

**United Kingdom-Ingliston: Public relations services**  
**OJ S 232/2020 27/11/2020**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Quality Meat Scotland

Postal address: The Rural Centre, West Mains

Town: Ingliston

NUTS code: UKM75 Edinburgh, City of

Postal code: EH28 8NZ

Country: United Kingdom

Contact person: Kirsty Fox

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

Telephone: +44 1315107926

**Internet address(es):**

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

Address of the buyer profile: [http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA13202](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA13202)

**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: [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**

Other type: NDPB

**I.5. Main activity**

Other activity: Responsible for helping the Scottish red meat sector improve its efficiency and profitability

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

**II.1.2. Main CPV code**

79416000 Public relations services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

QMS Seeks to appoint a PR agency to deliver consumer campaigns and press office duties.

**II.1.5. Estimated total value**

Value excluding VAT: 540 000,00 GBP

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

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

79416000 Public relations services

**II.2.3. Place of performance**

NUTS code: UKM75 Edinburgh, City of

**II.2.4. Description of the procurement**

QMS seeks to appoint a consumer PR agency to deliver the seasonal campaign PR activation for 'Make It' to include but not limited to:

- influencers (micro and macro),
- recipe placement,
- opinion pieces,
- partnerships e.g. with restaurants, itison, food brands, etc.,
- sponsorship,
- stunts/events,
- broadcast.

In addition, QMS requires its consumer PR agency to establish an ongoing press office for QMS acting as a front line between the media and the in-house PR team with a remit covering:

- ongoing relations with media outlets, journalists and personalities that resonate with our target audiences;
- seeking opportunities that support our brands;
- horizon scanning for reputational risks within the consumer landscape;
- crisis management working in conjunction with our Industry and Corporate PR to ensure our reputation is protected within the consumer landscape.

Communicating the positive work of our in-house teams to consumers covering:

- health and education,
- industry development,
- brands integrity.

To help QMS achieve the above, we require an agency who can prepare and present high quality, clear, concise and cost-effective activation of communications strategies and work in partnership with QMS' Marketing and Communication team to ensure the best possible

outcome for our three industry brands: Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork whilst keeping our brand essence of Meat with Integrity at the heart of our communications.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Response to campaign brief 'Make It Summer 2021' / Weighting: 45

Quality criterion - Name: Agency approach and account management / Weighting: 35

Quality criterion - Name: Agency capacity and agility / Weighting: 20

Price - Weighting: 20

#### **II.2.6. Estimated value**

Value excluding VAT: 540 000,00 GBP

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Yearly for a maximum of 3 consecutive years.

#### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 5

#### **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**

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#### **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

### **Section IV: Procedure**

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#### **IV.1. Description**

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

Restricted 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: no

### IV.2. Administrative information

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

Date: 24/12/2020 Local time: 12:00

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

Date: 14/01/2021

#### 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

Duration in months: 6 (from the date stated for receipt of tender)

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

16 weeks prior to current contract ending.

### 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

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.

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=636994](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=636994)

The buyer has indicated that it will accept electronic responses to this notice via the postbox facility. A user guide is available at [https://www.publiccontractsscotland.gov.uk/sitehelp/help\\_guides.aspx](https://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:636994)

Download the ESPD document here: [https://www.publiccontractsscotland.gov.uk/ESPD/ESPD\\_Download.aspx?id=636994](https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=636994)

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Edinburgh Sheriff Court

Postal address: Sheriff Court House

Town: Edinburgh

Postal code: EH1 1LB

Country: United Kingdom

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

24/11/2020