

Members' Library Service Request Form

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Document Title	Award of Roofing Works Framework

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Additional information:

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REPORT TO: Members' Library Service

MEETING DATE:

BY: Executive Director (Support Services)

SUBJECT: Award of CON-13-016 Event in Edinburgh to Promote East Lothian.

1 PURPOSE

1.1 The purpose of this report is to record the outcome of a tender carried out for an Event in Edinburgh to Promote East Lothian.

2 RECOMMENDATIONS

2.1 To note the award of the contract to Denvir Marketing.

3 BACKGROUND

3.1 Using evidence from the 2011 East Lothian Visitor Survey, highlighting a decline in day visitors to East Lothian, East Lothian Council Economic Development last year ran a pilot event in St Andrew Square Edinburgh called 'Wish you were there'. The event was a promotional event showcasing East Lothian as a destination to visitors and residents of Edinburgh. The event lasted 14 days and engaged with 26 businesses and attracted over 150,000 visitors to the event. The event was built and managed by an external event company in partnership with East Lothian Council.

3.2 Based on research and the economic impact of the 2012 event it was agreed to hold the event again in 2013.

3.3 The anticipated value of this Contract is approximately £60,000.

3.4 The contract opportunity was advertised on the national portal www.publiccontractsscotland.gov.uk on 12 February 2013 with a deadline for completed tenders of 1 March 2013.

3.5 The tender was conducted using our e-tender system as a value below EU procurement, using the 2 stage open process.

- 3.6 Seven organisations submitted tenders and all passed stage one of the tender process.
- 3.7 They were further evaluated on the following criteria:-

Requirement	Weighting
Quality	80%
The Proposal	
Reporting & Evaluation	
Marketing & Promotion	
Price –	20%
The top 3 ranked organisations were invited to Q&A session	
Q&A Session	10%

- 3.8 The overall scores were as follows:-

	Quality	Price	Total
Denvir Marketing	68	19.55	87.55
Motomo Ltd	58	19.66	77.66
Bright Signals	58	19.22	77.22
CN Events	46	19.18	65.18
Event Consultants	42	20.00	62.00
She's Gott It	40	19.26	59.26
The Inside Line Partnership	40	19.13	59.13

- 3.9 The Evaluation Panel consisted of Claire Dutton and Elaine Carmichael. Susan Smith was present at the Q&A sessions. An overview of the Evaluation record for the ITT stage is attached as an appendix.

3.10 **Conclusion and Recommendation**

Based on 'most economically advantageous tender', the contract has been awarded to Denvir Marketing.

4 POLICY IMPLICATIONS

- 4.1 There are no policy implications.

5 RESOURCE IMPLICATIONS

- 5.1 Financial – the costs are in line with costs previously incurred but have a provision for data capture this time.

5.2 Personnel – none

5.3 Other – none

6 BACKGROUND PAPERS

6.1 CON-13-016 Evaluation Record.

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