

**United Kingdom-Falkirk: Environmental issues consultancy services**  
**OJ S 47/2016 08/03/2016**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Royal Society for the Protection of Birds Scotland (RSPB Scotland)  
Postal address: Inner Forth Landscape Initiative, c/o RSPB Skinflats Reserve Office, Haughs of Airth, Bothkennar  
Town: Falkirk  
Postal code: FK2 8PP  
Country: United Kingdom  
For the attention of: Kate Studd, Programme Manager  
E-mail: [central.procurement@rspb.org.uk](mailto:central.procurement@rspb.org.uk)  
Telephone: +44 1324831568

**Internet address(es):**

General address of the contracting authority: [www.innerforthlandscape.co.uk](http://www.innerforthlandscape.co.uk)  
Address of the buyer profile: [http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA16345](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA16345)

**I.2. Type of the contracting authority**

Other: charity – NGO

**I.3. Main activity**

Environment

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Planning, Development, Design, Manufacture and Installation of Interpretive Materials for IFLI.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 27: Other services

Main site or place of performance: Firth of Forth, Central Scotland.

NUTS code UKM26 Falkirk

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

RSPB Scotland wishes to contract a single agency or group of agencies to undertake the detailed planning, development, design, manufacture and installation of interpretation materials on behalf of the Inner Forth Landscape Initiative, a Heritage Lottery Funded

Landscape Partnership Scheme. It will include interpretation within the Inner Forth Landscape Initiative Area, to include outdoor interpretive materials, digital interpretation, a mobile pop-up exhibition, a printed publication and a style guide for potential future work undertaken by project partners within the Initiative area.

An Interpretive Master Plan was developed for the IFLI project during the development year. This document sets out an overall aim for interpretation: 'To encourage local people and visitors to discover more about the fascinating natural, cultural and industrial heritage of the Inner Forth landscape, to explore further their own surroundings and other places along both banks of the river, and to share widely their awareness, understanding and local pride.'

Our overall project vision is of an Inner Forth landscape where the natural, cultural and historical wealth of the area is revealed, valued, enhanced and made accessible to residents and visitors. Important historical and natural landscape features will be in good condition and future change will be embraced by a landscape better able to cope with new pressures.

Our Interpretation project 'Telling the Inner Forth Story' is a far-reaching project that aims to help people reconnect with the very special but sometimes overlooked historic, cultural and natural landscape of the Inner Forth. Working with local people and communities, and using a range of interpretation methods and media, the project aims to ensure that the Inner Forth landscape is recognised by everyone as an important and intrinsic part of Scotland's natural and historic heritage. The project will deliver interpretation for the IFLI partnership rather than for RSPB as the lead partner.

The purpose of this commission is to source an experienced and creative Interpretive Designer, or consortium of interpretation and design professionals to work with us to develop the ideas presented in the Interpretive Master Plan into fully realised interpretive media that fulfil our ambitions. Proposals presented in the Master Plan will be turned into reality on the ground by integrating information gathered from our community research projects, and from active engagement with local communities themselves. The interpretation will be planned, designed and installed during the period January 2016 to April 2017. The contract will also build on, and contribute to the Inner Forth's brand identity.

The following outcomes will need to be delivered to successfully complete this project:

1. Community Participation in developing the interpretation — Working with the IFLI Interpretation Officer to engage communities across the Inner Forth Landscape Initiative area in the creation of a suite of landscape-wide interpretation.
2. Interpretation Material to include:
  - Pop-up exhibition — Detailed design and production of a mobile 'pop-up' exhibition to be used by the IFLI project team;
  - Landscape wide static interpretive media — Detailed design, production and installation of static interpretation in the form of a series of connected 'beacons' and 'markers'. It is essential that static interpretation media installations are well planned to be appropriate and sympathetic to each location;
  - In addition this will require detailed planning to ensure that the suite of landscape-wide interpretation is integrated and coordinated, and that all permissions are obtained from the appropriate authorities for the installation of static interpretation media installations. Interpretive media will need to be high quality and durable.
3. Printed Materials Design and production of printed material that relates to the location and content of beacons and markers, web-based materials etc.
4. Digital media — Design and development of digital interpretive materials (which might include interactive maps, geo-locative interpretation, augmented reality etc.) to promote learning about and engagement with the Inner Forth landscape.
5. Style guide — Production of a style guide and templates for this suite of interpretation, which will enable any future additional interpretive features produced by partners to be

integrated.

Full details are available within the Invitation to Tender itself.

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at [http://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=419687](http://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=419687)

#### **II.1.5. CPV code(s)**

90713000 Environmental issues consultancy services, 98300000 Miscellaneous services, 73200000 Research and development consultancy services, 73210000 Research consultancy services, 45262600 Miscellaneous special-trade construction work, 35261000 Information panels

#### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **II.2. Total value of the contract/lot**

##### **II.2.1. Total value of the contract/lot**

Value: 250 000 GBP  
excluding VAT

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

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

Open

#### **IV.2. Award criteria**

##### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Creative design. Weighting 40
2. Understanding Spec. Weighting 20
3. Experience. Weighting 20
4. Cost. Weighting 20

##### **IV.2.2. Information about electronic auction**

#### **IV.3. Administrative information**

##### **IV.3.1. File reference number attributed by the contracting authority**

IFLI Interpretation

##### **IV.3.2. Previous publication concerning this procedure**

###### **Contract notice**

Notice number in the OJ S: [2015/S 227-413418](#) of 24.11.2015

### **Section V: Award of contract**

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Lot title: Interpretive Materials for the Inner Forth Landscape Initiative

#### **V.1. Date of conclusion of the contract**

4.2.2016

**V.2. Information about tenders**

Number of tenders received: 7

**V.3. Name and address of the contractor**

Official name: Bright 3D

Postal address: Greenside House, 25 Greenside Place

Town: Edinburgh

Postal code: EH1 3AA

Country: United Kingdom

Internet address: [www.we-are-bright.com](http://www.we-are-bright.com)

**V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:

Value: 250 000 GBP

excluding VAT

Total value of the procurement:

Value: 250 000 GBP

If annual or monthly value:

Number of months: 17

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Lot title: Inner Forth Interpretation

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4.2.2016

**V.2. Information about tenders**

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**V.3. Name and address of the contractor**

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Postal address: Greenside House, 25 Greenside Place

Town: Edinburgh

Postal code: EH1 3AA

Country: United Kingdom

Internet address: [www.bright3d.com](http://www.bright3d.com)

**V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:

Value: 250 000 GBP

excluding VAT

Total value of the procurement:

Value: 250 000 GBP

excluding VAT

If annual or monthly value:

Number of months: 17

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

## **Section VI: Complementary information**

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### **VI.1. Information about European Union funds**

### **VI.2. Additional information**

(SC Ref: 435164).

### **VI.3. Procedures for review**

#### **VI.3.1. Review body**

Official name: RSPB

Postal address: The Lodge Potton Road Sandy Bedfordshire

Town: Sandy

Postal code: SG19 2DL

Country: United Kingdom

#### **VI.3.2. Review procedure**

Precise information on deadline(s) for review procedures: We followed Guidance on Standstill period for all short listed candidates.

#### **VI.3.3. Service from which information about the review procedure may be obtained**

### **VI.4. Date of dispatch of this notice**

3.3.2016