing training opportunities and support to achieve qualifications;

-Supporting local communities e.g. sponsorship of local clubs etc;

-Using social enterprises to support delivery of services.

(SC Ref:617438)

(SC Ref:808016)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court & Justice of Peace Court

27 Chambers Street

Edinburgh

EH1 1LB

Telephone

+44 1312252525

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/the-courts/court-locations/edinburgh-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 risks suffering loss or damage attributable to a breach of duty under Public Contracts (Scotland) Regulations 2015 may bring proceedings in the Sheriff Court or Court of Session.