

# 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

### Telephone

+44 345 010 3503

### Email

[info@crowncommercial.gov.uk](mailto:info@crowncommercial.gov.uk)

### Country

United Kingdom

### NUTS code

UK - United Kingdom

### Internet address(es)

#### *Main address*

<https://www.gov.uk/ccs>

#### *Buyer's address*

<https://www.crowncommercial.gov.uk>

## I.1.2) Information about joint procurement

The contract is to be awarded by a central purchasing body

## I.1.3) Communication

Additional information can be obtained from the above-mentioned address

#### **I.1.4) Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local sub

#### **I.1.5) Main activity**

Public procurement

---

## **Section II: Object**

### **II.2.1) Scope of the procurement**

#### **II.2.1) Title**

#### **Revenue Generation Solutions including:**

- Commercial Out of Home Advertising
- Car Parking Management

Agreement reference number:  
RM6349

#### **II.2.2) Main CPV code**

- 79341000 - Advertising services
- 63712400 - Parking services
- 98351000 - Car park management services
- 98351110 - Parking enforcement service

#### **II.2.3) Type of contract**

Services

#### **II.2.4) Short description**

Crown Commercial Service as the authority intends to put in place a new pan-government collaborative agreement for the provision of revenue generation solutions.

To be 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 will enable government and public sector bodies to run mini competitions to:

- establish concession agreements with media owners to manage, promote and maximise value across its advertising space for a specified number of years.
- establish management agreements with car parking service providers to manage parking spaces, car parking assets and payments for a specified number of years.

It is intended that this commercial agreement becomes the recommended route for advertising revenue generation and car parking management services required by government and public sector bodies.

CCS is also intending to create a Dynamic Purchasing Solution (DPS) or similar for wider revenue generation services including:

- Self-service – Vending, ATMs, Automated Retail, Photobooth Services
- Pop Up Retail
- Sponsorship
- Brand Licensing

There will be separate PIN and Contract Notice for the DPS agreement (RM6350), but at this stage we will be covering the services to be provided through both agreements in our market and customer engagement programme.

#### **II.2.5) Estimated total value**

We expect the total value of the framework to be in excess of £500m. We are undertaking an extensive market engagement programme and are also working collaboratively with customers across central government, their agencies, (including transport providers), health, local authorities and education. This engagement will inform the development of the agreement and the estimated total value.

#### **II.2.6) Information about lots**

This contract is divided into lots: Yes

### **III.3) Description**

#### **III.3.1) Title**

Lot 1 – Internal and External Advertising

***Lot No***

Lot 1

### **III.3.2) Additional CPV code(s)**

- 79341000 - Advertising services

### **III.3.3) Place of performance**

***NUTS codes***

UK - United Kingdom

***Main site or place of performance***

### **III.3.4) Description of the procurement**

We are seeking to identify and engage with commercial advertising suppliers across the various out of home advertising markets to support the development of a new pan-government agreement for government and public sector bodies.

The areas this framework will cover include but are not limited to;

- Internal static and digital large format advertising
- Internal Static and digital small format advertising
- External static and digital large format advertising
- External static and digital small format advertising
- Experiential advertising
- Information point advertising
- Washroom advertising
- Ticket gate advertising

It is envisaged that the out of home advertising products on the ensuing framework will be split into sub lots, however this will be informed through customer and market engagement.

This lot will be evaluated and awarded individually.

## **IV.4) Description**

### **IV.4.1) Title**

Lot 2 – Car Parking

***Lot No***

Lot 2

**IV.4.2) Additional CPV code(s)**

- 98351110 - Parking enforcement services

**IV.4.3) Place of performance**

***NUTS codes***

UK - United Kingdom

***Main site or place of performance***

**IV.4.4) Description of the procurement**

The support in managing, maintaining and providing front line support in car parks is vital in providing good customer service. The aim of this lot is to provide government and public sector bodies with the most suitable and qualified supplier base to cover all car parking needs.

The car parking areas this framework will cover include but are not limited to;

- Car park management including front line customer service
- Management of all payment mechanisms including both cash and cashless payment options
- Management of all car parking assets including; barriers, ANPR, CCTV, Pay on foot machines
- Facilities management including winterisation, cleaning, vegetation clearance, signage

It is envisaged that the car parking services on the ensuing framework will be split into sub lots, however this will be informed through customer and market engagement.

This Lot will be evaluated and awarded individually.

The areas listed above reflect the current expectations for the agreement but the final scope and lotting structure will be further informed by market and customer engagement and is therefore subject to change before publication of the Contract Notice.

**IV.4.5) Additional information**

CCS will publish notices relating to this procurement on the UK [Find a Tender Service](#) (FTS). You are advised to register and monitor on FTS for the notification of the release of the ITT documents for this procurement.

We will also provide publish information and updates on the CCS website at <https://www.crowncommercial.gov.uk/agreements/upcoming>

Please note any estimated framework values contained within this PIN notice are subject to change and will be published in the future contract notice.

#### **IV.4.6) Estimated date of publication of contract notice**

March 2024

---

## **Section V. Procedure**

### **V.5) Description**

#### **V.5.1) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

---

## **Section V. Complementary information**

### **V.5.2) Additional information**

This Prior Information Notice is to make the market aware of our plans to develop commercial agreements for revenue generation solutions and to signal our intention to commence market engagement with the commercial out of home advertising and car parking services markets.

Crown Commercial Service (CCS) will be undertaking market engagement between July and December 2023 with industry experts and suppliers who may be interested in bidding for the resulting pan-government agreements.

We are running two market engagement events on the following dates:

Monday 31 July 2023 2.30-4.30 pm  
Monday 7 August 2023 2.30-4.30 pm

We have yet to confirm the venue for these events but they will take place in London. We would like to meet face to face, but you can ask for a virtual option if needed.

We are working collaboratively with major public transport providers and other key customers from across the public sector who will join us at the above events. We are seeking interest from organisations who are capable of providing services in these markets.

To register your interest please email [marcommsandresearch@crownccommercial.gov.uk](mailto:marcommsandresearch@crownccommercial.gov.uk) stating 'Revenue Generation Solutions RM6349 & RM6350 - Market Engagement' in the subject line and provide your contact details, organisation name, job title, organisation website link and the preferred date for the market engagement session.

The eSourcing system we will use to run the framework procurement is <https://crownccommercialservice.bravosolution.co.uk>. Please note that to register on the eSourcing portal, you must have a valid DUNS number (as provided by Dun and Bradstreet) for the organisation which you are registering, who will be entering into a contract with CCS if invited to do so.

CCS will publish notices relating to this procurement on the UK [Find a Tender Service](#) (FTS). You are advised to register and monitor on FTS for the notification of the release of the ITT documents for this procurement.

We will also provide publish information and updates on the CCS website at <https://www.crownccommercial.gov.uk/agreements/upcoming>

Please note any estimated framework values contained within this PIN notice are subject to change and will be published in the future contract notice.

This PIN is for information only.