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Tender

## **Media Services**

The Minister for the Cabinet Office acting through Crown Commercial Service

F02: Contract notice

Notice identifier: 2021/S 000-016685

Procurement identifier (OCID): ocds-h6vhtk-02c89f

Published 15 July 2021, 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](mailto: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.3) Communication**

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

<https://crowncommercialservice.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://crowncommercialservice.bravosolution.co.uk>

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**

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 framework agreement will be for a duration of 4 years

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

Value excluding VAT: £1,200,000,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 4

### **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.2.6) Estimated value**

Value excluding VAT: £900,000,000

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

Duration in months

48

This contract is subject to renewal

No

#### **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

#### **II.2.14) Additional information**

A framework agreement will be awarded to one (1) Agency for this Lot 1. The Potential Agency successful in being awarded to Lot 1 cannot be awarded a place on Lot 5. Please also refer to Attachment 1 About the Framework in regard to Transfer of Undertakings (Protection of Employment) Regulations 2006 ("TUPE") and in regard to Bids from Consortiums and Holding Group of Companies.

### **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, not including 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.2.6) Estimated value**

Value excluding VAT: £90,000,000

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

Duration in months

48

This contract is subject to renewal

No

### **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

#### **II.2.14) Additional information**

A framework agreement will be awarded to six (6) Agencies for this Lot 2.

Potential Agencies successful in being awarded a place on Lot 2 cannot be awarded a framework agreement for Lot 5.

Please refer to Attachment 1 About the Framework for information on Bids from Consortiums and from Potential Agencies who are part of a Holding Group of Companies.

### **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 be capable of providing 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.2.6) Estimated value**

Value excluding VAT: £30,500,000

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

Duration in months

48

This contract is subject to renewal

No

#### **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

#### **II.2.14) Additional information**



A framework agreement will be awarded to one (1) Agency for this Lot 3.

The Potential Agency successful in being awarded to Lot 3 cannot be awarded a framework agreement for Lot 5.

Please refer to Attachment 1 About the Framework for information on Bids from Consortiums and from Potential Agencies who are part of a Holding Group of Companies.

## **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.2.6) Estimated value**

Value excluding VAT: £14,500,000

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

Duration in months

48

This contract is subject to renewal

No

#### **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

#### **II.2.14) Additional information**

A framework agreement will be awarded to three (3) Agencies for this Lot 4.

Potential Agencies successful in being awarded a place on Lot 4 cannot be awarded a framework agreement for Lot 5.

Please refer to Attachment 1 About the Framework for information on Bids from Consortiums and from Potential Agencies who are part of a Holding Group of Companies.

### **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 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: 90

Price - Weighting: 10

### **II.2.6) Estimated value**

Value excluding VAT: £800,000

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

Duration in months

48

This contract is subject to renewal

No

**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

**II.2.14) Additional information**

A framework agreement will be awarded to five (5) Agencies for this Lot 5.

Potential Agencies successful in being awarded a place on Lot 5 cannot be awarded a framework agreement for Lots 1, 2, 3 or 4.

Please refer to Attachment 1 About the Framework for information on Bids from Consortiums and from Potential Agencies who are part of a Holding Group of Companies.

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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

Candidates will be assessed in accordance with Section 5 of the 2015 Public Contract Regulations (implementing the directive) on the basis of information provided in response to an invitation to tender (ITT) registering for access.

#### **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**

Open procedure

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

#### **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: [2020/S 121-298096](#)

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

Date

16 August 2021

Local time

3:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 12 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

16 August 2021

Local time

3:01pm

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### **Section VI. Complementary information**

#### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

#### **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**

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

<https://www.contractsfinder.service.gov.uk/Notice/8e4ffbb0-1207-4701-996b-af69e9fa8c36>

- 1) Contract notice transparency information for the agreement;
- 2) Contract notice authorised customer list;
- 3) Rights reserved for CCS framework.

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 this requirement. This link provides information on the GSC at: [https://www.gov.uk/government/publications/government-](https://www.gov.uk/government/publications/government-security-classifications)

[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. Some purchases under this Framework Agreement may have requirements that can be met under this Framework Agreement but the purchase of which may be exempt from the Procurement Regulations (as defined in Attachment 1 – About the Framework within the invitation to tender documentation). In such cases, Call-offs from this Framework will be unregulated purchases for the purposes of the Procurement Regulations, and the buyers may, at their discretion, modify the terms of the Framework and any Call-off Contracts to reflect that buyer's specific needs.

#### PLEASE NOTE:

All certificates issued prior to 1 April 2020 or before 30 June 2020 on the existing scheme are valid until 30 June 2021. This includes those issued by Accreditation Bodies other than IASME. On 30 June 2021, any certificate issued under the old scheme will expire.

Refer to <https://www.ncsc.gov.uk/information/cyber-essentials-faqs> for more information.

CCS reserve the right to award a framework agreement to any Potential Agency in Lots 2, 4 and 5 whose final score for a Lot is within 1% of the last position

Please be advised the Launch date for Lot 1 will be up to 6 months and not before 01 April 2022 following the Appointment date however for Lots 2, 3, 4 and 5 the Appointment Date and the Launch date will be the same date.

Registering for access:

This procurement will be managed electronically via the eSourcing suite. This will be the route for sharing all information and communicating with bidders. If you have recently registered on the eSourcing suite for another CCS procurement you can use the same account for this new procurement. If not, you will first need to register your organisation on the portal. Use the following link for information on how register and use the eSourcing tool: <https://www.gov.uk/government/publications/esourcing-tool-guidance-for-suppliers>

For assistance please contact the eSourcing Help desk operated by email at

[eEnablement@crowncommercial.gov.uk](mailto:eEnablement@crowncommercial.gov.uk) or call 0345 410 2222.

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

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+44 3450103503

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