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Planning

Provision of Radio Filler Airtime Tracking Tool (for GCS Fillers)

Cabinet Office

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-076597

Procurement identifier (OCID): ocds-h6vhtk-05e7b0

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Scope

Description

The Fillers Marketing Service, part of Cabinet Office Government Communication Service (GCS), requires a Radio Filler tracking service/tool to track each radio Filler that is live on commercial radio and where possible on community radio, 24-7. We need to analyse the amount of airtime achieved by each filler. The key data from the tracking of each Filler should be provided on a website portal that can be accessed at any time.

"Radio fillers" are public welfare, safety and health radio content, that is similar to advert content in spec and length. The Fillers service commission and produce a pool of Fillers, these are delivered to commercial and community radio, and they are played cost free, at the discretion of UK commercial radio and community radio stations, primarily as a resource to fill empty gaps in airtime schedules.

The scope of this requirement extends to the following:

Tracking of each airtime transmission of all radio Fillers identified by the Authority, that have aired on (UK) commercial radio and where possible, UK community radio.

A website portal tool providing the detailed airtime transmission data.

The Tracking service is not required in the Channel Islands, the Shetland, Orkney or Western Isles or any other UK overseas territory

The Authority requires the following:

- Tracking all radio fillers airtime on UK commercial radio and where possible community radio. The Supplier will be sent a WAV file of the audio for each new radio filler. The Authority does not know exact volumes, which are subject to demand, and therefore volumes of work are not guaranteed.

- The provision of the following information on a website portal, which will be downloadable onto CSV files:

- The title of radio filler
- The time and date the radio filler was aired;
- The name of the radio station whom played the radio filler; and

RAJAR audience data: the number of RAJAR impacts (if applicable) at the time for the radio station whom aired the radio filler.

- The Authority requires access to this information using a website portal provided by the Supplier in order to raise reports when required. This will be available to the Authority to run bespoke reports at any time.
- The Supplier must supply all data in a format that can be easily transferred to a CSV file to be uploaded into the Authority's database.

Contract dates (estimated)

- 17 April 2026 to 16 April 2029
- 3 years

Main procurement category

Services

CPV classifications

- 72250000 - System and support services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

4 December 2025

Engagement process description

Please submit your expression of interest by midday 4th December 2025

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Publication date of tender notice (estimated)

6 January 2026

Contracting authority

Cabinet Office

- Public Procurement Organisation Number: PRVX-1591-PJVV

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United Kingdom

Email: commercial@cabinetoffice.gov.uk

Region: UKI32 - Westminster

Organisation type: Public authority - central government