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Contract

Media Services

The Minister for the Cabinet Office acting through Crown Commercial Service

F03: Contract award notice

Notice identifier: 2022/S 000-000949

Procurement identifier (OCID): ocds-h6vhtk-02960b

Published 12 January 2022, 10:45pm

Section I: Contracting authority

I.1) Name and addresses

The Minister for the Cabinet Office acting through Crown Commercial Service

The Capital Building, Old Hall Street

Liverpool

L3 9PP

Email

supplier@crowncommercial.gov.uk

Telephone

+44 3150103503

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/ccs>

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Other activity

Public Procurement

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Media Services

Reference number

RM6123

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Crown Commercial Service (CCS) as the Authority has put in place a Pan Government Collaborative Agreement for the provision of media services to be utilised by Central Government Departments and all other UK Public Sector Bodies, including Local Authorities, Health, Police, Fire and Rescue, Education and Devolved Administrations. This commercial agreement is the recommended vehicle for all media services required by UK Central Government Departments.

The framework agreement has been established for a maximum duration of 4 years.

This agreement replaces the RM6003 Media Buying Framework which expires 21 May 2022.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £1,200,000,000 / Highest offer: £1,200,000,000 taken into consideration

II.2) Description

II.2.1) Title

Strategic Media Activation (Media Buying)

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 92200000 - Radio and television services
- 92210000 - Radio services
- 92220000 - Television services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The agency will provide domestic and international media buying services. The Lot 1 Scope and Specification can be found in the Framework Agreement: Appendix A -

General Requirements Services Specification (applies to all Lots) Appendix B1, which is the Scope and Specification Appendix for Lot 1 Strategic Media Activation (Media Buying)

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Public Sector Media Planning and Buying

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 92200000 - Radio and television services
- 92210000 - Radio services
- 92220000 - Television services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Lot 2 Agencies will provide media planning and media buying services to public sector organisations, but will not include central government.

The Lot 2 Scope and Specification can be found in the Attachment

10 Framework Agreement in: Appendix A: General Requirements Services Specification (applies to all Lots) and; Appendix B2: Lot 2 Scope and Specification

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Out of Home Media

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Lot 3 Agency will provide specialist agency services related to the buying of Out-of-Home advertisements.

The Lot 3 Scope and Specification can be found in the Attachment

10 Framework Agreement in: Appendix A: General Requirements Services Specification (applies to all Lots) and; Appendix B3: Lot 3 Scope and Specification

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 50

Price - Weighting: 50

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2.14) Additional information

Corrigendum F14 Notice to the Contract Notice was published on 16 September 2021 (Publication reference 2021/S 000-023128): Due to a new modification and clarification to the Lot 4 Call Off Contract Terms, in compliance with Regulation 47(3) of the Public Contract Regulations 2015, the Lot 4 time limit for the receipt of tenders was extended to 15:00hrs, Tuesday 28 September 2021.

II.2) Description

II.2.1) Title

Advertising Revenue Generation

Lot No

4

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Lot 4 Agencies will provide services for monetisation of advertising real estate, fixtures and furnishings.

The Lot 4 Scope and Specification can be found in the Attachment

10 Framework Agreement in: Appendix A: General Requirements Services Specification (applies to all Lots) and; Appendix B4: Lot 4 Scope and Specification

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Service Evaluation and Performance

Lot No

5

II.2.2) Additional CPV code(s)

- 79200000 - Accounting, auditing and fiscal services
- 79210000 - Accounting and auditing services
- 79340000 - Advertising and marketing services
- 79341400 - Advertising campaign services

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Lot 5 Agencies will provide an advisory, auditing and contractual compliance services specification for marketing communications services. The Lot 5 Scope and Specification can be found in the Attachment 10 Framework Agreement in: Appendix A: General Requirements Services Specification (applies to all Lots) and; Appendix B5: Lot 5 Scope and Specification.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 70

Price - Weighting: 30

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-003747](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

14 December 2021

V.2.2) Information about tenders

Number of tenders received: 16

Number of tenders received by electronic means: 16

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

See the full supplier list within Contracts Finder

See the full supplier list within Contracts Finder

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £1,200,000,000

Section VI. Complementary information

VI.3) Additional information

The value provided in Section II.1.7 is only an estimate. We cannot guarantee to suppliers any business through this Commercial Agreement.

As part of this contract award notice the following can be accessed at:

<https://www.contractsfinder.service.gov.uk/Notice/4d0e6f5e-1bf1-4274-b6eb-40850aaf8e03>

- 1) Redacted Commercial Agreement
- 2) List of Successful Suppliers
- 3) Approved Customer list
- 4) Transparency Agenda

On 02/04/2014, Government introduced its Government Security Classifications (GSC) scheme which replaced Government Protective Marking Scheme (GPMS). A key aspect is the reduction in the number of security classifications used. All bidders were required to make themselves aware of the changes as it may impact this requirement. This link provides information on the GSC at:

<https://www.gov.uk/government/publications/government-security-classifications>

Cyber Essentials is a mandatory requirement for Central Government contracts which involve handling personal information or provide certain ICT products/services. Government is taking steps to reduce the levels of cyber security risk in its supply chain through the Cyber Essentials scheme. The scheme defines a set of controls which, when implemented, will provide organisations with basic protection from the most prevalent forms of threat coming from the internet. To participate in this procurement, bidders were required to demonstrate they comply with the technical requirements prescribed by Cyber Essentials, for services under and in connection with this procurement.

VI.4) Procedures for review

VI.4.1) Review body

The Minister for the Cabinet Office acting through Crown Commercial Service

9th Floor, The Capital, Old Hall Street

Liverpool

L3 9PP

Email

supplier@crowncommercial.gov.uk

Telephone

+44 3450103503

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

The Minister for the Cabinet Office acting through Crown Commercial Service

Liverpool

Country

United Kingdom