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Planning

## **Media Services**

The Minister for the Cabinet Office acting through Crown Commercial Service

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-004889

Procurement identifier (OCID): ocds-h6vhtk-029a8a

Published 10 March 2021, 10:56pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The Minister for the Cabinet Office acting through Crown Commercial Service

9th Floor, The Capital Building, Old Hall Street

Liverpool

L3 9PP

#### **Email**

[medialandscape@crowncommercial.gov.uk](mailto:medialandscape@crowncommercial.gov.uk)

#### **Telephone**

+44 3450103503

#### **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.3) Communication**

Additional information can be obtained from 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**

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 intends to 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. It is intended that this commercial agreement will be the recommended vehicle for all media services required by UK Central Government Departments.

The lotting structure of this framework will be determined as a result of the market engagement.

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

Value excluding VAT: £800,000,000

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

This contract is divided into lots: No

### **II.2) Description**

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

- 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**

Crown Commercial Service (CCS) plans to introduce a procurement for media services. Crown Commercial Service and The Government Communication Service plan to work extensively with the market and customers in the coming months, in

order to develop a fit-for-purpose procurement strategy.

### **II.3) Estimated date of publication of contract notice**

10 May 2021

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## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: Yes

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## Section VI. Complementary information

### VI.3) Additional information

This Prior Information Notice (PIN) is for information only. This PIN replaces the previous PIN issued on the 23/06/2020 under OJEU Notice Reference 2020-041336.

Please note that for this and all new UK procurement opportunities which are launched after 23:00 on 31 December 2020, CCS will be required to publish notices relating to those procurements on the new UK Find a Tender Service (FTS). Notices will not be published on Tenders Electronic Daily (TED).

You are therefore advised to monitor FTS and Contracts Finder for the notification of the release of the ITT documents for this procurement.

FTS, [www.find-tender.service.gov.uk](http://www.find-tender.service.gov.uk) will go live and available for public use from 23:00 on 31 December 2020.

Further information can be found at <https://www.gov.uk/guidance/public-sector-procurement-from-1-january-2021>