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Tender

## Communications Marketplace DPS

The Minister for the Cabinet Office acting through Crown Commercial Service

F02: Contract notice

Notice identifier: 2024/S 000-001132

Procurement identifier (OCID): ocds-h6vhtk-02d0ff

Published 12 January 2024, 3:14pm

### 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](mailto:supplier@crowncommercial.gov.uk)

#### Telephone

+44 3454102222

#### Country

United Kingdom

#### Region 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.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://supplierregistration.cabinetoffice.gov.uk/dps>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://supplierregistration.cabinetoffice.gov.uk/dps>

Tenders or requests to participate must be submitted to the above-mentioned address

**I.4) Type of the contracting authority**

Ministry or any other national or federal authority

**I.5) Main activity**

Other activity

Public Procurement

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Communications Marketplace DPS

Reference number

RM6124

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing 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 Dynamic Purchasing Agreement (DPS) for services including but not limited to; the provision of marketing, communications, creative services, recruitment advertising and events for all UK central government bodies, wider public sector organisations and charities.

#### **II.1.5) Estimated total value**

Value excluding VAT: £260,000,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 22462000 - Advertising material
- 30213100 - Portable computers
- 30213200 - Tablet computer
- 32320000 - Television and audio-visual equipment

- 32321200 - Audio-visual equipment
- 32321300 - Audio-visual materials
- 32330000 - Apparatus for sound, video-recording and reproduction
- 39154000 - Exhibition equipment
- 48600000 - Database and operating software package
- 48611000 - Database software package
- 55520000 - Catering services
- 64212300 - Multimedia Message Service (MMS) services
- 71620000 - Analysis services
- 72221000 - Business analysis consultancy services
- 72224000 - Project management consultancy services
- 72300000 - Data services
- 72314000 - Data collection and collation services
- 72319000 - Data supply services
- 72320000 - Database services
- 72321000 - Added-value database services
- 72322000 - Data management services
- 72330000 - Content or data standardization and classification services
- 72413000 - World wide web (www) site design services
- 72416000 - Application service providers
- 72421000 - Internet or intranet client application development services
- 72422000 - Internet or intranet server application development services
- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services

- 79341200 - Advertising management services
- 79341400 - Advertising campaign services
- 79342000 - Marketing services
- 79342100 - Direct marketing services
- 79342300 - Customer services
- 79400000 - Business and management consultancy and related services
- 79413000 - Marketing management consultancy services
- 79415200 - Design consultancy services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services
- 79530000 - Translation services
- 79600000 - Recruitment services
- 79821100 - Proofreading services
- 79822300 - Typesetting services
- 79822500 - Graphic design services
- 79933000 - Design support services
- 79952000 - Event services
- 79952100 - Cultural event organisation services
- 79953000 - Festival organisation services
- 79956000 - Fair and exhibition organisation services
- 79961000 - Photographic services
- 79961100 - Advertising photography services
- 92100000 - Motion picture and video services
- 92111000 - Motion picture and video production services
- 92111210 - Advertising film production

- 92111220 - Advertising video-tape production
- 92111250 - Information film production
- 92112000 - Services in connection with motion-picture and video-tape production
- 92200000 - Radio and television services
- 92621000 - Sports-event promotion services
- 92622000 - Sports-event organisation services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

00 - Other NUTS code

### **II.2.4) Description of the procurement**

The Communications Marketplace DPS Agreement will provide central government and wider public sector organisations with a means of procuring a wide range of marketing and communications services via a dynamic list of specialist agencies. Upon application to join the DPS Agreement, agencies are required to indicate which categories and services they are able to provide and bid for.

The Communications Marketplace will be organised into distinct categories to enable Agencies to select all elements relevant to their service offering.

Clients can filter the elements to produce a shortlist of Agencies to invite to a competition.

The four (4) distinct categories comprise of:

Services

Audience

Outcome

Location for delivery

Within these filters are further sub-filters that agencies can select to demonstrate the level of services they can provide.

## **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

96

This contract is subject to renewal

Yes

Description of renewals

Customers may enter into a contract with a supplier for a period of their determining which may exceed the RM6124 Communications Marketplace DPS Agreement, should this agreement be terminated at any time. The flexibility of the contracting period allows customers (Buyers) to determine appropriate contracting timelines required to enable the supplier to meet customer needs.

## **II.2.10) Information about variants**

Variants will be accepted: No

## **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

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# **Section III. Legal, economic, financial and technical information**

## **III.1) Conditions for participation**

### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Agencies will be assessed on their response to the selection criteria in their request to participate for a place on the RM6124 Communications Marketplace DPS Agreement. The registration bid pack and registration details can be accessed via the following URL address

<https://supplierregistration.cabinetoffice.gov.uk/dps>

and clicking on Communications Marketplace

Please read the DPS Needs document first for a full overview of the registration process and read the instructions carefully. To register for the RM6124 Communications Marketplace please select the 'Access as a Supplier' link which can be located at the URL address above. An example of how to register for the DPS platform can be found at the following youtube generic guide

<https://www.youtube.com/watch?v=1gMaIEIqEyY&authuser=0>

Please note that to register you must have a valid DUNS number (as provided by Dun and Bradstreet) for the organisation which you are registering, who will be entering into a contract if invited to do so. The procurement will be managed electronically via CCS. The value provided in Section II.1.5) is only an estimate. We cannot guarantee to suppliers any business through this DPS Agreement. This procurement offering does not guarantee any minimum spend and there will be no form of exclusivity or volume guarantee under this DPS. As part of this contract notice the bid pack and the following documents can be accessed at the link provided below:

- 1) Contract notice authorised customer list.
- 2) Rights reserved for CCS DPS Agreement.

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

<https://www.contractsfinder.service.gov.uk/Notice/63a2c041-6317-45e9-a325-1d0a82627ef8>

### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Restricted procedure

#### 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 000-018833](#)

#### IV.2.2) Time limit for receipt of tenders or requests to participate

Date

4 September 2027

#### IV.2.4) Languages in which tenders or requests to participate may be submitted

English

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## Section VI. Complementary information

### VI.1) Information about recurrence

This is a recurrent procurement: No

### VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### VI.3) Additional information

The value provided in Section II.1.5) is only an estimate. The Authority cannot guarantee to suppliers any business through this DPS Agreement. The Authority expressly reserves the right:

- (i) not to award any DPS Agreement as a result of the procurement process commenced by publication of this notice; and
- (ii) to make whatever changes it may see fit to the content and structure of the tendering competition; and in no circumstances will the customer be liable for any costs incurred by the suppliers.
- (iii) to make changes to the management charge applicable to this DPS in relation to both the percentage charged and the methodology used.

We consider that the Transfer of Undertakings (Protection of Employment) Regulations 2006 ("TUPE") may apply at the call for competition.

It is the suppliers responsibility to take your own advice and consider whether TUPE is likely to apply in the particular circumstances of the contract and to act accordingly.

On 2.4.2014 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 should make themselves aware of the changes as it may impact on this requirement. The link below to [Gov.uk](https://www.gov.uk/government/publications/government-security-classifications) provides information on the GSC at:

[https://www.gov.uk/government/publications/government-security-classifications.](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 must be able to demonstrate they comply with the technical requirements prescribed by cyber essentials, for services under and in connection with this procurement.

The term of this DPS has been updated and is now 4 year + 2 year + 2 year

The first of two (2) year lawful extension will be utilised to allow RM6124 to have a new expiry date of 4th September 2027

The justification for the extension is:

- to ensure continuity of service in a unique and specialist field. Government departments rely on Communications and its related services to delivery a wide range of of initiatives and campaigns
- the spend for this DPS continues to grow year on year. With a first year spend of £3.1m growing by over 5 times its value to £16.4m in year two
- support WPS and ALBs, spend from these sectors are growing in response to increased customer confidence and is in line with overall CCS business strategy
- This DPS allows for SMEs to access Government tenders with lower barriers to entry. Government departments are keen to work with SMEs inline with social value policies
- scope is consistently updated to reflect market changes and innovation like no other framework in the market can do

## **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

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