

Scottish Government framework agreement for the provision of marketing services (multi-lot)

Reference sp-21-017

Call-off procedures
Buyers guide

Version 1 – September 2022

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1. Introduction

- 1.1. This buyer's guide provides guidance to public sector organisations on accessing and utilising the Marketing Services framework.

2. Foreword and acknowledgements

- 2.1. Scottish Procurement aims to deliver benefits to the people of Scotland through improved value for money for taxpayers and improved goods and services for all our citizens. We achieve this via effective collaboration with our customers throughout the procurement cycle and by developing strategies that contribute to the Scottish Government's purpose of sustainable economic growth.

3. Scottish procurement point of contact

- 3.1. Framework management

Colin Anderson

Scottish Government, Scottish Procurement, Victoria Quay, Edinburgh, EHQ 6QQ

Email: Colin.Anderson@gov.scot

4. Framework period

- 4.1. The framework agreement commences on 1 September 2022 and will run for a period of four years until 31 August 2026.

5. Framework overview

- 5.1. The framework agreement is for the supply of marketing services. Framework suppliers will be required to provide the services under each of the following six lots:

- Lot 1 Creative Services above £50K
- Lot 2 Creative Services below £50K
- Lot 3 Digital Marketing Services
- Lot 4 Public Relation Services
- Lot 5 Market Research Services
- Lot 6 Events and Video Production Services

6. Framework scope

6.1. Lot 1 & 2 – creative services above £50K & below £50K

Strategic creative advertising is delivered on a project basis and may include, either individually or in combination:

- strategic marketing planning
- target audience insight, this may be derived from bespoke research conducted from the research lot or directly
- development of the creative strategy and brief against framework public body objectives;
- development of a well-targeted creative approach utilising all identified marketing platforms and channels;
- development of a clear, succinct creative proposition that is appropriately targeted, innovative and engaging
- development, production and delivery of effective public information communication activities and commercial activities
- development, production and delivery of effective social marketing activities designed to generate measurable behavioural change or support commercial objectives
- development, production and delivery of effective marketing activities designed to support commercial objectives
- delivery of field marketing including the face to face engagement with the targeted consumer
- delivery of direct marketing services

- delivery of partnership marketing

Strategic planning

- customer / market analysis, segmentation and targeting
- service development and design
- promotional & channel strategy and selection
- measurement setting and evaluation

Field marketing

- auditing
- sampling/demonstrating
- merchandising
- sales
- roadshows / events / experiential marketing, including preparing creative work
- based on agreed strategy, and in some instances joint activity with framework public bodies
- mystery shopping
- data & IT
- support services
- evaluation against pre-set metrics, this may be further evaluated by independent research

Partnership marketing

- partner identification and selection
- contracting of partnership activity
- brand licensing
- campaign co-ordination
- evaluation, including negotiating access to partnership data relevant to marketing activity

Direct marketing

- augment and manage datasets as appropriate. Sourcing and managing databases as required, including collating customer lists, cleansing data, and updating records (including post campaign)
- provide accurate and timely management information
- achievement of results, as per agreed KPI's, including full evaluation
- segmentation

6.2. Lot 3 - digital marketing services

This framework agreement is for the supply of digital marketing services and the contractors will be required to provide the services listed under the following categories:

- digital marketing
- digital technical services
- search engine optimisation
- usability
- mobile

Digital marketing strategy

The contractor must be able to demonstrate the ability to translate marketing objectives, including social marketing/behaviour change objectives, into strategies to develop campaigns that are digitally led or to provide digital activity to complement a wider campaign;

Partnership marketing

Partnership marketing services may include, either individually or in combination:

- partner identification and selection
- background checks of any proposed Influencer partners, including past social media activity
- contracting of partnership activity
- brand licensing
- campaign co-ordination
- evaluation, including negotiating access to partnership data relevant to marketing activity

Digital technical services

Digital technical services may include either individually or in combination, technical support in the pursuit of the following activities:

- strategic digital communications development
- website scoping, design and build and hosting
- mobile and responsive design
- maintenance and support
- metrics analysis
- search engine optimisation
- usability testing and user research
- accessibility
- training and associated documentation
- digital advertising
- social media including traffic and sentiment reporting
- database and data management
- systems integration
- penetration and load testing

6.3. Lot 4 – public relation services

Public relations services covers the planning, creative approach, project delivery and evaluation of public relations activity and may include, either individually or in combination:

- strategic planning
- media relations and briefing
- media partnerships
- digital and social media and blogger relations
- partnerships and promotions
- content creation
- sponsorship activation
- stakeholder engagement and liaison
- crisis and issues management
- events and exhibition support
- media training for spokespeople
- evaluation and media monitoring
- press trip organisation
- media Intelligence
- implementation of media events

6.4. Lot 5 – market research services

The requirement covers the provision of design and implementation of research involving a range of qualitative and quantitative methods to uncover insight, deliver evidence for proposed communications approaches (such as creative testing) and tracking of impact and effectiveness against audiences for public information and behaviour change communications. This work may encompass insight gathering, creative testing and evaluation for – advertising, digital, field

marketing, partnership marketing, PR, products for change and a range of new approaches. The services may include, either individually or in combination:

- market and consumer primary research
- Business to Business research
- secondary (desk) research
- marketing evaluation
- continuous tracking
- segmentation

6.5. Lot 6 – events and video production services

The requirement is to provide services in the areas of event management, exhibition management and technical audio visual services and video and production services.

- delivery of high quality professionally managed events, including virtual events
- maximising income generation opportunities through sponsorship provision
- responsibility and delivery of all project management tasks associated with the events including liaison with key stakeholders, Partners and staff where appropriate
- project manage the design, build and life cycle management of collaborative partner's exhibition displays
- to protect and enhance the collaborative partner's brand and corporate image in large scale events
- to assist in meeting collaborative partner's exhibition objectives and opportunities
- ensure corporate image is protected and maintained across all audio visual content (including presentations, video and podcasts)
- provide audio visual support services to key events and exhibitions either in a main contractor or sub-contractor role; and professionally produced and delivered audio visual support; and
- programme development and production
- un-compressed fully digital non-linear online editing from a high definition format that delivers to the current BBC technical standards
- compressed off-line editing with editor
- the provision of computer graphics for titles and captions from packages such as adobe creative suite
- 3D or 2D effects and compositing
- providing media production support at events and conferences

7. Procurement Reform (Scotland) Act 2014

- 7.1. Buyers are reminded of the obligations contained in the Procurement Reform (Scotland) Act 2014 in relation to the award of contracts valued equal to or greater than £50,000 including those awarded as a result of a framework call-off/mini competition.
- 7.2. In particular, buyers should note that in accordance with [Section 23\(2\)](#) the award of contracts must be publicised on the Public Contracts Scotland website and in accordance with [Section 35](#) contracts must be registered in the contracting authority's "contracts register."
- 7.3. Your attention is also drawn to the requirement to provide feedback in accordance with [Section 32](#) and [Section 33](#)

8. Framework documentation

- 8.1. A copy of the Framework Agreement which comprises terms and conditions, schedule 1 (specification), schedule 2 (price), schedule 3 (ordering procedures), schedule 4 (management information – roles and responsibilities of contractors and framework public bodies), schedule 5 (Standard Terms of Supply), schedule 6 (Parent Company Guarantee), schedule 7 (contractor sensitive information), schedule 8 (exit management), schedule 9 (model contract regarding data protection), schedule 10 (approved subcontractors) and schedule 11 (Cyber Security Requirements) can be downloaded from our secure [Knowledge Hub](#) site.

- 8.2. Framework public bodies are reminded that schedule 2 (price) contains commercially sensitive information which must not be disclosed to any party out with your organisation without prior approval from Scottish Procurement.

9. Framework service providers

- 9.1. A list of the service providers appointed to all lots of the Framework is provided at Annex A to this guidance.

10. Ordering procedures

- 10.1. Framework public bodies must agree to operate the framework agreement in accordance with the procedures set out within this document.
- 10.2. A call-off contract can be for a “Single Order” or a “Duration contract” for a period of time to cover one or more Orders. A call-off contract must be awarded prior to the expiry of the Framework. The period of a Call-off Contract for a “Single Order” or a “Duration Contract” may continue notwithstanding that the Framework Agreement has expired or terminated.

NB: Framework Public Bodies conducting a call-off for a “Duration contract” must use the contract exclusively for the scope of their requirement, subject to the Terms of Supply Clause 5 (Break).

- 10.3. **For Scottish Government Staff Only**: - Before using this Framework, Scottish Government staff must contact Roger Goldie within the Scottish Government Marketing Unit’s Communications Business Team on 0131 244 4042 or email roger.goldie@gov.scot. The Marketing Unit may have a call-off contract in place which would be suitable to meet your requirement, avoiding the need to run a new competitive tender exercise.

11. Call-off procedures

The Call-off options are as follows:

- 11.1. Option 1:
For Lot 1 - Creative Services (call offs above £50k) **there is no direct award facility**. Framework Public Bodies with requirements below £50k should use Lot 2 – Creative Services (call offs below £50k).

For Lots 2 to 6 where the value of a requirement is under £20K, a Framework Public Body can make a direct award to the first ranked* Contractor. Please note that a Framework Public Body reserves the right to undertake a mini-competition, if in their opinion, it would be beneficial to do so. Given the value of Lot 2 is up to £50K, Framework Public Bodies are encouraged to follow the mini-competition route unless their requirement is of an urgent nature,

*** Should the first ranked contractor decline to bid, the framework public body must approach the second ranked contractor, if they decline to bid, the third ranked contractor should be approached, and so on. Should none of the contractors be interested the framework public body will have to procure out with the framework.**

- 11.2. Option 2: a framework public body can undertake a mini competition inviting all contractors to tender for the work and make an award to one.

12. Direct award

- 12.1. The framework public body should issue their complete brief in accordance with schedule 5 (Standard Terms of Supply) ensuring that the contractor is made aware that the requirement is a call-off under the framework and forward to the first ranked contractor for consideration. The contractor should review the brief and submit a short proposal along with pricing to the framework public body. The ranking positions are detailed in the tables above.

- 12.2. The framework public body should set a time limit for the receipt of the direct award proposal which takes into account factors such as the complexity of the subject matter of the order and the time needed to submit a proposal.
- 12.3. On the basis set out above, the framework public body can award its service requirements by placing an order with the successful framework contractor in accordance with the following:
- states the services requirements within the brief;
 - states the charges payable for the services requirements in accordance with the proposal submitted by the successful framework contractor; and
 - incorporates the Standard Terms of Supply (Schedule 5).
- 12.4. Framework Public Bodies must ensure that the hourly rates charged and the roles allocated in a quotation are an accurate reflection of the level of work to be undertaken.

13. Mini competition procedure

- 13.1. The framework public body should issue their complete invitation to tender in accordance with schedule 5 (Standard Terms of Supply) ensuring that all contractors are made aware that the requirement is a call-off under the framework. The contractor should review the tender and submit their proposal along with pricing to the framework public body.
- 13.2. Framework public body's obligations, the framework public bodies shall:
- invite tenders, from all contractors appointed to the framework, by conducting a mini competition for its service requirements in accordance with the conditions herein, and
 - set weightings for the award criteria in the mini competition invitation to tender against the following technical criteria:

Technical Criteria - (xx% weighting shall be set by framework public bodies at mini competition).

Service delivery and service levels (weighting XX%)

- a. General understanding of the requirement along with details of how any risks, for example, political, reputational, operational and financial can impact on the provision of the service and what action you would propose to mitigate these risks. (XX%).
- b. Details of the operational proposals with particular emphasis on quality and performance measurements, and customer satisfaction to meet the ordered service (scenarios may be used) (XX%).

Account and business management (weighting XX%)

- a. Details of the qualifications, experience and skillsets of the personnel proposed to meet the ordered services outputs (XX%).

Commercial Criteria - (XX% weighting shall be set by framework public bodies at mini competition)

Detailed below are the options to calculate price:

- single order: total tender cost ex VAT (for example number of hours x hourly rate for all proposed staff roles detailed on the pricing schedule to meet the ordered service (XX%).
- duration contract: based on a comparison of the Total Tender Price ex VAT when calculated using the Framework Public Body's estimated number of hours multiplied by hourly rates quoted for all proposed staff roles detailed in the pricing schedule of the Invitation to Tender for the mini-competition. SPPD can provide advice in relation to estimated number of hours if required.

Note: For the purposes of the mini competition, only the staff roles listed in the framework pricing schedule will be used for the evaluation. The hourly rates quoted in the pricing schedule are maximum rates. However, nothing prevents the Contractor from improving on the prices in the pricing schedule for the purposes of the Duration Contract mini-competition and any subsequent Call-off Contract.

- 13.3. The evaluation criteria above allows for flexibility regarding the composition of percentage weightings allocated against each of the criteria shown. The mini competition should be conducted on the basis of the criteria listed above or if necessary, more precisely formulated terms. Where a framework public body would like to introduce additional evaluation criteria, for example, sustainability measures or workforce benefits, this should be included within the technical evaluation criteria i.e. the Service Delivery and Service Level questions can be developed. Full details must be provided in the invitation to tender document.
- 13.4. Set a time limit for the receipt of the mini competition tenders which takes into account factors such as the complexity of the subject matter of the order and the time needed to submit tenders.
- 13.5. Keep each mini competition tender confidential until the expiry of the time limit for the receipt by it of mini competition tenders.
- 13.6. Apply the award criteria and weightings to the framework contractors' compliant tenders submitted through the mini competition as the basis of its decision to award an order for its services requirements.
- 13.7. The highest scoring compliant tenderer will be appointed to the call-off contract. In the event of a tie the framework public body reserves the right to appoint the tenderer who obtains the highest technical score.
- 13.8. On the basis set out above, award its Service requirement by placing an Order with the successful Framework Contractor in accordance with the following:
 - states the Services requirement
 - states the Specification
 - states the charges payable for the Service requirement in accordance with the tender submitted by the successful Framework Contractor
 - incorporates the Standard Terms of Supply detailed at Schedule 5
- 13.9. Provide unsuccessful Framework Contractors with feedback in relation to the reasons why their tenders were unsuccessful. The substance and form of the feedback given to unsuccessful bidders in the mini competition will be at the Framework Public Body's discretion.
- 13.10. Framework Public Bodies must ensure that the hourly rates charged and the roles allocated in a quotation are an accurate reflection of the level of work to be undertaken.

14. Framework sustainable benefits

All suppliers have committed to contributing to Scottish Government's Sustainable Procurement objectives. Framework public bodies may therefore wish, on a proportionate basis, to take this into consideration as part of their service delivery call-off, where relevant.

- 14.1. In addition, all suppliers have proposed a range of Fair Work First (FWF) measures to be applied in their delivery of the Framework such as no inappropriate use of zero hours contracts. Framework public bodies are encouraged to discuss these in relation to the management of their requirement.
- 14.2. Detail of all suppliers' status with regard to size, payment of rLiving Wage, whether they are rLW accredited and whether they have signed the Business Pledge can be found on the Additional Supplier Information document contained within [Knowledge Hub](#) .
- 14.3. A link to the [Sustainable Procurement/Procurement Journey](#) is provided to assist you in considering the relevance of this criteria to your requirement.

15. Awarding a direct award/mini competition call-off contract

- 15.1. A direct award call-off contract must be concluded by an award letter including a completed schedule 5 of the Standard Terms of Supply.
- 15.2. A mini competition call-off contract must be concluded by an award letter including a completed schedule 5 and unsuccessful letters must also be issued to all unsuccessful tenderers. Please note that framework public bodies do not have to follow the standstill rules when awarding a call-off contract under a framework agreement. However, where above-threshold level contract is awarded by mini competition, following the standstill rules on a voluntary basis (including summary reasons) can protect the contract from ineffectiveness, if challenged in court. Templates for letters can be found under the links below.
- 15.3. Where requested by an unsuccessful tenderer, framework public bodies must provide feedback in relation to the reasons why their tenders were unsuccessful. The substance and form of the feedback given to unsuccessful bidders in the mini competition will be at the framework public body's discretion. Example letters and guidance from the Procurement Journey are contained within the guidance given in the links below:

[Standstill letters](#)

[Standard Forms and Documentation | Procurement Journey](#)

[Contract Award | Procurement Journey](#)

List of Service Providers in each Lot

LOT 1 - Creative Services above £50K	
Rank	Supplier
1.	<p>The Leith Agency (trading name of Cello Signal Limited) 86/2 Commercial Quay Edinburgh EH6 6LX Contact: Richard Marsham Email: richard.marsham@leith.co.uk Phone: 0131 561 8600 Company Registration Number - SC143653,</p>
2.	<p>Walk in the Gate Limited 100 Ocean Drive Leith Docks Edinburgh EH6 6JJ Contact: Helen Hourston Email: helen.hourston@thegateworldwide.com Phone: 0131 555 0425 Company Registration Number - 05532622</p>
3.	<p>The Union Advertising Agency Ltd Union House 18 Inverleith Terrace Edinburgh EH3 5NS Contact: Louise Killough Email: Louise.killough@union.co.uk Phone: 0131 625 6000 Company Registration Number - SC160047</p>
4.	<p>Stand Limited First Floor, Queens House 29 St. Vincent Place Glasgow G1 2DT Contact: Maggie Croft Email: maggiec@stand-united.co.uk Phone: 0141 222 2999 Company Registration Number - SC239377</p>
5.	<p>Story UK Ltd 1-4 Atholl Crescent Edinburgh EH3 8HA Contact: Jim Kelly Email: jim@storyuk.com Phone: 0131 476 7515 Company Registration Number - SC225146</p>
6.	<p>Dentsu Creative, a trading division of Dentsu UK Ltd Norloch House 36 King's Stables Road Edinburgh EH1 2EU Contact: Rachael Ford Email: rachael.ford@dentsu.com Phone: 0131 625 5500 Company Registration Number - 01939690</p>

LOT 2 - Creative Services below £50K	
Rank	Supplier
1.	<p>Union Direct Limited Union House 18 Inverleith Terrace Edinburgh EH3 5NS Contact: Gus Chalmers Email: gus.chalmers@uniondirect.co.uk Phone: 0131 625 5500 Company Registration Number - SC202187</p>
2.	<p>Bright Digital Marketing Limited 33 Lynedoch Street Glasgow G3 6AA Contact: David Craik Email: frameworks@brightsignals.co.uk Phone: 0141 248 2444 Company Registration Number - SC370189</p>
3.	<p>The Lane Agency Limited 496 Ferry Road Edinburgh EH5 2DL Contact: Chris Bruce, Jodie Baynes Email: chris@thelaneagency.com jodiebaynes@thelaneagency.com Phone: 07940 422261 Company Registration Number - SC334488</p>
4.	<p>John Doe Group Commonwealth House 48/4 48/4 Albion Street Glasgow G1 1LH Contact: Pam Scobbie Email: pam.scobbie@johndoehub.com Phone: 0141 648 9610 Company Registration Number – 06291776</p>
5.	<p>Drummond Central Ltd Hudson House 8 Albany Street Edinburgh EH1 3QB Contact: Dan Appleby Email: dan.appleby@drummondcentral.co.uk Phone: 0191 212 8999 Company Registration Number – 05161268</p>

LOT 3 - Digital Marketing Services	
Rank	Supplier
1.	<p>Walk in the Gate Ltd 100 Ocean Drive Edinburgh EH6 6JJ Contact: Helen Hourston Email: helen.hourston@thegateworldwide.com Phone: 0131 555 0425 Company Registration Number – 05532622</p>

2	<p>Dentsu Creative, a trading division of Dentsu UK Limited 10 Triton Street Regents Place London NW1 3BF Contact: Rachael Ford Email: rachael.ford@dentsu.com Phone: 0131 625 5500 Company Registration Number - 01939690</p>
3.	<p>The Union Advertising Agency Union House 18 Inverleith Terrace Edinburgh EH3 5NS Contact: Louise Killough Email: Louise.killough@union.co.uk Phone: 0131 625 6000 Company Registration Number - SC160047</p>
4.	<p>Bright Digital Marketing Ltd The Hive, 1069 Argyle Street Glasgow G3 8LZ Contact: David Craik Email: frameworks@brightsignals.co.uk Phone: Company Registration Number - SC370189</p>
5.	<p>The Leith Agency (trading name of Cello Signal Limited) 86/2 Commercial Quay Edinburgh EH6 6LX Contact: Leigh Dobson Email: leigh.dobson@leith.co.uk Phone: 0131 523 0185 Company Registration Number - SC143653</p>

LOT 4 - Public Relation Services	
Rank	Supplier
1.	<p>Smarts (NI) Limited 6.02 Onyx Studios 215 Bothwell Street Glasgow G2 7EZ Contact: Lesley Alexander Email: Lesley.alexander@smarts.agency Phone: 0141 222 2040 Company Registration Number – NI024211</p>
2.	<p>Stripe PR & Communications Limited Level 3 86 Commercial Quay Edinburgh EH6 6LX Contact: Morna McLelland Email: morna.mclelland@stripecommunications.com Phone: 0131 561 8622 Company Registration Number - SC305878</p>

3.	<p>John Doe Group Commonwealth House 48/4 48/4 Albion Street Glasgow G1 1LH Contact: Pam Scobbie Email: pam.scobbie@johndoehub.com Phone: 0141 648 9610 Company Registration Number - 06291776</p>
4.	<p>3x1 Limited (known as 3x1 Group) 11 Fitzroy Place Glasgow G3 7RW Contact: Cameron Grant Email: jacgrant@3x1.com Phone: 0141 221 0707 Company Registration Number - SC211905</p>
5.	<p>Muckle Media 80 George Street Edinburgh EH2 3BU Contact: Nathalie Agnew Email: hello@mucklemedia.co.uk Phone: 0131 210 0059 Company Registration Number - SC416685</p>

LOT 5 - Market Research Services	
Rank	Supplier
1.	<p>Jump Research Ltd 137 / 5 Constitution Street Edinburgh EH6 7AD Contact: Louise Fraser Email: louise.fraser@jumpresearch.co.uk Phone: 07887 677371 Company Registration Number - SC405337</p>
2.	<p>Progressive Partnership Ltd Q Court 3 Quality Street Edinburgh EH4 5BP Contact: Sarah Ainsworth Email: sarah.ainsworth@progressivepartnership.co.uk Phone: 0131 316 1900 Company Registration Number - SC155709</p>
3.	<p>Scott Porter Research & Marketing Ltd 4 Ravelston House Grove Edinburgh EH4 3LT Contact: Menekse Suphi Email: menekse@scottporter.co.uk Phone: 0131 553 1927 Company Registration Number - SC113561</p>

4.	<p>Ipsos (Market Research) Ltd 4 Wemyss Place Edinburgh EH3 6DH Contact: Emily Gray Email: emily.gray@ipsos.com Phone: 07853 001246 Company Registration Number - 0948470</p>
5.	<p>BMG Research Ltd 1a Greenfield Crescent Edgbaston Birmingham B15 3BE Contact: Sarah Kitchen Email: Sarah.kitchen@bmgresearch.com Phone: 0121 333 6006 Company Registration Number - 02841970</p>
6.	<p>Trinity McQueen Ltd 3rd Floor Victoria Wharf 4 The Embankment Leeds LS14BA Contact: Simon Shaw Email: hello@trinitymcqueen.com Phone: 0113 451 0000 Company Registration Number - 08389485</p>

LOT 6 - Events and Video Production Services	
Rank	Supplier
1.	<p>Northstar Media Ltd The Polygon 2 Stamford Road Bowdon Altrincham WA14 2JU Contact: David Jackson Email: david.jackson@northstarmedia.tv Phone: 0141 420 0900 Company Registration Number - 10633931</p>
2.	<p>Metro Production Group Ltd 6 Camberwell New Road London SE5 0TA Contact: Barry Paton Email: barry@metroproductiongroup.com Phone: 0131 314 4000 Company Registration Number – 01493471</p>
3.	<p>Freakworks Ltd 9 Waters' Close The Shore Edinburgh EH6 6RB Contact: Hamish Allison Email: hamish.allison@freakpeople.com Phone: 0131 555 3456 Company Registration Number - SC256308</p>

4.	Speakeasy Productions Ltd 1A Shandon Crescent Edinburgh EH11 1QE Contact: Jonathan Young Email: jonathan.young@speak.co.uk Phone: 0131 557 1288 Company Registration Number - SC145700
5.	Marble LDN Ltd Studio 110 Great Western Studios 65 Alfred Road London W2 5EU Contact: Robbie Parry Email: robbie@marbleldn.com Company Registration Number - 12348253