

United Kingdom-Edinburgh: Advertising and marketing services

OJ S 11/2020 16/01/2020

Contract notice

Supplies

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sea Fish Industry Authority

Postal address: 18 Logie Mill, Logie Green Road

Town: Edinburgh

NUTS code: UK United Kingdom

Postal code: EH7 4HS

Country: United Kingdom

E-mail: greg.smith@seafish.co.uk

Telephone: +44 1315583331

Fax: +44 1315581442

Internet address(es):

Main address: www.seafish.org

Address of the buyer profile: https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA16742

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.3. Communication

Access to the procurement documents is restricted. Further information can be obtained at:

<https://www.seafish.org/article/tenders>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.seafish.org/article/tenders>

I.4. Type of the contracting authority

Other type: Non departmental public body

I.5. Main activity

Other activity: Seafish industry

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Love Seafood Media Planning and Buying – FY2021

Reference number: TD2020-008

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Supplies

II.1.4. Short description

Seafish are looking for a media planning and buying partner to support our consumer-facing marketing efforts and activity for our new brand — 'Love Seafood.'

II.1.5. Estimated total value

Value excluding VAT: 265 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UKM75 Edinburgh, City of

II.2.4. Description of the procurement

Seafish are looking for a media planning and buying partner to support our consumer-facing marketing efforts and activity for our new brand — 'Love Seafood.'

More information can be found in the attached invitation to tender document.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 265 000,00 GBP

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

Start: 16/03/2020 End: 31/03/2021

This contract is subject to renewal: yes

Description of renewals:

Contract may be extended by another 12 months concluding March 2022 which will be agreed and covered by a separate contract.

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

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

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: 10/02/2020 Local time: 16:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

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

English

IV.2.7. Conditions for opening of tenders

Date: 10/02/2020 Local time: 16:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

Note: to register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland website at https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=610477

(SC Ref:610477)

VI.4. Procedures for review

VI.4.1. Review body

Official name: Sea Fish Industry Authority
Postal address: 18 Logie Mill, Logie Green Road
Town: Edinburgh
Postal code: EH7 4HS
Country: United Kingdom
Telephone: +44 1315583331
Fax: +44 1315581442
Internet address: www.seafish.org

VI.5. Date of dispatch of this notice

13/01/2020