



Crown
Commercial
Service

SINGLE TENDER ACTION REPORT
FOR
RICU – NEWS AND MEDIA MONITORING SERVICES
REDACTED

| | |
|-----------------|----------|
| Department Name | REDACTED |
| Customer Name | REDACTED |

Version 1.0

Date: 09th January 2015

Author: REDACTED

**SO8203 – RM5139 News and Media Monitoring Services Contract
Single Tender Action Report**

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1. OVERVIEW

| | |
|---------------------------------|------------------|
| Estimated Contract Spend | REDACTED |
| Contract Duration | 6 Months |
| Category | Communications |
| Sub-Category | Media Monitoring |

2. INTRODUCTION

The Home Office (RICU) require a supplier to provide daily monitoring of UK and international media coverage across a range of sources and subjects related to counter-terrorism and serious and organised crime. This monitoring is vital to informing RICU's own analysis and campaigns work and valued by a wide range of cross-government stakeholders.

- 2.1 The current contract for News and Media Monitoring Services with the provider Media Measurement is due to expire on 14 January 2015.

3. BACKGROUND

4. The current contract for News and Media Monitoring Services with the provider Media Measurement is due to expire on 14 January 2015

- 4.1 There is no fixed budget for this service, however, it is expected to be in the range of REDACTED per annum

5. DESCRIPTION OF REQUIREMENT

5.1 Summary of Requirement

5.1.1 The Supplier will be required to provide:

- 5.1.1.1 Daily Media Summary - Two daily media summaries (DMS) one for Counter-Terrorism (CT), and one for Serious and Organised Crime (SOC) to be dispatched to Home Office by email early each morning, on agreed days, which can be forwarded to RICU's internal and external stakeholders.
- 5.1.1.2 The DMS will select key stories using a range of pre-defined CT and SOC keywords and supply links to full articles or summaries, listing articles and features from different sources of media together by overall story or theme. This will include:
- 5.1.1.3 Monitoring of UK, regional and international mainstream print, TV and radio, BME outlets and online media.
- 5.1.1.4 Monitoring of Urdu, Bengali, Arabic, Farsi, Somali and Pashto language TV, radio, print and online media in the UK and in Pakistan, Bangladesh, Yemen, Afghanistan, Nigeria, Syria, Iran, Somalia, and Egypt.

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- 5.1.1.5 Evaluation services, including: ad hoc analysis reports of trends and impact of particular subjects or areas of the media; sentiment rating in editorial commentary; and quantitative analysis of media meta-data, indicating scale of coverage that various issues have received.
- 5.1.1.6 Emergency Response - Provision of upscaled response in the event of a terrorist or serious and organised crime incident. This will require additional reports, monitoring UK, regional and international mainstream print, TV and radio, BME outlets and online media. The number and frequency of these additional reports will fall into two tiers of response required depending on the severity and scale of the event.
- 5.1.1.7 Account management, including a project manager of sufficient seniority and with sufficient time allocated to the project to manage the work effectively. Regular contact by phone and email and attendance at occasional meetings is expected.

6. PROCUREMENT ROUTE

- 6.1 There is currently no CCS framework available that can cater for the whole of this requirement.
- 6.2 UKSBS Market Research Framework Lot 1 – Secondary Research may be able to cater for some of this requirement for a 2yr contract however the framework owner has confirmed that RM1726 is the better option.
- 6.3 RM1726 Press Cutting, provided by a single supplier, REDACTED, could cater for most of the requirement but at present they do not include monitoring Services. The Framework is due to expire 31st March 2015 and CCS Communications Team, Liverpool, are currently preparing an OJEU to replace this.
- 6.4 The new offering will include all News and Media Monitoring Services and would cater well for the specification for this particular requirement.
- 6.5 The anticipated timeframe for the new framework is to award in April 2015 which is after the current framework expires.
- 6.6 CCS have been working with OGDs to advise on continuation of service. The advice given by the Framework owner is to extend current arrangements where possible and re-Tender when the new framework is in place.
- 6.7 There is no extension option with the current contract with Media Measurement as the extension option has been invoked and the new requirement is outside the scope of the original contract.

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- 6.8 The recommended procurement route would be to award a single tender contract to Media Measurement for a 6 month period so that no break in service occurs.
- 6.9 The supplier should provide a proposal and a quote for provision of the work as outlined in Appendix B – Statement of Requirements and a full breakdown of costs for providing this service for a 6 month period.
- 6.10 A contract will be drafted to cover the requirement from 16th January 2015 to 31st July 2015.
- 6.11 The customer should work with CCS to prepare for a full mini competition off the new framework as soon as the framework is let, hopefully by April 2015.

7. RISKS/BENEFITS

7.1.1 Undertaking STA

- 7.1.1.1 There is no option to extend the current contract with Media Measurement as the extension option has been taken up to 16th January 2015 and the new requirement specification is outside the scope of the original contract as it requires additional services.
- 7.1.1.2 Awarding a single tender to Media Measurement could lead to challenges from other suppliers who have the capability to provide this service. This could lead to reputational damage to CCS.
- 7.1.1.3 Single tender award is against public procurement and EU legislation and could be challenged.
- 7.1.1.4 Pursuing a single tender action eliminates the opportunity to achieve value for money through the absence of competition.
- 7.1.1.5 The benefit of awarding the single tender would lead to a continuation of service with no disruption to current arrangements.
- 7.1.1.6 One this occasion the recommended route is the least risk averse option to this business critical service.

7.1.2 No action being taken.

- 7.1.2.1 No action is not an option as this is a critical service for RICU delivery. The supplier provides daily monitoring of UK and international media coverage across a range of sources and subjects related to counter-terrorism and serious and organised crime.
- 7.1.2.2 This monitoring is vital to informing RICU's own analysis and campaigns work and is valued by a wide range of cross-

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government stakeholders who receive the daily news summary.

8. CUSTOMERS SUGGESTED APPROACH

- 8.1 The customer is very content with the current provider - Media Measurement, who have a good understanding of the requirements and a helpful and flexible approach to the service delivery. Therefore the customer suggested approach was to renew this contract for a further year with the option of extending further.

9. COMMERCIAL REVIEW

- 9.1 There is currently no CCS Framework available to cater for the whole of this requirement therefore a mini competition on UKSBS Framework Lot 1 would be the only option.
- 9.2 The UKSBS Framework owner has confirmed that the Framework may not be best suited to the requirement.
- 9.3 There is no option to have a break in the service therefore single tender is the best option whilst CCS are completing an OJEU which will be in place by April 2015.
- 9.4 The procurement lead will review the pricing proposal from the supplier. Any rates and prices will be benchmarked against the current contract to ensure value for money is being achieved.
- 9.5 This approach has been chosen as an interim measure until the new News and Media Services Framework has been implemented in April 2015. This framework will fit the longer term requirement perfectly.
- 9.6 Competing for this requirement now would result in a loss of service as the current contract expired on 16th January 2015.
- 9.7 There is no guarantee that the UKSBS suppliers could provide all of the services and if we went to open competition this would be in contrast to CCS long term strategic objective and the work that is being completed by CCS Liverpool currently.

10. NEXT STEPS

- 10.1 Following approval of this STA the following timetable outlines my suggested approach:

| DATE | ACTIVITY |
|---|--------------------------------------|
| Monday 12 th January 2015 | Approval of the STA report |
| Monday 12 th January 2015 | Approach Media Measurement for quote |
| Wednesday 14 th January 2015 | Deadline for quote return |

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| DATE | ACTIVITY |
|--|--|
| Thursday 15 th January 2015 | Evaluation of quote/ Customer approval |
| Friday 16 th January 2015 | Expected award date |

11. APPROVALS (TO BE COMPLETED BY CCS SPOT BUY)

| Activity | Name | Signature | Date |
|---|----------|-----------|------------|
| Produced By | REDACTED | REDACTED | 09/01/2015 |
| Authorised By (Internal CCS) | | | |
| Approved by (Home Office Commercial) | | | |