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Tender

THE PROVISION OF MARKETING SERVICES MULTI-LOT FRAMEWORK AGREEMENT

Glasgow Life (Culture & Sport Glasgow)

F02: Contract notice

Notice identifier: 2025/S 000-085374

Procurement identifier (OCID): ocds-h6vhtk-05fb7e

Published 22 December 2025, 12:42pm

Section I: Contracting authority

I.1) Name and addresses

Glasgow Life (Culture & Sport Glasgow)

38 Albion Street

Glasgow

G1 1LH

Contact

Joyce Caldwell

Email

joyce.caldwell@glasgowlife.org.uk

Telephone

+44 1412875923

Country

United Kingdom

NUTS code

UKM82 - Glasgow City

Internet address(es)

Main address

www.glasgowlife.org.uk

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10287

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk/esop/pts-host/public/pts/web/login.html>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

THE PROVISION OF MARKETING SERVICES MULTI-LOT FRAMEWORK AGREEMENT

Reference number

CSG006330

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Provision of Marketing Services Multi-Lot Framework Agreement.

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots
8

II.2) Description

II.2.1) Title

Marketing Consultancy Services

Lot No

2

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

II.2.4) Description of the procurement

The Provision of Marketing Services Multi-Lot Framework Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 55

Price - Weighting: 45

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Company will have the option to extend the contract for a period of up to 24-months at 12-month intervals which will be exercised at the sole discretion of The Company serving notice on the Bidder in accordance with The Company's Terms and Conditions.

II.2.10) Information about variants

Variants will be accepted: No

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 the competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulation 2015.

II.2) Description

II.2.1) Title

PR and Communications

Lot No

3

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

II.2.4) Description of the procurement

The Provision of Marketing Services Multi-Lot Framework Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 55

Price - Weighting: 45

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

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Variants will be accepted: No

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.

II.2) Description

II.2.1) Title

Market Research Services

Lot No

4

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

II.2.4) Description of the procurement

The Provision of Marketing Services Multi-Lot Framework Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 55

Price - Weighting: 45

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

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Description of renewals

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II.2.10) Information about variants

Variants will be accepted: No

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 the competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulation 2015.

II.2) Description

II.2.1) Title

Digital Marketing Services

Lot No

5

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

II.2.4) Description of the procurement

The Provision of Marketing Services Multi-Lot Framework Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 55

Price - Weighting: 45

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

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II.2.10) Information about variants

Variants will be accepted: No

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 the competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulation 2015.

II.2) Description

II.2.1) Title

Videography Services

Lot No

6

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

II.2.4) Description of the procurement

The Provision of Marketing Services Multi-Lot Framework Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 55

Price - Weighting: 45

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Company will have the option to extend the contract for a period of up to 24-months at 12-month intervals which will be exercised at the sole discretion of The Company serving notice on the Bidder in accordance with The Company's Terms and Conditions.

II.2.10) Information about variants

Variants will be accepted: No

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 the competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulation 2015.

II.2) Description

II.2.1) Title

Photography Services

Lot No

7

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

II.2.4) Description of the procurement

The Provision of Marketing Services Multi-Lot Framework Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 55

Price - Weighting: 45

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

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This contract is subject to renewal

Yes

Description of renewals

The Company will have the option to extend the contract for a period of up to 24-months at 12-month intervals which will be exercised at the sole discretion of The Company serving notice on the Bidder in accordance with The Company's Terms and Conditions.

II.2.10) Information about variants

Variants will be accepted: No

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 the competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulation 2015.

II.2) Description

II.2.1) Title

Supply and Delivery of Promotional Items

Lot No

8

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

II.2.4) Description of the procurement

The Provision of Marketing Services Multi-Lot Framework Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 55

Price - Weighting: 45

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

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This contract is subject to renewal

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Description of renewals

The Company will have the option to extend the contract for a period of up to 24-months

at 12-month intervals which will be exercised at the sole discretion of The Company serving notice on the Bidder in accordance with The Company's Terms and Conditions.

II.2.10) Information about variants

Variants will be accepted: No

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.

II.2) Description

II.2.1) Title

Creative Concept and Design Services

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKM82 - Glasgow City

II.2.4) Description of the procurement

The Provision of Marketing Services Multi-Lot Framework Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 55

Price - Weighting: 45

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The Company will have the option to extend the contract for a period of up to 24-months at 12-month intervals which will be exercised at the sole discretion of The Company serving notice on the Bidder in accordance with The Company's Terms and Conditions.

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Variants will be accepted: No

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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

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Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

List and brief description of selection criteria

Bidders must comply with the undernoted financial requirements to participate in the tendering process: -

There is a minimum financial requirement that affects trading performance, and balance sheet strength.

Financial requirements for trading performance and balance sheet strength should be calculated on latest filed accounts with Companies House.

Other legal entities (Sole Traders) must comply with the undernoted company financial requirements and provide the necessary documentary evidence.

Trading Performance

An overall positive outcome on pre-tax profits over a 3-year period.

Exceptional items can be excluded from the calculation.

The above would be expressed in the ratio Pre-Tax Profit/Turnover.

Balance Sheet strength

Net worth of the bidder must be positive at the time of evaluation and organisation must not be subject to an insolvency process.

Intangibles can be included for purposes of the Total Assets figure.

The above would be expressed in the ratio Total Assets/Total Liabilities.

Bidders that are only required to file abbreviated accounts, must submit full sets of accounts for the last two individual years filed, in order for the three-year profitability requirement to be verified.

A bidder should have no outstanding issues, with regard to statutory filing requirements with Companies House.

Bidders who have been trading for less than the 3 years noted above must provide of a Group, can provide a Parent Guarantee if the Parent company satisfies the financial requirements stipulated above.

The Company reserves the right, at its own discretion, to seek such other information from the Bidder in accordance with Regulations 61(7) or Regulation 61 (8) of the Public Contracts (Scotland) Regulations 2015 to prove the Bidder's economic and financial standing.

Minimum level(s) of standards possibly required

Bidders are required to hold, or commit to obtaining prior to the commencement of any subsequently awarded contract, the types and levels of insurance indicated below:

Employers (Compulsory) Liability Insurance GBP 10 million

Public Liability Insurance GBP 5 million

Product Liability GBP 5 million

Professional Indemnity Insurance GBP 1 million

III.1.3) Technical and professional ability

List and brief description of selection criteria

Bidders are required to provide two examples within the last three years which demonstrate your organisation's experience in delivering marketing services of a similar nature, scale, and complexity to those required under the Lot(s) to which you are bidding for.

Each example must include the following:

A description of the services provided

The objectives and target audience of the campaign(s)

The methods or channels used (e.g., digital, print, PR, events)

Outcomes achieved, including any measurable impacts (e.g., engagement, reach, ROI)

Dates and client name(s) (public or private sector)

Assessment Method: Pass/Fail

To pass, the bidder must provide two clearly relevant examples demonstrating satisfactory delivery of marketing services in line with the above requirements.

Bidders who fail to provide sufficient detail, or whose examples do not demonstrate relevant and comparable experience, will be marked as Fail and excluded from further consideration.

Bidders who fail to meet the Technical and Professional Ability shall not proceed to the Award Criteria stage.

Each example must not exceed one A4 page.

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.2.2) Time limit for receipt of tenders or requests to participate

Date

6 February 2026

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 8 June 2026

IV.2.7) Conditions for opening of tenders

Date

6 February 2026

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

Re SPD Questions 4D.1, 4D1.1, 4D1.2, 4D2, 4D2.1 and 4D2.2 bidders must hold the certificates or comply with the questions noted in SPD 4D attached at

<https://www.glasgow.gov.uk/index.aspx?articleid=19621>

Freedom of Information Act - Information on the FOI Act is contained in Appendix A of the ITT. Applicants must note the implications of this legislation and ensure that any information they wish Glasgow Life to consider withholding is specifically indicated on the FOI Certificate contained in the buyers attachments area within the PCS Tender portal (NB Glasgow Life does not bind itself to withhold this information).

Tenderers Amendments - The tenderer must enter any clause, condition, amendment to specification or any other qualification he may wish to make conditional to this offer. Buyers will be required to complete the tenderers amendment certificate contained in the buyers attachment area within PCS Tender portal.

Prompt Payment - The successful tenderer shall, as a condition of being awarded the tender, be required to demonstrate to Glasgow Life's satisfaction that all funds due to the tenderer's permitted sub-contractors in respect of these works are paid timeously and that as a minimum invoices rendered by subcontractors shall (unless formally disputed by the tenderer) be paid within 30 days of receipt.

The successful tenderer shall also impose this condition on its subcontractors in respect of payments due to any sub-sub-contractors, if any. Buyers will be required to complete the prompt payment certificate contained in the buyers attachment area within PCS Tender portal.

Bidders will be required to complete the Non-Collusion certificate contained in the buyers attachments area within the PCS Tender portal

Terms and Conditions are located within Section 3 of the ITT document.

<https://www.sdpScotland.co.uk/>

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 30654. For more information see:

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

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

<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

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

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

<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

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

The Company is committed to maximising Community Benefits from procurement activity. This will be achieved through the inclusion of specific clauses within procurement contracts known as Community Benefits clauses. Community Benefit clauses are requirements which deliver wider benefits in addition to the core purpose of a contract. These clauses can be used to build a range of economic, social or environmental conditions into the delivery of contracts.

Please provide a detailed statement which must include:

- a) details of the Community Benefits you will provide as part of this contract;
- b) what resource (staff responsible) will you use to ensure successful delivery
- c) detailed commitment to the approach, including how you will monitor to track successful delivery of each of the Community Benefits you wish to deliver; and
- d) how you will update The Company on progress

(SC Ref:819166)

VI.4) Procedures for review

VI.4.1) Review body

Glasgow Sheriff Court and Justice of Peace Court

1 Carlton Place

Glasgow

G5 9DA

Email

glasgow@scotscourt.gov.uk

Telephone

+44 1414298888

Country

United Kingdom