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Tender

## **Income Generation from Estates and Assets**

The Minister for the Cabinet Office acting through Crown Commercial Service

F02: Contract notice

Notice identifier: 2024/S 000-019973

Procurement identifier (OCID): ocds-h6vhtk-0478cf

Published 1 July 2024, 3:47pm

The closing date and time has been changed to:

**13 August 2024, 3:00pm**

See the [change notice](#).

### **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](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://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**

General public services

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## **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.

The framework will be split into five lots as below:

Lot 1 - Commercial Advertising (Internal) - Digital and static, large and small formats

Lot 2 - Commercial Advertising (External). Digital and static, large and small formats

Lot 3 - Experiential Advertising - including exhibitions, sampling, promotions, events

Lot 4 - Commercial Advertising - Combined Lots 1, 2 & 3

Lot 5 - End to End Car Park Management

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

Value excluding VAT: £2,200,000,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

No restrictions on lots

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

#### **II.2.1) Title**

Commercial Advertising (Internal) - Digital and static, large and small formats

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**

Internal static and digital advertising - large and small digital and static advertisements (suitable for locations such as transport hubs).

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

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

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

Value excluding VAT: £1,300,000,000

#### **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**

7 places available on Lot 1

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

#### **II.2.1) Title**

Commercial Advertising (External) - Digital and static, large and small formats

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**

External static and digital advertising - billboards, static and digital bus stops (suitable for locations such as local authorities)

**II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

**II.2.6) Estimated value**

Value excluding VAT: £400,000,000

**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**

12 Places Available on Lot 2

## **II.2) Description**

### **II.2.1) Title**

Experiential Advertising

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**

Experiential - Exhibitions, sampling and promotions

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

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

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

Value excluding VAT: £120,000,000

### **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**

7 places available on Lot 3

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

#### **II.2.1) Title**

Commercial Advertising - Combined Lots 1, 2 & 3

Lot No

4

#### **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 Advertising - Combined Lot 1, Lot 2 and Lot 3.

Bidders who bid for Lot 1, Lot 2 or Lot 3 will be entered onto Lot 4 should they wish to be considered.

**II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

**II.2.6) Estimated value**

Value excluding VAT: £50,000,000

**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**

Any bidder successful on Lot 1, 2 or 3 will be given an opportunity to be awarded Framework Agreement for Lot 4

**II.2) Description**

### **II.2.1) Title**

End to End Car Park Management

Lot No

5

### **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 park management, including car park equipment and commercialisation of car parks (suitable for locations such as transport hubs, hospitals, universities, and local authorities).

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

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

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

Value excluding VAT: £350,000,000

### **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**

14 places available on Lot 5

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

Originally published as:

Date

30 July 2024

Local time

3:00pm

Changed to:

Date

13 August 2024

Local time

3:00pm

See the [change notice](#).

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

English

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

Date

30 July 2024

Local time

3:01pm

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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**

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

[\[https://www.contractsfinder.service.gov.uk/Notice/81e73bb8-8e54-46da-a056-f022205395d2\]](https://www.contractsfinder.service.gov.uk/Notice/81e73bb8-8e54-46da-a056-f022205395d2)

1) Contract notice transparency information for the agreement;

2) Contract notice authorised customer list;

3) Rights reserved for CCS framework.

The Government Security Classifications (GSC) Policy came into force on 2 April 2014 and describes how HM Government classifies information assets to ensure they are appropriately protected. It applies to all information that the Government collects, stores, processes, generates or shares to deliver services and conduct business.

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.

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

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.

CCS reserves the right to award a framework to any bidder whose final score is within 1% of the last position.

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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