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Contract

Income Generation from Estates and Assets

The Minister for the Cabinet Office acting through Crown Commercial Service

F03: Contract award notice

Notice identifier: 2024/S 000-035971

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

Published 6 November 2024, 4:10pm

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.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 was seeking 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 has been 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 enabled 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.
- experiential sampling and events specialists
- car parking service providers to manage parking spaces, car parking assets and payments for a specified number of years.

This commercial agreement has 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 has been split into five lots as below:

Lot 1 - Internal commercial advertising - static, digital, large and small format

Lot 2 - External commercial advertising - static, digital, large and small format

Lot 3 - Commercial Experiential Advertising - exhibitions, sampling and promotions

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

Lot 5 - End to End Car Parking Management

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £2,200,000,000

II.2) Description

II.2.1) Title

Internal commercial advertising - static, digital, large and small format

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management 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.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 10

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 on Lot 1

II.2) Description

II.2.1) Title

External commercial advertising - static, digital, large and small format

Lot No

2

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management 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.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 10

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 on Lot 2

II.2) Description

II.2.1) Title

Commercial Experiential Advertising - exhibitions, sampling and promotions

Lot No

3

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Experiential - space for exhibitions, sampling promotions and events

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 10

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 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)

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341200 - Advertising management 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 have been entered onto Lot 4 if they wished to be considered.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 10

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

Bidders successful on Lot 1, 2 or 3 have been given an opportunity to be awarded Framework Agreement for Lot 4.

II.2) Description

II.2.1) Title

End to End Car Parking Management

Lot No

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 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: 80

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 10

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 on Lot 5

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

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: [2024/S 000-019973](#)

Section V. Award of contract

Lot No

1

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

29 October 2024

V.2.2) Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 6

Number of tenders received by electronic means: 13

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

See Contracts Finder Notice for full supplier list

Liverpool

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £2,200,000,000

Section VI. Complementary information

VI.3) Additional information

The value provided in Section II.1.7 is only an estimate. We cannot guarantee to suppliers any business through this Commercial Agreement.

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

[<https://www.contractsfinder.service.gov.uk/Notice/9bbfb069-f694-4a34-ac19-d30531585695>]

1) Redacted Commercial Agreement

2) List of Successful Suppliers

3) Approved Customer list

4) Transparency Agenda

On 02/04/2014, 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 were required to 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-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 were required to demonstrate they comply with the technical requirements prescribed by Cyber Essentials, for services under and in connection with this procurement.

VI.4) Procedures for review

VI.4.1) Review body

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