

**United Kingdom-Inverness: Marketing services**

OJ S 96/2017 19/05/2017

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Highlands and Islands Enterprise

National registration number: 313

Postal address: An Lòchran, 10 Inverness Campus

Town: Inverness

NUTS code: UKM6 Highlands and Islands

Postal code: IV2 5NA

Country: United Kingdom

E-mail: [hieprocurement@hient.co.uk](mailto:hieprocurement@hient.co.uk)

Telephone: +44 1463245245

**Internet address(es):**Main address: <http://www.hie.co.uk>Address of the buyer profile: [http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00313](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00313)**I.1. Name and addresses**

Official name: Scottish Natural Heritage

Postal address: Great Glen House, Leachkin Road

Town: Inverness

NUTS code: UKM62 Inverness &amp; Nairn and Moray, Badenoch &amp; Strathspey

Postal code: IV3 8NW

Country: United Kingdom

E-mail: [contract.advertising@snh.gov.uk](mailto:contract.advertising@snh.gov.uk)

Telephone: +44 1463725097

Fax: +44 1463725067

**Internet address(es):**Main address: <http://www.snh.gov.uk>Address of the buyer profile: [http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00383](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00383)**I.1. Name and addresses**

Official name: Highlands and Islands Airports Limited

Postal address: Head Office, Inverness Airport

Town: Inverness

NUTS code: UK United Kingdom

Postal code: IV2 7JB

Country: United Kingdom

E-mail: [hial@hial.co.uk](mailto:hial@hial.co.uk)

Telephone: +44 1667462445

Fax: +44 1667464300

**Internet address(es):**

Main address: <http://www.hial.co.uk>

Address of the buyer profile: [http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA13542](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA13542)

**I.1. Name and addresses**

Official name: Wave Energy Scotland Limited

Postal address: An Lòchran, 10 Inverness Campus

Town: Inverness

NUTS code: UK United Kingdom

Postal code: IV2 5NA

Country: United Kingdom

E-mail: [wesprocurement@hient.co.uk](mailto:wesprocurement@hient.co.uk)

Telephone: +44 1463245245

**Internet address(es):**

Main address: <http://www.hie.co.uk/growth-sectors/energy/wave-energy-scotland/2015.html>

Address of the buyer profile: [http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA24283](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA24283)

**I.1. Name and addresses**

Official name: Inverness Campus Owners Association

Postal address: Highlands and Islands Enterprise, An Lòchran,

Town: Inverness Campus, Inverness

NUTS code: UK United Kingdom

Postal code: IV2 5NA

Country: United Kingdom

E-mail: [ICOA@hient.co.uk](mailto:ICOA@hient.co.uk)

Telephone: +44 1463245245

**Internet address(es):**

Main address: <http://www.invernesscampus.co.uk/>

Address of the buyer profile: [www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA23323](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA23323)

**I.2. Information about joint procurement**

The contract involves joint procurement

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: [www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

**I.4. Type of the contracting authority**

Regional or local agency/office

**I.5. Main activity**

Economic and financial affairs

## Section II: Object

---

### II.1. Scope of the procurement

#### II.1.1. Title

Marketing Services — Film.

#### II.1.2. Main CPV code

79342000 Marketing services

#### II.1.3. Type of contract

Services

#### II.1.4. Short description

HIE is currently seeking multiple suppliers to provide a Film Library. Once in place the supplier would be expected to liaise with the library manager to ensure appropriate video format for storage.

Bidders must be able to demonstrate a track record of creating a wide range of creative and high quality material, and good knowledge of the HIE region. There is an increased pace of change to the technical side of filming and film production, so suppliers need to be able to show technical expertise which is current, as well as demonstrating the highest technical standards of production based on experience.

#### II.1.5. Estimated total value

Value excluding VAT: 300 000,00 GBP

#### II.1.6. Information about lots

This contract is divided into lots: no

### II.2. Description

#### II.2.2. Additional CPV code(s)

79342000 Marketing services, 44176000 Film

#### II.2.3. Place of performance

NUTS code: UKM6 Highlands and Islands

#### II.2.4. Description of the procurement

It is expected that these services will be required from September 2017 for an initial period of 3 years, unless terminated in accordance with the provisions of the Framework agreement, with HIE having the option to extend for a period or periods together not exceeding 1 calendar year following the Initial Term.

The total value given in II.2.6 is the total value including any extensions.

#### II.2.5. Award criteria

Criteria below

Quality criterion - Name: Management and delivery methodology / Weighting: 20

Quality criterion - Name: Management and delivery team / Weighting: 30

Quality criterion - Name: Showreel / Weighting: 20

Quality criterion - Name: Challenges and risk analysis / Weighting: 5

Quality criterion - Name: Added value and innovation / Weighting: 5

Price - Weighting: 20 %

#### II.2.6.

## **Estimated value**

Value excluding VAT: 400 000,00 GBP

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

This Framework will be awarded for 36 months with an optional 12 month extension.

### **II.2.10. Information about variants**

Variants will be accepted: no

### **II.2.11. Information about options**

Options: yes

Description of options:

HIE may require the supplier to provide additional services. Any such modification shall be in terms of Regulation 72 of the Public Contracts (Scotland) Regulations 2015.

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
yes

Identification of the project:

### **II.2.14. Additional information**

Call Off Contracts under this Framework may be part funded by ERDF.

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.

## **Section III: Legal, economic, financial and technical information**

---

### **III.1. Conditions for participation**

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Not applicable to this procurement exercise.

#### **III.1.2. Economic and financial standing**

Minimum level(s) of standards possibly required:

4B.5 It is a requirement of this contract that bidders hold, or can commit to obtain prior to the commencement of any subsequently awarded Framework the types and levels of insurance indicated below for each and every claim:

Employer's (Compulsory) Liability Insurance = 5 000 000 GBP

Public Liability Insurance = 1 000 000 GBP

Professional Indemnity Insurance = 250 000 GBP

#### **III.1.3. Technical and professional ability**

Minimum level(s) of standards possibly required:

Not applicable to this procurement exercise.

### **III.2. Conditions related to the contract**

#### **III.2.2. Contract performance conditions**

This contract will include Key Performance Indicators (KPIs),

### **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**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators Envisaged maximum number of participants to the framework agreement: 6

#### **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: 19/06/2017 Local time: 12:00

#### **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: 19/06/2017 Local time: 12:00

## **Section VI: Complementary information**

---

### **VI.1. Information about recurrence**

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

HIE reserves the right to re-tender for these services upon termination of the contract or at the end of the contract period, including any extension period.

### **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**

Where relevant, bidders are required to provide information relating to consortia (Q2C1 of ESPD) and/or sub-contractors (Qs 2C1 & 2D.1 of the ESPD) with the relevant supporting ESPD documentation being submitted.

In order to participate, bidders should register, for free, on the Public Contracts Scotland (PCS) website([www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)), and record their interest in this contract and download and complete all relevant documentation.

Tenders must be submitted via the PCS postbox and must be received by the published deadline. Late tenders will not be accepted and HIE will reject any submissions received after the deadline. Hard copy responses will not be accepted.

PCS also gives suppliers access to an on-line Question & Answer facility which allows queries to be submitted (anonymously), and answers published and shared with all potential bidders. This Framework will be non-exclusive i.e. HIE reserves the right, in certain circumstances, to procure out with the Framework as and when required.

The Framework will also be available for call-off by any HIE subsidiary organisation and/or associated company, subject to case-by-case prior approval by HIE.

Question scoring methodology for Award criteria is:

0 — Unacceptable — Nil or inadequate response which fails to demonstrate an ability to meet the requirement.

1 — Poor — Response is partially relevant but generally poor. It addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled.

2 — Acceptable — Response is relevant and acceptable. It addresses a broad understanding of the requirement but may lack details on how the requirement will be fulfilled in certain areas.

3 — Good — Response is relevant and good. It is sufficiently detailed to demonstrate a good understanding and provides details on how the requirements will be fulfilled.

4- Excellent — Response is completely relevant and excellent overall. It is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full.

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=494119](http://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=494119).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at [http://www.publiccontractsscotland.gov.uk/sitehelp/help\\_guides.aspx](http://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems. (SC Ref:494119)

Download the ESPD document here: [http://www.publiccontractsscotland.gov.uk/ESPD/ESPD\\_Download.aspx?id=494119](http://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=494119)

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Highlands and Islands Enterprise

Postal address: An Lòchran, 10 Inverness Campus

Town: Inverness

Postal code: IV2 5NA

Country: United Kingdom

E-mail: [hieprocurement@hient.co.uk](mailto:hieprocurement@hient.co.uk)

Telephone: +44 1463245245

Internet address: <http://www.hie.co.uk>

#### **VI.5. Date of dispatch of this notice**

17/05/2017

