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**United Kingdom-Edinburgh: Web search engine providers  
2015/S 144-266357**

**Contract notice**

**Services**

Directive 2004/18/EC

**Section I: Contracting authority**

**I.1) Name, addresses and contact point(s)**

VisitScotland

Ocean Point One, 94 Ocean Drive

For the attention of: Campbell Forsyth, Procurement Manager

EH6 6JH Edinburgh

UNITED KINGDOM

Telephone: +44 1314722222

**Internet address(es):**

General address of the contracting authority: <http://www.visitscotland.org>

Address of the buyer profile: [http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00118](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118)

Electronic access to information: [www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

Electronic submission of tenders and requests to participate: [www.publiccontractsscotland.gov.uk](http://www.publiccontractsscotland.gov.uk)

**Further information can be obtained from:** The above mentioned contact point(s)

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:** The above mentioned contact point(s)

**Tenders or requests to participate must be sent to:** The above mentioned contact point(s)

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

Body governed by public law

**I.3) Main activity**

Other: Tourism / Marketing

**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**

**II.1) Description**

**II.1.1) Title attributed to the contract by the contracting authority:**

Search Engine Optimisation.

**II.1.2) Type of contract and location of works, place of delivery or of performance**

Services

Service category No 13: Advertising services

Main site or location of works, place of delivery or of performance: UK.

NUTS code UK

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

The notice involves a public contract

**II.1.4) Information on framework agreement**

**II.1.5) Short description of the contract or purchase(s)**

SEO Services.

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=405103](http://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=405103)

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.

**II.1.6) Common procurement vocabulary (CPV)**

72414000, 79341000

**II.1.7) Information about Government Procurement Agreement (GPA)**

The contract is covered by the Government Procurement Agreement (GPA): yes

**II.1.8) Lots**

This contract is divided into lots: no

**II.1.9) Information about variants**

Variants will be accepted: no

**II.2) Quantity or scope of the contract**

**II.2.1) Total quantity or scope:**

VisitScotland is seeking to appoint a suitably qualified Supplier to work directly with their in-house SEO team, to plan and the deliver an SEO strategy for VisitScotland's programme of activity in the UK and overseas.

**II.2.2) Information about options**

Options: no

**II.2.3) Information about renewals**

This contract is subject to renewal: no

**II.3) Duration of the contract or time limit for completion**

Duration in months: 36 (from the award of the contract)

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

**III.1) Conditions relating to the contract**

**III.1.1) Deposits and guarantees required:**

**III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them:**

**III.1.3) Legal form to be taken by the group of economic operators to whom the contract is to be awarded:**

**III.1.4) Other particular conditions**

The performance of the contract is subject to particular conditions: no

**III.2) Conditions for participation**

**III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers**

Information and formalities necessary for evaluating if the requirements are met: (1) All candidates will be required to produce a certificate or declaration demonstrating that they are not bankrupt or the subject of an

administration order, are not being wound-up, have not granted a trust deed, are not the subject of a petition presented for sequestration of their estate, have not had a receiver, manager or administrator appointed and are not otherwise apparently insolvent.

(2) All candidates will be required to produce a certificate or declaration demonstrating that the candidate, their directors, or any other person who has powers of representation, decision or control of the candidate has not been convicted of conspiracy, corruption, bribery, or money laundering. Failure to provide such a declaration will result in the candidate being declared ineligible and they will not be selected to participate in this procurement process.

(3) All candidates will be required to produce a certificate or declaration demonstrating that they have not been convicted of a criminal offence relating to the conduct of their business or profession.

(4) All candidates will be required to produce a certificate or declaration demonstrating that they have not committed an act of grave misconduct in the course of their business or profession.

(5) All candidates must comply with the requirements of the State in which they are established, regarding registration on the professional or trade register.

(6) Any candidate found to be guilty of serious misrepresentation in providing any information required, may be declared ineligible and not selected to continue with this procurement process.

(7) All candidates will have to demonstrate that they are licensed, or a member of the relevant organisation, in the State where they are established, when the law of that State prohibits the provision of the services, described in this notice, by a person who is not so licensed or who is not a member of the relevant organisation.

(8) All candidates will be required to produce a certificate or declaration demonstrating that they have fulfilled obligations relating to the payment of social security contributions under the law of any part of the United Kingdom or of the relevant State in which the candidate is established

(9) All candidates will be required to produce a certificate or declaration demonstrating that they have fulfilled obligations relating to the payment of taxes under the law of any part of the United Kingdom or of the relevant State in which the economic operator is established.

### III.2.2) **Economic and financial ability**

Information and formalities necessary for evaluating if the requirements are met: (1) All candidates will be required to provide a reference from their bank.

(2) All candidates will be required to provide evidence of relevant professional risk indemnity insurance.

(3) All candidates will be required to provide a statement, covering the 3 previous financial years including the overall turnover of the candidate and the turnover in respect of the activities which are of a similar type to the subject matter of this notice.

(4) All candidates will be required to provide statements of accounts or extracts from those accounts relating to their business.

### III.2.3) **Technical capacity**

### III.2.4) **Information about reserved contracts**

### III.3) **Conditions specific to services contracts**

#### III.3.1) **Information about a particular profession**

#### III.3.2) **Staff responsible for the execution of the service**

## **Section IV: Procedure**

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

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

Open

- IV.1.2) **Limitations on the number of operators who will be invited to tender or to participate**
- IV.1.3) **Reduction of the number of operators during the negotiation or dialogue**
- IV.2) **Award criteria**
- IV.2.1) **Award criteria**  
The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document
- IV.2.2) **Information about electronic auction**  
An electronic auction will be used: no
- IV.3) **Administrative information**
- IV.3.1) **File reference number attributed by the contracting authority:**  
VSEH15002
- IV.3.2) **Previous publication(s) concerning the same contract**
- IV.3.3) **Conditions for obtaining specifications and additional documents or descriptive document**  
Time limit for receipt of requests for documents or for accessing documents: 1.9.2015
- IV.3.4) **Time limit for receipt of tenders or requests to participate**  
8.9.2015 - 12:00
- IV.3.5) **Date of dispatch of invitations to tender or to participate to selected candidates**
- IV.3.6) **Language(s) in which tenders or requests to participate may be drawn up**  
English.
- IV.3.7) **Minimum time frame during which the tenderer must maintain the tender**
- IV.3.8) **Conditions for opening of tenders**

**Section VI: Complementary information**

- VI.1) **Information about recurrence**
- VI.2) **Information about European Union funds**  
The contract is related to a project and/or programme financed by European Union funds: yes  
Reference to project(s) and/or programme(s): This contract may be eligible for ERDF funding.
- VI.3) **Additional information**  
The contract has been advertised on an 'Open' procedure basis. However the Purchaser will evaluate the questionnaire to qualify suppliers. The procedure, as explained in the ITT and Questionnaire documents, outlines how questionnaire responses shall be evaluated and the minimum acceptable standards to be achieved to progress to full tender evaluation.  
(SC Ref:405103).
- VI.4) **Procedures for appeal**
- VI.4.1) **Body responsible for appeal procedures**
- VI.4.2) **Lodging of appeals**  
Precise information on deadline(s) for lodging appeals: VisitScotland will incorporate a minimum of 10 calendar day standstill period at the point of information on the award of the contract is communicated to tenderers.  
This period allows unsuccessful tenderers to seek further debriefing from the contracting authority before the contract is entered into. Applicants have 2 working days from the notification of the award decision to request additional debriefing and that information has to be provided a minimum of 3 working days before the expiry of the standstill period. Such additional information should be required from Campbell Forsyth as determined at point I.1 of this notice. If an appeal regarding the award of contract has not been successfully resolved The

Public Contracts (Scotland) Regulations 2006 (SSI 2006 No1) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rule to take action in the Sheriff Court or Court of Session. Any such action must be brought promptly (generally within 3 months). Where a contract has not been entered into the Court may order the setting aside of the award decision or order the authority to amend any document and may award damages. If the contract has been entered into the Court may only award damages. The purpose of the standstill period referred to above is to allow parties to apply to the Courts to set aside award decision before the contract is entered into.

VI.4.3) **Service from which information about the lodging of appeals may be obtained**

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

24.7.2015