**Framework Schedule 1 (Specification)**

Framework Schedule 1 (Specification) is divided into the following Parts:

### Part A: Introduction, Background and General Terms;

### Part B: Lot 1 – Internal commercial advertising - static, digital, large and small format;

### Part C: Lot 2 – External commercial advertising - static, digital, large and small format;

### Part D: Lot 3 – Commercial experiential advertising – including exhibitions, sampling and promotions;

### Part E: Lot 4 – Commercial advertising - Combined Lots 1, 2 and 3; and

### Part F: Lot 5 – End to end car parking management.

**PART A**

**INTRODUCTION, BACKGROUND AND GENERAL TERMS**

# Introduction and Background

## The purpose of this Framework Contract is to provide Government and wider public sector organisations (in line with the customer list provided in the Find a Tender Notice <https://www.contractsfinder.service.gov.uk/Notice/81e73bb8-8e54-46da-a056-f022205395d2> published on 01/07/2024) with a Contract to access income generation solutions for commercial Out of Home Advertising and end to end car parking management.

## **Out of Home Advertising** refers to any advertising that reaches audiences while they are outside their homes. This includes a variety of formats such as billboards, transit ads (on buses, trains, taxis, etc.), street furniture (like bus shelters and benches), digital screens, and posters placed in public places like shopping centres, universities, airports, and transport hubs. The goal of Out of Home advertising is to capture the attention of people on the go and convey messages in a public or semi-public space.

## Framework Schedule 1 (Specification) confirms the overarching scope of the Services that the Supplier shall provide to CCS, and to the Buyer under this Framework Contract and the relevant Call-Off Contracts. It provides a high-level description of what the Services entail, together with any specific standards applicable to the Services.

## The Framework Contract enables public sector organisations to procure the services of a partner on an exclusive or non-exclusive basis (as required by the Buyer and specified in the relevant Call-Off Contract) to help generate income from their advertising and car parking estates. The Lots will cover the supply, maintenance and sale of commercial Out of Home advertising, including experiential advertising, and end to end car park management.

## This Framework Contract covers requirements across a wide and diverse Buyer base. Buyer estates will be of varying levels of maturity and complexity. The Supplier shall support the varied requirements of all Buyers, irrespective of their size and any specific restrictions relating to their estate. Suppliers shall be capable of operating in a range of different operating environments with varying levels of security and compliance requirements, maximising income for individual Buyers.

## The Framework Contract will allow Buyers to:

### deliver new and incremental income from their estates and / or assets;

### enhance non-core income across estates;

### manage all advertising activities - marketing, sales, inspections & maintenance;

### manage all car park activities; and

### deliver sustainable solutions, with a focus on reducing their carbon footprint.

## The Supplier shall help buyers increase income from their advertising and car parking estates but shall not undertake any activity that has a detrimental impact on the experience of end users or may damage the reputation of the Buyer.

## The Framework Contract is structured by way of the following five (5) Lots:

| **Lot Number** | **Lot Name** |
| --- | --- |
| 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, promotions, events |
| Lot 4 | Commercial advertising - combined Lots 1, 2 and 3 (i.e. involving a mixture of Services falling within the scope of two or more of Lots 1, 2 and 3) |
| Lot 5 | End to end car park management |

## The Supplier shall deliver Services for the Lot(s) they are admitted to, throughout the United Kingdom (on a national, regional and local basis).

## For each Call-Off Contract under this Framework Contract, the Buyer will provide a Statement of Requirements in accordance with Framework Schedule 7 (Call-Off Award Procedure).

## The Supplier shall ensure all Sub-Contracts and Subcontractors comply with the Contract.

# Lot Scope

## The Supplier shall provide, including but not limited to, the following Services under Lots 1, 2, 3 and 4:

### manage, promote and sell advertising and, where applicable, experiential activities across a Buyer’s estate;

### maximise income through sales, leveraging the Buyer's estate with the Supplier's other advertising estates;

### support the Buyer with advice and guidance to maximise advertising income from their estate;

### install and / or maintain new and existing advertising assets, ensuring consistent levels of availability;

### manage the safe installation and removal of all exhibitions, sampling and promotions;

### conduct all safety requirements including but not limited to inspections, cleaning and maintenance;

### deliver sustainable solutions with focus on reducing the Buyer’s carbon footprint; and

### manage third party relationships including but not limited to media agencies and specialists where necessary for the successful running of the Contract.

## The Supplier shall provide, including but not limited to, the following Services under Lot 5:

### car park management including front line customer service;

### management of all payment mechanisms including both cash and cashless payment options;

### management of all online bookings;

### management of all parking tariffs including but not limited to season ticket, short stay and long stay parking requirements;

### end to end management of all permit/staff parking including integrated systems and processes to manage permit applications for different groups of users as required by the Buyer;

### end to end management of all penalty charge notices (**"PCNs"**);

### support in the setting and review of all parking tariffs;

### management and maintenance (where applicable) of all car parking assets and equipment to maximise availability and ensure consistency of service for users of the car park, including but not limited to; barriers, ANPR, CCTV, Pay on foot machines;

### facilities management including but not limited to winterisation, cleaning, vegetation clearance, signage, management of fire stopping (e.g. fire extinguishers);

### management of pick up and drop off areas, taxi ranks, taxi rank access and taxi permit portals;

### provide car park patrols where necessary and as required by the Buyer;

### manage car parks that have automatic number plate recognition (ANPR) including technical and customer service support;

### management of all existing and future commercial parking contracts arranged by the Buyer;

### support to the Buyer to maximise car parking occupancy;

### advice and guidance to maximise income from their car parking estate;

### competitor analysis and support in tariff reviews as required by the Buyer;

### ancillary car parking income generation (including but not limited to last mile delivery, valeting, pop-up retail, electric vehicle (**"EV"**) charging, including both commercialisation of the EV charge network, and management and maintenance of the EV charge points, in each case as may be specified by the Buyer in each Call-Off Contract;

### conduct all safety requirements including but not limited to inspections, cleaning and maintenance as required by the Buyer; and

### provide management information in accordance with Buyer’s reporting requirements.

### Parts B to F set out certain specific terms that apply to the relevant individual Lots. Such specific terms apply in addition to the terms set out in this Part A.

# Access procedures and protocols

## The Supplier shall conform to all Site access procedures and protocols, as required by the Buyer and as confirmed in the Call-Off Contract and Call-Off Schedule 11 (Installation Works), which shall include but not be limited:

### completion of all Risk and Method Statements prior to Site attendance;

### submitting all documentation to the Buyer's Site access portals;

### sign in at site office or the Buyer reception;

### approval of contractor and display of identification; and

### all other Buyer health and safety protocols, including but not limited to Buyer-specific requirements relating to access, approvals and/or security sign in.

## The Buyer will inform the Supplier of any changes to Site access procedures and protocols, and the Supplier must confirm in writing that it has received, understood and implemented any changes where necessary.

# Required Services

## **General**

## The Supplier shall provide the following Services under all Lots:

### supporting Buyer investment and delivery plans;

### meeting all Buyer requirements;

### complying with any Performance Indicators and service levels;

### forecasting future income;

### highlighting opportunities to generate additional income for the Buyer and flagging risks and issues that may result in changes to projected income;

### complying with all reporting requirements required by the Buyer;

### complying with CCS's Management Information requirements;

### where applicable, providing a support function to address Buyer and end user enquiries and issues, which may be online or a call centre as specified by the Buyer in the Call-Off Contract; and

### undertaking any billing requirements as may be as specified by the Buyer in the Call-Off Contract.

## **Account Management**

## The Supplier shall provide full account management services to the Buyer, which shall include but not be limited to:

### a designated point of contact for all operational, contractual and financial issues;

### a clear and simple escalation process for the Buyer and Subcontractors; and

### a dedicated senior account manager to resolve any issues arising from the Framework Contract and/or Call-Off Contracts.

## **Performance monitoring**

## The Supplier shall attend regular Contract performance meetings at a frequency to be agreed by the Buyer to discuss contract performance.

## **Working with others**

### The Supplier shall have relationships with specialist industry partners in the relevant supply chains to ensure seamless performance under the Call-Off Contract and in order to maximise income from the Buyer’s relevant estate and/or assets. Where possible the Supplier will leverage their wider advertising portfolios to maximise income for the Buyer.

### The Supplier will work collaboratively to manage multiple relationships with the Buyer, industry equipment manufacturers and other suppliers operating at the Sites as required by the Buyer to ensure greater value and best results for the Buyer, whilst informing the Buyer of the latest industry innovations and technology that the Buyer may wish to consider in order to enhance the service.

## **Compliance and Standards**

### When performing its obligations and exercising its rights under the Call-Off Contract, the Supplier shall:

### comply with all Buyer Standards;

### operate in line with Good Industry Practice;

### comply with all applicable Law; and

### comply with all applicable Law, statutory guidance and Buyer requirements in relation to accessibility.

## **Reporting**

### The Supplier shall:

### complete monthly, quarterly and annual reporting including income generated and other performance metrics as requested by the Buyer, and ad hoc reporting at the Buyer’s request as specified in the Call-Off Contract; and

### maintain all asset lists during the Call-Off Contract Period in accordance with the Call-Off Contract.

# Pricing Transparency

## The Supplier will provide regular reports, at a frequency and in the form specified by the Buyer, including reports that disclose to the Buyer all costs incurred in performing the Services and/or exercising of its rights, including, but not limited to, commission, discounts or fees relating to all sales.

## When requested by the Buyer, the Supplier will be required to provide full and detailed costs and supporting evidence associated with the Services.

# Contracting arrangements

## The Buyer shall select a pricing arrangement for the relevant Lot as set out in Framework Schedule 3 (Framework Prices) to suit its needs in each Call-Off Contract.

# Social Value

* 1. Social Value legislation places a legal requirement on all public bodies to consider the additional social, economic and environmental benefits that can be realised for individuals and communities through commissioning and procurement activity, and, in Scotland, to deliver them. These benefits are over and above the core deliverables of Contracts.
  2. Guidance published in [Procurement Policy Note 06/20](https://www.gov.uk/government/publications/procurement-policy-note-0620-taking-account-of-social-value-in-the-award-of-central-government-contracts) requires that Social value should be explicitly evaluated in all central government procurements, rather than just considered as required under the Public Services (Social Value) Act 2012. Updated social value themes for public bodies can be found here (<https://www.gov.uk/government/publications/procurement-policy-note-0620-taking-account-of-social-value-in-the-award-of-central-government-contracts>).

## CCS requires the Supplier to demonstrate it is committed to report on the impact of social value throughout the Framework Contract to CCS, every 12 months from the Framework Start Date.

## The Supplier must provide evidence of its commitment to social value and demonstrate an ability and willingness to work with Buyers to identify and help further their social value requirements in all Call-Off Contracts. To satisfy this requirement, the Supplier must agree to provide or deliver reasonable, relevant and proportionate social value benefits within all Call-off Contracts.

## The Supplier will be required to deliver against the following policy themes, as a minimum:

### tackling economic inequality;

### fighting climate change; and

### equal opportunity.

## The Supplier shall act with these priorities in mind, and CCS may discuss these priorities as part of Framework Management meetings.

## The Buyer’s specific requirements, which may include the provision of local supply chains, will be detailed in the Call-Off Contract. The Supplier shall comply with and/or identify proposed social value initiatives, proportionate and relevant to each Call-Off Contract.

## The Supplier shall deliver measurable benefits and impacts in respect of the social value priorities, when identified in the Call-Off Contract.

## The Supplier shall record and report performance against the social value requirements, when identified in the Call-Off Contract.

* 1. The Supplier shall ensure all appointed sub-contracted and supply chain Staff comply with the agreed Social Value policies, initiatives and procedures.

1. **Modern Slavery**
   1. Guidance published in Procurement Policy Note 02/23 explains that the government will use its extensive buying power to help mitigate the risks of Modern Slavery occurring in its supply chain by adopting new processes and procedures, in both procurement and supplier management (<https://www.gov.uk/government/publications/ppn-0223-tackling-modern-slavery-in-government-supply-chains>).
   2. The Supplier shall assist and respond to any requirements to map the supply chain for goods supplied under the Call-Off Contract.
   3. The Supplier shall demonstrate action to identify and manage the risks of modern slavery in the delivery of the Call-Off Contract, including in the Supplier's appointed supply chain.
   4. The Supplier must be prepared, on request, to assist any relevant public body with reasonable enquiries, including potential source of goods.
   5. The Supplier is required to report on, amongst other things, Modern Slavery as specified under the relevant Performance Indicators within Framework Schedule 4 (Framework Management).
2. **Diverse Supply Chain**
   1. Government has a commitment to obtain value for money and support small and medium-sized enterprises (SMEs) through procurement as set out in the [CCS SME Action Plan](https://www.gov.uk/government/publications/crown-commercial-service-sme-action-plan/crown-commercial-service-sme-action-plan--2).
   2. The Supplier shall take all reasonable steps to engage with small and medium-sized enterprises (SMEs), Social Enterprises (SEs) and local supply chain partners as Subcontractors to strengthen regional supply chain resilience and reduce the impact of the Services on the environment.
   3. The Supplier shall report on the business they do with SMEs and SEs in accordance with Joint Schedule 12 (Supply Chain Management).
3. **Fair, Inclusive and ethical employment practices & skills development**
   1. CCS and the Buyer consider the delivery of high quality public services to be critically dependent on a workforce that is inclusive, well-motivated, well-led and has appropriate opportunities for training and skills development.
   2. Additionally, CCS and the Buyer expect the Supplier and their supply chains to support and encourage employment and skills development opportunities through the performance of this Framework Contract, with a specific focus on opportunities for priority groups (including but not limited to, people with disabilities, ex-offenders, people from ethnic minorities and long-term unemployed). This should include training and apprenticeships, particularly in repair / renovation and manufacturing.
   3. The Supplier is required to report on, amongst other things, employment and skills development as specified under the relevant Performance Indicators within Framework Schedule 4 (Framework Management).
4. **Wellbeing & Community Benefits**
   1. CCS and the Buyer expect the Supplier to positively impact individual wellbeing and contribute to transforming local communities wherever possible. The Buyer may test the Supplier's proposed methods for delivering wellbeing and community benefits as relevant to the requirements of the Call–Off Contract.

# Continuous Improvement

## The Supplier shall commit to a continuous improvement approach during the Framework Contract Period and within individual Call-Off Contracts, including but not limited to:

### taking suitable remedial steps where services issues have been identified;

### proactively seeking out opportunities to improve and maximise the commercial returns, quality of service and sustainability at all locations in the Buyer’s portfolio; and

### driving quality through effective internal communication, horizon scanning and situational insight across the advertising or car parking industry as applicable.

# Understanding of the Public Sector

## The Supplier is required to have a broad understanding of the Public Sector, including:

### an understanding of public sector organisations;

### a clear knowledge of the Buyer’s remit and responsibilities; and the needs of their audiences / end users; and

### an appreciation of the constantly changing context of the public sector.

# Sub-Contracts

## Any proposed sub-contracting by the Supplier shall be subject to the applicable terms of the Framework Contract or Call-Off Contract (as applicable).

# Mobilisation and Transition

## The Buyer shall specify any contract mobilisation and/or transition period in the Call-Off Contract and in accordance with Call-Off Schedule 13 (Implementation Plan and Testing).

## The Supplier shall work with the Buyer and, where applicable, any incumbent supplier(s) to ensure a smooth mobilisation and/or transition that has no adverse impact to the operational running of the existing services or the Buyer's end users.

## The Supplier will be responsible for all rebranding of car parks, assets, signage and advertising assets depending on the Call-Off Contract type.

# Property Rights

## The Supplier shall not be permitted property rights over the assets or the locations the assets are placed on/in or the property/land they are contracted to manage. Any rights to use the Buyer's assets or locations that are required in order for the Supplier to perform the Services shall be granted as a bare licensee only, on and subject to the terms of the Call-Off Contract.

# Accreditations

# The Buyer may require particular or further accreditations in the Call-Off Contract, which can include but shall not be limited to ISO compliant accreditation or independent penetration testing.

1. **Asset Management** 
   1. Under Lots 1, 2 and 5 (and under any element of Lot 4 that covers Services that fall within the scope of Lots 1 and/or 2), the Supplier shall deliver against a number of asset ownership models, depending on the needs of the Buyer, which shall be confirmed in the Call-Off Contract:
      1. **Buyer Funded:** The Buyer will own all assets outright in the majority of Call-Off Contracts. The Buyer will purchase all new assets in advance, and the Supplier is responsible for installing and maintaining all assets. The Buyer and Supplier may source the required assets. In the minority of cases, there may be third party ownership of an asset on the Site.
      2. **Supplier Funded:** During the Call-Off Contract Period, the Supplier will source, install and fund any new or replacement assets. At the Call-Off Expiry Date, a Net Book Value (**"NBV"**) figure, calculated on the basis of the cost of the investment and depreciated straight line over 10 years, is provided by the Supplier and payable on the last day of the Call-Off Contract by the Buyer, or the incoming advertising Supplier, as specified by the Buyer in the Call-Off Contract.
      3. The Supplier will be required to deliver regular financial reports, as detailed in the Call-Off Contract, for the Buyer and Supplier to manage the investment and NBV. The Supplier will also create an investment spend tracker and NBV calculator at the start of the Call-Off Contract and updated during the Call-Off Contract Period to ensure that the Supplier and Buyer are aware and approving of spend and the expected NBV to be paid at any point.
      4. **Contract Funded:** the Buyer may wish to recover the cost of investment from the income, which would include allowing for investment costs to be covered under direct costs, and this may be specified by the Buyer in the Call-Off Contract. The assets would be owned by the Supplier during the Call-Off Contract Period and the cost would be recoverable (at a rate agreed by the Buyer) through the revenue that is received by the Supplier under the during the Call-Off Contract Period, and (unless specified otherwise by the Buyer) the assets shall be transferred at no cost by the Supplier to the Buyer (or to the Buyer's nominee as specified by the Buyer) at the Call-Off Expiry Date.
   2. The Supplier will, at the request of the Buyer, submit options for the installation or replacement of relevant assets for the Approval by the Buyer. The Supplier must provide an investment proposal and confirm how installation of the asset will be achieved to meet the Standards in the Call-Off Contract. The Buyer will specify in the Call-Off Contract whether it or the Supplier will fund the installation or replacement of relevant assets.
   3. The Call-Off Contract will also include provisions or options for removal of relevant assets at the Call-Off Expiry Date if required by the Buyer at its discretion, thereby ensuring no future liability or NBV payment to the Buyer.
   4. The Buyer may require the Supplier to remove any relevant assets they have installed at the Call-Off Expiry Date.
   5. The Supplier must record accurate asset logs and asset information to ensure that the Supplier and the Buyer are fully aware of asset funding model, asset type, asset life and current asset health.

**PART B**

**LOT 1 - INTERNAL COMMERCIAL ADVERTISING - STATIC, DIGITAL, LARGE AND SMALL FORMAT**

1. **Required Services**
   1. Within this Lot 1, the Supplier shall deliver end-to-end solutions and management of internal static and digital advertising to meet the Buyer's requirements as set out in Call-Off Schedule 1 (Specification), including but not be limited to:
      1. delivering new and incremental income from the Buyer's estates and assets;
      2. strategy development;
      3. enhancing non-core income (income from non-primary estate purpose) across estates;
      4. managing all advertising activities;
      5. where applicable, management and maintenance of assets or structures attached to advertising assets; and
      6. delivering sustainable solutions, with a focus on reducing the Buyer's carbon footprint.
   2. The Supplier shall comply with the Advertising Standards Authority Code of Advertising Practice, and any additional codes of acceptance, conduct or practice as required by the Buyer, including specific requirements of the Buyer regarding the suitability of advertising brands and content as applicable. Further information about the Advertising Standard Agency and the Code of Advertising Practice can be found at https://www.asa.org.uk/.
   3. The Supplier shall comply with all planning or any other consents required under the Town and Country Planning Act 1990, the Planning (Listed Building and Conservation Areas) Act 1990, the Planning Act 2008 and all other statutory provisions and regulations related to planning.
   4. The Supplier may be required to manage planning consents, permits, licences, authorisations and any other permissions on behalf of the Buyer where required.
2. **Ways of Working**
   1. The Supplier shall be responsible for the posting, removal, and scheduling of adverts and the installation and maintenance of all advertising assets, which represents all key elements of the advertising service.
   2. The Supplier shall market and sell agreed parts of the Buyer's estate and assets specified in the Call-Off Contract to deliver maximum value. The Supplier will use specialists and agencies to sell both static and digital advertising space at such estates and assets.

**PART C**

**LOT 2 - EXTERNAL COMMERCIAL ADVERTISING - STATIC, DIGITAL, LARGE AND SMALL FORMAT**

1. **Lot 2 - Required Services**
   1. Within this Lot 2, the Supplier shall deliver end-to-end solutions and management of external static and digital advertising to meet the Buyer's requirements set out in Call-Off Schedule 1 (Specification), including but not be limited to:
      1. delivering new and incremental income from the Buyer Assets;
      2. strategy development;
      3. enhancing non-core income (income from non-primary estate purpose) across estates;
      4. managing all advertising activities;
      5. where applicable, management and maintenance of assets or structures attached to advertising assets; and
      6. delivering sustainable solutions, with a focus on reducing the Buyer's carbon footprint.
   2. The Supplier shall comply with the Advertising Standards Agency Code of Acceptance and any additional Codes of Acceptance as required by the Buyer, including specific requirements of the Buyer regarding the suitability of brands and content as applicable.
   3. The Supplier shall comply with all planning or any other consents required under the Town and Country Planning Act 1990, the Planning (Listed Building and Conservation Areas) Act 1990, the Planning Act 2008 and all other statutory provisions and regulations related to planning.
   4. The Supplier may be required to manage planning consents, permits, licences, authorisations and any other permissions on behalf of the Buyer where required.
2. **Ways of Working**
   1. The Supplier shall be responsible for the posting, removal, and scheduling of adverts and the installation and maintenance of all advertising assets, which represents all key elements of the advertising service.
   2. The Supplier shall market and sell agreed parts of the Buyer's estate and assets specified in the Call-Off Contract to deliver maximum value. The Supplier will use specialists and agencies to sell both static and digital advertising space at such estates/assets.

**PART D**

**LOT 3 – COMMERCIAL EXPERIENTIAL ADVERTISING – INCLUDING** **EXHIBITIONS, SAMPLING AND PROMOTIONS**

# Lot 3 – Required Services

## Within this Lot 3, the Supplier shall deliver end to end solutions and management of commercial experiential advertising, which shall include but not be limited to exhibitions, sampling and promotions to meet the Buyer's requirements set out in Call-Off Schedule 1 (Specification).

## The Supplier shall market and sell agreed space on the Buyer's estate as specified in the Call-Off Contract to be used for activity as agreed by the Buyer, including but not limited to:

### brand activation and experience;

### experiential events;

### exhibitions;

### product sampling;

### promotions;

### retail pop-up schemes, including short term brand and retail opportunities; and

### not for profit events activity.

### The Supplier shall:

### enhance non-core income (income from non-primary estate purpose) across estates;

### maximise the occupancy of the Buyer's relevant estate/assets;

### deliver engaging experiential advertising within the Buyer's relevant estate;

### give due focus to supporting and meeting the needs of the Buyer's customers/end users;

### support the Buyer in enhancing the experience of their end users;

### manage all sales and bookings, and cooperate with the Buyer to optimise the quality of brand partners and campaigns;

### support the Buyer, as required, when using the space for its internal events and activities;

### manage the installation and / or maintain experiential assets as required; and

### cooperate with the Buyer to ensure all appropriate sign off and health and safety management.

## The Supplier shall maximise income from the sale of experiential advertising and exhibition spaces, but must not disrupt the core service delivery of the Buyer.

## The Buyer may request that the Supplier provide additional services, including but not limited to:

### site level engagement and sign off, working with the Buyer to ensure all appropriate sign off for exhibitions, events, promotions and sampling;

### end-to-end management of all installations, including but not limited to health and safety management, local planning requirements and remedial actions;

### provision of dedicated resource to support management of exhibitions;

### provision of on-site resource to manage and coordinate the events;

### identification of new sites across the Buyer's estate; and

### design and production of display stands and similar equipment for the event if required by the Buyer.

## The Supplier shall comply with the Advertising Standards Agency Code of Acceptance, and any additional Codes of Acceptance as required by the Buyer, including specific requirements of the Buyer regarding the suitability of brands and content as applicable.

## The Supplier shall be responsible for the safe installation, management and removal of all exhibitions and events, and co-operate with the Buyer’s facilities teams to identify and comply with the access and safety protocols as applicable. The Supplier shall ensure that the estate remains in good operational order and is restored to its original state as required by the Buyer once exhibitions or events have been removed.

**PART E**

**LOT 4 – COMMERCIAL ADVERTISING – COMBINED LOTS 1, 2 AND 3**

1. **Lot 4 – Required Services**
   1. Where a Buyer wishes to award a single Call-Off Contract for Services that are covered under the scope of two or more of Lots 1, 2 and 3, the Buyer shall use this Lot 4.
   2. Where the Buyer uses this Lot 4, it shall specify in the Order Form which two or more of Lots 1, 2 and 3 the relevant Services fall within (the **"Applicable Lots"**).
   3. The terms of:
      1. Part A of this Schedule; and
      2. the relevant other Parts of this Schedule that relate to the Applicable Lots (i.e. Part B, Part C and/or Part D),

shall apply in respect of a Call-Off Contract awarded under Lot 4.

**PART F**

**LOT 5 – END TO END CAR PARKING MANAGEMENT**

# Lot 5 – Required Services

## Within this Lot 5, the Supplier shall deliver end-to-end car park management services to meet the Buyer's requirements set out in Call-Off Schedule 1 (Specification), including but not limited to the following car parking management activities:

### management of all online bookings;

### management of all season ticket, short stay and long stay parking requirements;

### support in the setting and review of parking tariffs;

### management of all penalty charge notices (PCNs), and the Buyer has the right to waive PCNs at its discretion;

### management of all existing and future commercial parking contracts arranged by the Buyer;

### support the Buyer to maximise car parking income and occupancy;

### enhance non-core income (income from non-primary estate purpose) across estates;

### competitor analysis and benchmarking;

### provide daily, weekly or monthly car park patrols where necessary;

### manage car parks via ANPR (automatic number plate recognition), including technical and customer service support; and

### management of all permit parking and relevant portals.

## Where requested by the Buyer, the Supplier shall:

### manage all car parking transactions, bookings and payments;

### provide market insight across new asset technology;

### provide best in class customer service and support;

### provide site facilities management; and

### maximise total car park occupancy and revenue.

# Support requirements

## The Supplier shall ensure Sites, where required, are appropriately staffed, which may range from one visit per week to a 24 hours a day, 7 days a week resourced solution, and as specified in the Call-Off Contract.

## The Supplier shall record the required car park patrols on the date and time the patrol was undertaken, and shall include:

### customer service and supporting car park users;

### review of cleanliness;

### incident and accident reporting;

### enforcement through a PCN;

### security and reporting of any misuse; and

### asset condition and fault management.

## The Supplier shall accommodate the required payment methods as specified by the Buyer in the Call-Off Contract, which shall include but are not limited to:

### pay on foot;

### pay by phone;

### pay by application or website;

### pay by contactless payment;

### pay and display; and

### online pre-booking.

## The Supplier may be required to:

### provide online payment portals or support the ability to integrate the Buyer's existing payment portal to be managed by the Buyer; or

### manage the Buyer’s portal on its behalf.

## The Supplier shall:

### carry out all cash collection and counting services;

### ensure all cash collection vehicles are safe and secure, and all cash collection personnel comply with the cash transportation and security operating procedure;

### negotiate the pricing for both credit and debit card transaction fees on behalf of the Buyer;

### ensure that contingency payment systems are in place at all times;

### be responsible for managing and resolving all complaints relating to services or assets managed under the Contract in accordance with the policies and procedures (and any associated Performance Indicators) agreed by the Buyer, with complaints management and performance to be reviewed at a frequency as required by the Buyer;

### manage and support all employee and one-off parking requests at the discretion of the Buyer, which may include day permits for non-regular staff or visitors;

### manage all elements of operational maintenance and asset inspection as specified by the Buyer, which may include but shall not be limited to:

### undertake regular cleaning and annual deep cleaning, vegetation clearance and winterisation, graffiti removal, removal of fly tipping, pothole management and basic roadway and tarmac management; and

### maintain all site assets and equipment, including fault reporting and management, installing assets and maintaining assets at cost without adding additional mark-up on assets.

### report all incidents or faults to the Buyer within 24 hours; and

### be responsible for making areas safe until full and proper repairs are complete.

## Unless the Call-Off Contract states otherwise, the Supplier shall require the Buyer's Approval of all investment spend that is proposed by the Supplier. The Buyer may, where applicable, confirm in the Call-Off Contract what is deemed an acceptable investment cost.

## The Supplier may be required to provide integrated systems across all operational aspects of the service as required by the Buyer in the Call-Off Contract.

## The Buyer may choose to maintain and manage their own assets.

# Data and Assets

## The Supplier, where necessary, shall manage the installation and removal of all car park equipment on behalf of the Buyer.

## The Supplier shall manage all data collected by car parking equipment, including producing the required reports at the request of the Buyer in the Call-Off Contract.

# Investment

## The Buyer will confirm the investment model in the Call-Off Contract, including whether the Buyer will fund any required investment in assets or technology, or if the Supplier will fund asset enhancements and recover the cost of investment during the Call-Off Contract Period.

## Unless the Call-Off Contract expressly states otherwise, the assets will be owned by the Buyer for the Call-Off Contract Period.

## At the Call-Off Expiry Date, and unless the Call-Off Contract expressly states otherwise, all assets will migrate to either the Buyer or the new supplier to manage as confirmed by the Buyer in the Call-Off Contract.

# Data Security and Compliance

## In addition to its other obligations under the Call-Off Contract in relation to data security and compliance, the Supplier will be required to comply with any specific data security and compliance requirements that may be specified by the Buyer in the Call-Off Contract.