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1. PURPOSE

- 1.1 The purpose of this procurement is to contract with a Supplier who can provide licensed access to a third party database of organisation and individual contacts across the Wider Public Sector to support the delivery of Crown Commercial Service (CCS) (the “Authority”) marketing campaigns.
- 1.2 CCS is looking to deliver a series of targeted marketing campaigns over the next 12 months (with the option to extend for a further 12 months) to collectively raise its profile across the entire public sector and promote take-up of a range of specific products and services.
- 1.3 To support delivery of these campaigns the Authority is looking to access email and telephone details for named contacts in specific roles and within specific organisational sectors across the Wider Public Sector (WPS) for a period of 12 months. A method for storing and updating contacts, building segments for individual campaigns and distributing electronic communications to the database will also be required.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.1 CCS is the largest public procurement organisation in the UK. They help organisations across the whole of the public sector find the right commercial solutions for around £12 billion of spend each year. By helping organisations save money on the procurement of common goods and services, CCS can help deliver savings for the taxpayer.
- 2.2 As an Executive Agency of the Cabinet Office, CCS also leads on developing and implementing the UK’s public procurement policy and delivering government’s commercial policy priorities.
- 2.3 The areas of common goods and services CCS covers spans:
 - 2.3.1 Technology: cloud, digital & hosting solutions, network services, software and technology products & services.
 - 2.3.2 Corporate solutions: travel, fleet, office solutions, network services, software and technology products & services.
 - 2.3.3 Buildings: facilities management, maintenance & repair, utilities & fuel and construction.
 - 2.3.4 People: permanent and temporary staff (including clinical staff), outsourced services (such as language and employee services) and advisory services (such as consultancy and insurance).

3. BACKGROUND TO REQUIREMENT

- 3.1 The successful Supplier will be required to support the Authority in reaching more organisations across the public and third sector, encouraging them to join the growing number of customers accessing the Authority's commercial deals and achieving significant savings and commercial benefits, all in the very best interests of the UK taxpayer.
- 3.2 The contracted Supplier will help the Authority achieve the following business objective:
- 3.2.1 The Authority has a target of £6.9 billion of spend from WPS customers in 2017/18. This is a growth of 8% (£500 million) on last year. The Authority's marketing investment is expected to contribute significantly towards this increase, supporting higher levels of growth across key product and service areas.

4. DEFINITIONS

Expression or Acronym	Definition
CCS	means Crown Commercial Service
NHS	means National Health Service
WPS	means Wider Public Sector
T&S	means Travel & Expenses
GDPR	means General Data Protection Regulation

5. SCOPE OF THE REQUIREMENT

- 5.1 Access to database of public sector and third sector contacts on a license basis for a 12 month period with an extension option for a further 12 month period;
- 5.2 To include the following;
- 5.2.1 Mechanism for the Authority to store the licensed contacts, remove and manage updates and build tailored segments;
- 5.2.2 Suitable tool to enable the Authority to deliver direct emails to all or part of the database;
- 5.2.3 Training of 5 members of staff by the Supplier to the Authority.

6. REQUIREMENT

- 6.1 The successful Supplier will be required to provide the Authority with access to its database of public and third sector contacts on a one time license basis (this will be used by a maximum of 10 people) for a period of 12 months. The Authority's target audience, broken down into sector and job titles is detailed below:
- 6.1.1 Sectors:
- Local Government

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- Health (NHS Trusts, Ambulance Trusts and CCGs)
 - Schools and Academies
 - Colleges of FE and Universities
 - Devolved Administrations
 - Police Forces
 - Fire and Rescue
- 6.1.2 Job Roles/titles:
- Procurement leads (e.g Commercial Directors, Commissioning Managers and Heads of Procurement)
 - Finance Directors
 - Chief Executive Officers
 - Business/Office Managers (Schools and Charities only)
 - Head Teachers (Schools only)
 - HR Directors
 - IT Managers/Chief Technology Officers
 - Estates/ Facilities Managers
 - Marketing/ PR/ Communications Managers
 - Administration Managers
 - Legal Services Managers
 - Transport/ Fleet Managers
 - Energy Managers
 - Records Managers
- 6.2 The Supplier will be required to provide the Authority with a way of storing the contacts, removing existing CCS contacts (to avoid duplication) and managing updates to contacts throughout the period of the license. This must provide the Authority with the ability to create and manage multiple segments, including using existing CCS segments. This may mean for example, identifying all of the contacts on the database from a set of organisations identified by the Authority as having bought from our frameworks in a specific period.
- 6.3 The Supplier will also be required to provide the Authority with a suitable tool to enable them to deliver direct emails to the database.
- 6.3.1 The Authority would expect to deliver a maximum of 4 email contacts per month to each of the contacts throughout the duration of the license period.
- 6.3.2 The tool should be fully customisable to enable the Authority's branding and to allow content and design to mirror that sent to existing Authority contacts through the Authority's existing email marketing tool (MailChimp).
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- 6.3.3 It should also provide the Authority with the ability to monitor and analyse the success of campaigns including delivery rates, bounce rates, open rates and click through rates.
- 6.3.4 The tool should allow for automation so that the Authority can re-target contacts based on their response to earlier emails e.g. re-sending content to those who did not open or for sending new content to contacts who have clicked on specific links.
- 6.4 Training will need to be provided to the Authority by the Supplier. Training given to the Authority should include;
- 6.4.1 Training for 5 people on using the proposed email marketing tool and the system for holding the list and developing segment;
- 6.4.2 Training can be delivered:
- On or off site
 - Via telephone or video conference
- 6.4.3 No training materials are required.

7. KEY MILESTONES

- 7.1 The Authority is looking to award a 12 month contract by Thursday 21st September 2017, with data provided ready for delivery in September 2017.
- 7.2 The Potential Provider should note the following project milestones that the Authority will measure the quality of delivery against:

Milestone	Description	Timeframe
1	First client and agency meeting	Within week 1 of Contract Award
2	Supplier provides evidence of Cyber Essentials accreditation, completes Non-Disclosure Agreement and undertakes exercise to remove existing CCS contacts from database	Within week 2 of Contract Award
3	Data provided to CCS and training provided in using email marketing tool and the system for holding the list and developing segment	Within week 3 of Contract Award

8. AUTHORITY'S RESPONSIBILITIES

- 8.1 The Authority will appoint a dedicated contact to work with the Supplier and share appropriate insight and knowledge.

9. REPORTING

- 9.1 A face-to-face meeting following contract award to discuss and agree next steps / actions will be required. This will be held either in the Supplier's or Authority's office or through use of video calling.
- 9.2 Progress reports will be required on a quarterly basis in written format by email or an alternative agreed format. These should be accompanied by regular informal discussions over the telephone on a minimum of monthly intervals.
- 9.2.1 The progress reports should provide an update on the data, volumes and performance levels.

10. VOLUMES

- 10.1 The Authority does not impose any restriction or target in respect of volumes upon the Potential Providers. Potential Providers should include within their submission any estimation of the volume of organisational and individual contacts they expect to be able to provide.
- 10.2 The Authority would expect to deliver a maximum of 4 email contacts per month to each of the contacts throughout the duration of the license period. Costs should be provided to manage this level of email campaigns through the Supplier's e-marketing tool.

11. CONTINUOUS IMPROVEMENT

- 11.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 11.2 Changes to the way in which the Services are to be delivered must be brought to the Authority's attention and agreed prior to any changes being implemented.

12. SUSTAINABILITY

- 12.1 N/A

13. QUALITY

- 13.1 Potential Providers should set out details of how they develop and manage their database to ensure quality and compliance with current data protection legislation and future legislation under General Data Protection Regulation (GDPR).

14. PRICE

- 14.1 Potential Providers should set out the number of contacts they have in each sector and job role as set out in Section 6 – The Requirement. Costs should be provided for the following activities:
- Undertaking an exercise to dedupe the Authority's existing contacts from the database and identify opportunities to update the Authority's contact details.
 - Providing access to the organisation and individual contacts for a period of 12 months (including any updating of the Authority's contacts).

- Providing the Authority with a tool to store Suppliers database and build all required segments.
- Providing use of the Supplier's email tool (including any training and license costs as required) to distribute campaigns - prices should be based on a maximum of 4 email campaigns to each contact per month.
- Pricing for a 12 month extension option to be submitted. Pricing for the extension option will need to remain firm.

14.2 Prices are to be submitted via the Appendix E – Pricing Schedule, excluding VAT.

15. STAFF AND CUSTOMER SERVICE

15.1 The Authority requires the Potential Provider to provide a sufficient level of resource throughout the duration of the provision of database for public sector contact details Contract in order to consistently deliver a quality service to all Parties.

15.2 Potential Provider's staff assigned to the provision of database for public sector contact details Contract shall have the relevant qualifications and experience to deliver the Contract.

15.3 The Potential Provider shall ensure that staff understand the Authority's vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.

16. SERVICE LEVELS AND PERFORMANCE

16.1 The Authority will measure the quality of the Supplier's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Project delivery timescales	Delivering on time against agreed delivery plan	100%
2	Meeting campaign objectives	Data quality – bounce rates, below 10%	100%
3	Achieve an average bounce rate	Hard and soft bounces, below 1%	100%

16.2 Where the Authority identifies poor performance against the agreed KPIs, the Supplier shall be required to attend a performance review meeting. The performance review meeting shall be at an agreed time, no later than 10 working days from the date of notification at the Authority's premises.

16.3 The Supplier shall be required to provide a full incident report which describes the issues and identifies the causes. The Supplier will also be required to prepare a full and robust 'Service Improvement Action Plan' which sets out its proposals to remedy the service failure. The Service Improvement Plan shall be subject to

amendment following the performance review meeting and agreed by both parties prior to implementation.

- 16.4 It is the Supplier's sole responsibility to resolve any service failure issues that may occur, however, the Authority agrees to work with the Supplier to help resolve these issues.
- 16.5 Where the Supplier fails to provide a Service Improvement Plan or fails to deliver the agreed Service Improvement Plan to the required standard, the Authority reserves the right to seek early termination of the contract in accordance with the procedures set out in Appendix C – Terms and Conditions for Services

17. SECURITY REQUIREMENTS

- 17.1 The Supplier will be expected to provide evidence of having Cyber Essentials or Cyber Essentials Plus accreditation before any exchange of data can take place. By responding to this procurement the Supplier agrees to have this in place within 2 weeks of commission.
- 17.2 During the life of the contract, the Authority may share confidential, commercially sensitive or personal information with the Supplier for the sole purpose of delivering the contract. Potential Providers shall ensure that there are robust systems, procedures and checks in place to ensure the safety and security of any such information.

18. INTELLECTUAL PROPERTY RIGHTS (IPR)

- 18.1 The Supplier shall assign full title guarantee to all Intellectual Property Rights for the products of the Service to the Authority. All data collected, reports produced, materials used and any other documentation associated with the delivery of the contract shall remain the property of the Authority for the duration of the license agreement. Furthermore the Successful Supplier shall make available, at the request of the Authority, all such material to any other organisation on written instruction to do so from the Authority's Contract Manager.

19. PAYMENT

- 19.1 Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.
- 19.2 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.
- 19.3 Payment will be made against a Purchase Order and the order number should be quoted on all invoices.
- 19.4 All invoices should be submitted to supplierinvoices@crowncommercial.gov.uk

20. ADDITIONAL INFORMATION

- 20.1 N/A



21. LOCATION

- 21.1 The location of the Services will be primarily carried out at the office(s) of the successful Supplier. Occasional travel to the Authority's offices in London, Liverpool, Newport and Norwich may be required. In addition, team members may be required to travel to other locations within the UK in order to fulfil the requirements of the brief. No associated claim for T&S shall be paid by the Authority.
- 21.2 Authority's main office address is:
- Capital Building,
Old Hall Street,
Liverpool,
L3 9PP