

Republic of Media Ltd  
Nova House  
3 Ponton Street  
Edinburgh  
EH3 9QQ

9 May 2016

Dear Sirs

**MEDIA PLANNING, BUYING AND ASSOCIATED SERVICES FRAMEWORK – REF(SP-14-03)  
PROVISION OF MEDIA BUYING AND PLANNING FOR THE FOOD STANDARDS SCOTLAND**

Thank you for your tender for the above requirement. Having evaluated all the tenders received in response to the mini-competition for this contract, I am writing, on behalf of Food Standards Scotland, to inform you that in this instance you have been successful and we accept your tender.

Please note that the contract reference going forward will be FSS/2016/005.

The table below shows the individual scores given against the published criteria in respect of your submission.

Question	Criteria Weighting	Your Scores
1 – General Understanding the Requirement	30%	26.25
2 – Expertise and Experience	10%	8.75
3 – Operational Proposal	60%	60.00
Final Quality Score		95
Price Scores		88.32
Technical Score award (30:70 Quality/Price Ratio)		66.5
Commercial Score award (30:70 Quality/Price Ratio)		26.5
<b>Total Weighted Score</b>		<b>93</b>

The documents listed below will form part of the contract:

- call-off contract terms and conditions;
- mini-competition award letter;
- mini-competition specification;

The contract will commence on 11 May 2016 until 31 August 2017, with the option to extend the contract in line with any extension to the Framework Agreement (SP-14-003) unless the contract is terminated in accordance with the above referenced call-off contract terms and conditions. The total cost for this contract will be £450,000 per annum (excluding VAT). Please note that your contact for this contract is Katherine Goodwin, Food Standards Scotland.

I would be grateful for your written acknowledgement that you have received and understood the contents of this letter.

Yours sincerely

Tommy McPhelim  
Senior Portfolio Specialist  
on behalf of  
Food Standards Scotland