



**Glasgow City Council**

**Contracts and Property Committee**

**Report by Director of Legal and Administration**

**Contact: Maureen Fitzpatrick Ext: 76406**

**Item 8**

**18th September 2025**

## **The Provision of Media Planning and Buying Services**

**Tender Reference: - GCC006242CPU**

### **Purpose of Report:**

To submit details of the tenders received for the provision of media planning and buying services and recommend acceptance of the most economically advantageous tender as detailed in this report.

### **Recommendations:**

The Contracts and Property Committee is requested to approve the award of a contract for the provision of media planning and buying services to the supplier listed below.

Spirit Media Scotland Ltd  
Companies House Number - SC226495

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes ☐ No ☐ consulted: Yes ☐ No ☐

## 1 Background and Tender

- 1.1 Glasgow City Council's ("the council's") and Glasgow Life's annual spend for the provision of media planning and buying services is up to £600,000.
- 1.2 The council and Glasgow Life require the provision of a media agency to support internal Marketing Teams to process and evaluate a variety of media campaigns and general advertising on their behalf. General advertising includes run of paper for campaigns, outdoor advertising, advertorials, digital solutions, out of home (OOH), special supplements, ambient media or innovative advertising methods.
- 1.3 The marketing teams require local and national services, however on occasion also require an international service provision. The media agency will work with the Marketing teams to gain a clear insight of identified target markets within the UK and overseas markets and assist in the development of creative, focused strategies to maximise campaigns.
- 1.4 A commodity team consisting of stakeholders from Marketing Teams across the council, Glasgow Life and the Corporate Procurement Unit was formed to develop the sourcing strategy and deliver a new contract.
- 1.5 In line with the effective and efficient objective within the council's Sustainable Procurement Strategy 2023-2027, which can be located [here](#), and to support the national agenda in utilising national collaborative frameworks, it was agreed that a mini competition process via Lot 1 - UK and overseas media bought in UK from the Scottish Government (SG) framework for Media Planning and Buying Services, (reference SP-23-05), would be the most appropriate method to deliver this contract.
- 1.6 The term of the contract is from 30 September 2025 to 30 June 2028.
- 1.7 The contract will be utilised by Marketing Teams within Chief Executive, Neighbourhoods, Regeneration and Sustainability, Glasgow City Health and Social Care Partnership and Glasgow Life.

## 2 Evaluation

- 2.1 All 5 suppliers awarded to Lot 1 of the SG framework were invited to bid and 2 submitted a bid. Of the 3 suppliers that failed to respond, 1 cited the following reason - the requirements of the briefs relative to budget would make it difficult for the organisation to service the account profitably. The other 2 suppliers did not provide any feedback.
- 2.2 The award evaluation was based on the following criteria and weightings: -

Price	Quality	Quality Sub-Criteria
		Service Requirements – 10%
*60%	40%	Account Management – 5%
		Innovation and Added Value – 5%

		Case Study – 15%
		Fair Work First – 5%

\* As part of the mini-competition process for Lot 1, the council received details of historic volume/spend information from the media auditor. This process is covered through the Scottish Government framework. The most up to date volumes provided by the media auditor were for the period 2021/2022.

- 2.3 The evaluation of award scoring and evaluation value of the supplier which has been recommended for award is shown in the table below: -

<b>Supplier</b>	<b>Total Evaluation Score</b>	<b>Evaluation Value (2021/2022 volumes)</b>
Spirit Media Scotland Ltd SC226495	97.0	£376,470

A summary of the unsuccessful tender evaluation results can be found at Appendix A.

- 2.4 As part of the framework, prices charged by the supplier for the media ordered will be audited on a 6 monthly basis by the appointed media auditor. The auditor will produce a report detailing the value of media purchased and will highlight whether the prices charged by the supplier are ahead or behind the price guarantees set under the framework. Media advice is also included as part of the audit services. The cost of the media auditor's service is covered through a framework levy.
- 2.5 The Scottish Government are estimating savings against a market rate of approximately 5%. However, we will not know for sure until the marketplace audit report is completed. The savings come from the following aspects:
- There is an average saving of 8% on the commission fee.
  - Price guarantees are set for the duration of the framework, and savings are achieved where the supplier betters the guarantee.
  - The suppliers have provided percentage rates against some media where they are able to offer rebates/discounts, savings will also be claimed from this.

### **3 Contract Implementation and Supplier Management**

- 3.1 The outcome of our Contract Management Assessment Tool (CMAT) has deemed this contract to be categorised as medium. The supplier will be monitored in line with our contract and supplier management process which includes tracking the supplier's performance against the key performance indicators and working collaboratively to identify opportunities of improvement and innovation.

- 3.2 The agreed community benefits outcome commitments will be monitored via Cenefits which is a web based monitoring tool. We will also capture sustainable commitments within the CPU Sustainable Register.

## **4 Policy and Resource Implications**

### **Resource Implications:**

#### *Financial:*

The estimated annual contract value is £600,000, totaling £1,650,000 over the contract period.

This will be met by departments revenue budgets.

As stated within Section 2.6, the Scottish Government estimated savings against a market rate of 5%. This will be monitored and captured through contract management.

The contract spend is not guaranteed and will be awarded based on the rates submitted as part of the recommended tender submission and the framework terms and conditions.

#### *Legal:*

The report raises no new legal issues.

The Director of Legal and Administration will be responsible for concluding the contract.

#### *Personnel:*

No direct personnel implications.

#### *Procurement:*

A mini competition process was the most appropriate method to deliver this contract as stated within paragraph 1.5.

### **Council Strategic Plan:**

This supports Grand Challenge 2 and Mission 2.

### **Equality and Socio-Economic Impacts:**

#### *Does the proposal support the Council's Equality Outcomes 2021-25*

Yes - the Sustainable Procurement Duty requires that before a contracting authority buys anything, it must think about how it can improve the social, environmental and economic wellbeing of the area in which it operates, with a particular focus on reducing inequality.

*What are the potential equality impacts as a result of this report?*

An EQIA was not required for this contract as there is no impact.

*Please highlight if the policy/proposal will help address socio economic disadvantage.*

Fair Work First was included as part of the award criteria with a weighting of 5%.

The supplier recommended for award, Spirit Media Scotland Ltd, confirmed the following policies within its tender submission:

- Payment of at least the real living wage
- Provide appropriate channels for effective workers voice
- Investment in workforce development
- No inappropriate use of zero hour contracts
- Offer flexible and family friendly working practices for all workers from day one of employment
- Oppose the use of fire and rehire practice

Community Benefits was included as part of the tender process. The supplier recommended for award, Spirit Media Scotland Ltd, confirmed the following outcomes: -

- 1 x Business Mentoring
- 1 x Community Engagement - Financial Support – (minimum of £1,000)

**Climate Impacts:**

*Does the proposal support any Climate Plan actions? Please specify:*

There are no specific actions that this contract directly contributes to, however the contract is aligned with Theme 1.

*What are the potential climate impacts as a result of this proposal?*

- Assess and mitigate the environmental impact of media buying, acknowledging the industry's significant footprint from digital energy consumption to printed materials
- Sustainability audits and reporting
- Reducing company emissions
- Supply chain impact management

*Will the proposal contribute to Glasgow's net zero carbon target?*

Yes, as above.

**Privacy and Data  
Protection impacts:**

No data protection impacts identified.

**5 Recommendations**

The Contracts and Property Committee is requested to approve the award of a Contract for the provision of media planning and buying services to the supplier listed below.

Spirit Media Scotland Ltd  
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## Appendix A – Unsuccessful Supplier

Supplier	Total Evaluation Score	Rank
EssenceMediacom Scotland Ltd 03296603	78.95	2