



Crown
Commercial
Service

Buyer / Client Needs

RM6124 Communications Marketplace
Dynamic Purchasing System Agreement



Contents

1. 31.1 31.2 The Opportunity

1. Introduction

1.1 Client Needs Statement

Crown Commercial Service (CCS) is seeking to establish a Dynamic Purchasing Agreement (DPS) for the provision of marketing, communications, creative services, recruitment advertising and events services for all UK central government bodies, wider public sector organisations and charities as listed in the Find a Tender Service Notice for RM6124 – Communications Marketplace DPS.

This Communications Marketplace DPS Agreement will be managed by CCS and any contract(s) awarded under this DPS Agreement will be managed by individual Clients.

The intended duration period of the Communications Marketplace Agreement is for 2 years, with the option to extend for a further 2 years (in one year increments). In the event that the Communications Marketplace is terminated before the end of the term, CCS shall give the Agency no less than three (3) Months written notice. CCS acknowledges that the DPS Agreement will not be terminated within the initial first two (2) months from the commencement date.

Clients may enter into a contract with you for a period of their determining up to a maximum of four years. Call off contracts can run beyond the expiry of the DPS agreement. Where the Client Contract Initial Period is less than four years, a Client may build in extension provision and elect to extend their contract for up to a maximum of two years.

The flexibility of the contracting period allows the Client to determine appropriate contracting timelines required in order that the Agency can meet the needs of the Client in line with the needs of their briefs.

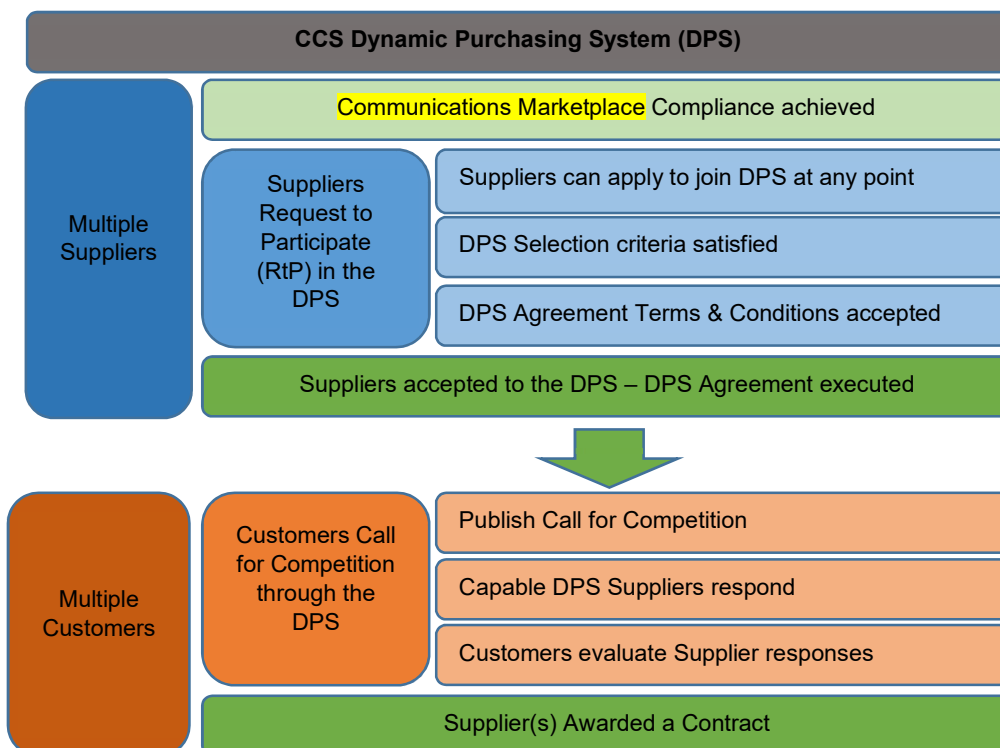
1.2 The Opportunity

The Communications Marketplace DPS Agreement will provide central government and wider public sector organisations with a means of procuring a wide range of marketing and communications services via a dynamic list of specialist agencies. Upon application to join the DPS Agreement, agencies are required to indicate which categories and services they are able to provide and bid for. It is therefore essential that Agencies select the exact elements relevant to their service offering in order to be invited to the relevant competitions.

Clients will use the filters as detailed in Attachment 1 – RM6124 Communications Marketplace Services Matrix, to shortlist appointed Agencies offering their service requirements and invite to competition.

What is a Dynamic Purchasing System (DPS)?

A DPS is a public sector sourcing tool for common goods and services under regulation 34 (Dynamic Purchasing Systems) of the [PCR 2015](#). Agencies can apply to join at any point.



How will the services within the DPS for the Communications Marketplace be organised?

The Communications Marketplace will be organised into distinct categories to enable Agencies to select all elements relevant to their service offering.

Clients can filter the elements to produce a shortlist of Agencies to invite to a competition.

The four (4) distinct categories comprise of:

- Services
- Audience
- Outcome
- Location for delivery

Full details of the four (4) distinct categories and the sub-categories can be found at Attachment 1 – RM6124 Communications Marketplace Services Matrix.

Who are the Clients of the Communications Marketplace DPS Agreement?

Communications Marketplace DPS Agreement will be available to all central government and wider public sector Clients as listed in the Find a Tender notice, including but not limited to the following:

Central Government:

- All Central Government Departments
- Non Departmental Public Bodies
- Executive Agencies
- Arms Length Bodies
- Other Central Government

Wider Public Sector:

- Education
- Fire and Rescue
- Health
- Local Government
- Devolved Administrations
 - Not for Profit (Charitable)
 - Police
 - Housing Association

Other Wider Public Sector

What are the benefits of the Communications Marketplace DPS Agreement?

- Simpler, quicker process – accessible for SMEs and Agencies of all sizes seeking opportunities to provide services to the public sector.
- Automated, streamlined electronic process.
- Flexible and agile new Agencies can apply to join at any point.
- Choice - increased scope/scale of service offerings and access to public sector business.
- Filtering of Agency offering - ensures Agencies receive notifications of competitions that are relevant to their service offering.
- Supports localism and Social Value - enabling appointed Agencies to bid for business either locally, regionally, nationally or internationally.
- Commercial Benefits – drives savings through the 'Call for Competition' procedure.
- Efficiencies – reduces Clients costs and procurement timeframes

What is the estimated value of the Communications Marketplace DPS Agreement?

The estimated value is £260m (excluding VAT) across the 4 year agreement. This will comprise multiple contracts between multiple Agencies and Clients, however there is no guarantee of work or spend under this DPS Agreement.

1.3 The current situation

This Communications Marketplace DPS Agreement is replacing the RM3796 Communications Services framework agreement and has been adapted so we have a new offering of an actively managed marketplace where the specialist capabilities can be accessed. This will build on proven existing services and incorporate new services. CCS has consulted a wide range of stakeholders during the development of the Communications Marketplace to ensure all government and wider public sector Client requirements will be met.

2. Specification (DPS Schedule 1)

2.1 Our priorities

Crown Commercial Service's (CCS) key priorities are to support visibility of Communications Marketplace services whole life costs and to influence efficiencies through:

- Offering valued solutions to meet Clients' individual requirements;
- Build and increase capacity of high quality communication services;
- Provide greater opportunity for aggregation; and
- Develop a dynamic commercial model for access to communications and marketing services.

2.2 Scope

The Agency shall provide services as detailed in Attachment 1 - RM6124 Communications Marketplace Services Matrix and DPS Schedule 1 of the DPS Agreement.

The core requirement of the Communications Marketplace will include

Four (4) distinct category filters:

- Services
- Audience
- Outcome
- Location for delivery

3. Mandatory Service Requirements:

This section provides details of the mandatory requirements that all Agencies shall be expected to fulfil to deliver services through the Communications Marketplace DPS Agreement.

Services

3.1 The Agency shall offer either one or a combination of services from each of the four (4) distinct service categories as detailed in 3.1.1, 3.1.2, 3.1.3 and 3.1.4 below and as specified in DPS Schedule 1 - Specification and Attachment 1 - Services Matrix, which further includes extensive sub-divided filters in addition to below:

3.1.1. Service areas:

- Marketing and Communications Strategy
- Marketing Strategic Advice and Consultancy
- Campaign Coordination
- Creative Development and Execution
- Production
- Public Relations (PR)
- Social Marketing and Emerging Channels
- Direct Marketing
- Content Aggregation Marketing
- Partnerships
- Sponsorship
- Experiential
- Events
- Marketing and Advertising Technology Advice
- Data Science
- In House Agency Services
- Data Provision, Management and Augmentation
- Recruitment Advertising
- Internal Communications and Engagement
- Innovation and Experience

3.1.2 Audience

- Socio-Economic
- Specialist Groups
- Sector
- Ethnicity

- Education, Training and Employment
- Age groups
- Household group
- Business and the Economy
- Gender

3.1.3 Outcome

- Action
- Behaviour Change
- Raise Awareness
- Recruitment

3.1.4 Location for delivery

- UK
- EMEA
- APAC
- Americas