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Planning

Income Generation from Estates and Assets

The Minister for the Cabinet Office acting through Crown Commercial Service

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-012218

Procurement identifier (OCID): ocds-h6vhtk-04525a

Published 15 April 2024, 3:56pm

Section I: Contracting authority

I.1) Name and addresses

The Minister for the Cabinet Office acting through Crown Commercial Service

9th Floor, The Capital, Old Hall Street

Liverpool

L3 9PP

Email

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

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Income Generation from Estates and Assets

Reference number

RM6349

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

Crown Commercial Service as the authority intends to put in place a new pan-government collaborative agreement for the provision of income generation from commercial advertising, experiential advertising and end to end car parking management.

This agreement will be used by Central Government Departments, their agencies, (including publicly owned transport organisations), Non Departmental Public Bodies, and all other UK Public Sector bodies, including local authorities, health, education providers, devolved administrations and charities.

The agreement will enable government and public sector bodies to run mini competitions to establish contracts with:

- media owners to manage, promote and maximise value across their advertising space for a specified number of years.
- car parking service providers to manage parking spaces, car parking assets and payments for a specified number of years.

It is intended that this commercial agreement will become the preferred route for public sector and government bodies to generate income from commercial advertising, experiential advertising and end to end car parking management.

CCS is also intending to create a Dynamic Purchasing Solution (DPS) for wider income generation services including but not limited to the following markets - self service vending, automated retail, cash machines, photo booths, reverse vending, portable power, storage lockers, brand licensing & sponsorship

There is a separate PIN and Contract Notice for the DPS agreement (RM6350).

The framework will be split into four lots as below:

Lot 1 - Commercial advertising - internal. Digital & static, large and small formats

Lot 2 - Commercial advertising - external. Digital & static, large and small formats

Lot 3 - Experiential advertising - exhibitions, sampling, promotions, events

Lot 4 - End to end car park management

II.1.5) Estimated total value

Value excluding VAT: £950,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Income Generation from Estates & Assets

Lot No

1

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Commercial out of home advertising - internal. Digital & static, large and small formats

II.2) Description

II.2.1) Title

Income Generation from Estates & Assets

Lot No

2

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Commercial out of home advertising - external. Digital & static, large and small formats

II.2) Description

II.2.1) Title

Income Generation from Estates & Assets

Lot No

3

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Commercial experiential advertising - exhibitions, sampling, promotions, events

II.2) Description

II.2.1) Title

Income Generation from Estates & Assets

Lot No

4

II.2.2) Additional CPV code(s)

- 63712400 - Parking services
- 98351000 - Car park management services
- 98351110 - Parking enforcement services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

End to end car parking management including management of parking spaces, car parking assets, payments and customer service

II.3) Estimated date of publication of contract notice

17 May 2024

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

Section VI. Complementary information

VI.3) Additional information

We have undertaken an extensive market engagement programme and are working collaboratively with organisations across government and the public sector, including public transport providers, local authorities, the NHS and universities.

This engagement has informed the development of the agreement, the lotting structure and the estimated total value. Note this may be subject to change prior to publication of the ITT.

We are continuing to seek interest from suppliers who are capable of providing services in these markets.

If you have not already registered your interest please email marcommsandresearch@crownccommercial.gov.uk stating 'Income Generation from Estates & Assets RM6349 market interest' in the subject line and provide your contact details, organisation name, job title, organisation website link.

Information and joining instructions for a further market briefing will be published on the CCS website at <https://www.crownccommercial.gov.uk/agreements/RM6349>

Crown Commercial Service (CCS) will use an eSourcing system for this competition and reserves the right to use an electronic auction. The eSourcing system we will use is <https://crownccommercialservice.bravosolution.co.uk>.

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 value in II.1.5 is an indicative value over 4 years.

The date in II.3) is the estimated date of publication, please refer to the CCS website page <https://www.crownccommercial.gov.uk/agreements/RM6349>

for updates and monitor Find A Tender Service for the publication of the contract notice.

The Cyber Essentials scheme is mandatory for Central Government Contracts which involve handling personal information and providing certain ICT products and services. The Government is taking steps to further 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 properly implemented, will provide organisations with basic protection from the most prevalent forms of threat coming from the internet.

To participate in this procurement, bidders will be required to demonstrate that they are Cyber Essentials certified for the services under and in connection with the procurement.

A future opportunity can be found here:

<https://www.contractsfinder.service.gov.uk/Notice/64d3f5ca-e937-45e8-ada2-3e77ef5b9613>