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Planning

## **Social Media Management Framework**

Police Digital Service

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-023947

Procurement identifier (OCID): ocds-h6vhtk-03f01b

Published 15 August 2023, 4:51pm

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

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

Police Digital Service

20 Gresham Street,

LONDON

EC2V 7JE

#### **Contact**

Nia Harvey

#### **Email**

[nia.harvey@pds.police.uk](mailto:nia.harvey@pds.police.uk)

#### **Telephone**

+44 123456789

#### **Country**

United Kingdom

**Region code**

UKI - London

**National registration number**

08113293

**Internet address(es)**

Main address

[www.pds.police.uk](http://www.pds.police.uk)

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/94392>

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

Access to the procurement documents is restricted. Further information can be obtained at

[https://uk.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=71912&B=BLUELIGHT](https://uk.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=71912&B=BLUELIGHT)

Additional information can be obtained from the above-mentioned address

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

Body governed by public law

**I.5) Main activity**

Public order and safety

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## **Section II: Object**

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

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

Social Media Management Framework

Reference number

PDSCN-235-2023

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

- 72000000 - IT services: consulting, software development, Internet and support

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The contracting authority is seeking to procure a multi-supplier Framework Agreement on behalf of UK Policing and Emergency Services. The framework will be for the delivery of a mobile and desktop based social media management solution. This will enable police force operators to control all their social media channels in one place, in a safe secure and auditable way, to post engaging content with their audiences and manage all inbound contact directly through the solution.

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

This contract is divided into lots: No

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

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

- 72000000 - IT services: consulting, software development, Internet and support
- 72200000 - Software programming and consultancy services
- 72230000 - Custom software development services

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

NUTS codes

- UK - United Kingdom

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

This PIN is to signal an intention to commence market engagement with interested suppliers who meet our security requirements and to share the scope of the forthcoming procurement.

The full scope of the services will be provided with the Procurement documents subject to signature of an NDA.

UK Policing recognises that the public expect to be able to engage with us on the digital channels that most suit their needs. We want to provide a more consistent and professional response to the public on social media, managing contact as seamlessly and as professionally as a telephone call to 101.

There are a number of key social media user groups within police and wider emergency services, these are corporate communications teams, neighbourhood police engagement teams, and police contact centre and control rooms. The solution must meet the needs of these different groups – for example, neighbourhood police officers often work outside of the office environment and need to engage with the public on social media using mobile devices.

The solution capabilities will include, but are not limited to:

- publishing across multiple social media channels
- a unified inbox to manage high volume contact across multiple social media channels
- Built-in auditability across the solution
- A comparable social media management experience for desktop and mobile users
- Analytics to understand and measure contact and engagement performance.

In addition, framework customers will also have the option to purchase additional capability in the form of a public facing webchat/live chat service, as part of a combined social media/live chat solution.

#### **Social Media**

The solution capabilities will include, but are not limited to:

- Social media publishing (both live and scheduled) across multiple social media

channels and accounts;

- Unified inbox to manage high volume contact across multiple social media channels, which will include high volumes, high operational risk and contact from the public requiring an emergency response. Due to the sensitive nature of our operating environment this will including the reporting and recording of crimes and live incidents;
- Full audit capability to meet police criminal justice requirements;
- A comparable experience for social media management across desktop and mobile devices;
- Provide both marketing and customer service analytics to benchmark and measure performance;
- Creation and maintenance of a content management library;
- Tools to assist and support operators with the moderation of user generated content.

#### Webchat/Live Chat

In addition, Framework customers will also have the option to purchase additional capability in the form of a public facing webchat/live chat service, as part of a combined social media/live chat solution.

The solution capabilities will include, but are not limited to:

- An ability for agents to manage both channels, i.e. live chat and social media, in an efficient and consistent manner without having to navigate to separate systems;
- Meeting third party joining rules for the national police website, the “Single Online Home”. (third party joining rules will be published with the Invitation to Tender);
- An ability to manage multiple live chat conversations at once;
- Facilitating real-time conversations between people visiting the police website and

members of the Force, typically from within the contact centre;

- Providing an easy-to-use console for your operators to respond to incoming digital demand quickly and consistently;
- Templated responses for speed, consistency and quality of service;
- IP tracking and geo-location captured along with a full transcript to be downloaded for secure record keeping;

All Framework Suppliers must have the capability to integrate the COTS Platform with Forces /Contracting Authority's existing systems.

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

30 October 2023

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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**

The PDS will be hosting a briefing event in a central London location on the 11th of October 2023. In order to attend, please note the requirements below:

**NDA** – All attendees will be required to sign the attached NDA which must be signed and returned by no later than 1st of September 2023.

**Attendance** – Upon return of a signed NDA, venue details will be forwarded to attendees. Please note that substitute attendees, without the a signed NDA, will not be able to attend the briefing session. Documents will be restricted view for those individuals who have met the above stated security requirements. Should suppliers withdraw from the process at any stage, all documentation must be securely disposed of and confirmation provided via EU Supply.

**Confirmation** – ALL communication regarding this opportunity, attendance at the briefing event, the NDA MUST be sent to Nia Harvey via EU Supply quote ref PDSCN-235-2023.

**NB: NO OTHER FORM OF COMMUNICATION WILL BE ACCEPTED FOR THIS STAGE OF THE OPPORTUNITY.**