



Crown
Commercial
Service

BID PACK

ATTACHMENT 3 – STATEMENT OF REQUIREMENTS

CONTRACT REFERENCE: CCCO20A02

**FILLERS RADIO TRACKING CONTRACT
FOR
CABINET OFFICE**

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Attachment 3 – Statement of Requirements
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1. PURPOSE

- 1.1 The Fillers Marketing Service, a part of Cabinet Office Communications is inviting bids for a Radio Filler Tracker Survey to allow The Cabinet Office Government Communication Service (GCS) Fillers Marketing Service are to analyse the amount of airtime achieved by each filler .
- 1.2 Radio fillers are Government (GOV) public welfare, safety and health radio content, similar to adverts in look and feel, and are played cost free at the goodwill of United Kingdom (UK) commercial radio and community radio stations.
- 1.3 The Cabinet Office (CO), may be referred to as the “Authority” throughout this document.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.1 The Cabinet Office supports the Prime Minister and ensures the effective running of Government. The Cabinet Office is also the corporate headquarters for government, in partnership with HM Treasury, and takes the lead in certain critical policy areas.

3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 3.1 A Supplier with the ability to track the Authority's public information messages across all commercial radio and provide detailed transmission data is required as the Authority do not have the resource or expertise to do this in-house. The subscribing departments require data and analytics on the amount of airtime achieved by their radio fillers on UK commercial radio.
- 3.2 The contract will be for two (2) years with an optional extension of a further one (1) year period

4. DEFINITIONS

Expression or Acronym	Definition
CO	Means; Cabinet Office
CSV	Means; Comma-separated values
Fillers	Means; Public service announcements containing health, welfare and safety non-commercial messages, and are used by broadcasters to fill any gaps in programming schedules by using free-of-charge, unpaid-for space.
GOV	Means; Government
GCS	Means; Government Communication Service
Impacts	Means; This is an audience measurement used by media buyers. One impact is one person's listening to one Filler. These are added together to give total impacts, or total impacts for all commercial airtime on a certain station.

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UK	Means; United Kingdom
WAV	Means; An audio file format standard, for storing an audio bitstream on PCs

5. SCOPE OF REQUIREMENT

- 5.1 The scope of this requirement extends to the following:
- 5.1.1 Tracking of all radio Fillers identified to them by the Authority, aired on United Kingdom (UK) commercial radio.
 - 5.1.1.1 For the avoidance of doubt, this will include England, Scotland, Wales and Northern Ireland.
 - 5.1.2 Provision of Authority access to detailed transmission data; The Authority requires access to information using a website portal provided by the Supplier in order to raise reports when required.
- 5.2 The Tracking service is not required in the Channel Islands, the Shetland, Orkney or Western Isles or any other UK overseas territory

6. THE REQUIREMENT

- 6.1 This requirement is for a Radio Filler Tracker to allow The Cabinet Office, Government Communication Service (GCS) Fillers Marketing Service to analyse the amount of airtime achieved by each filler.
- 6.2 The current provision for this requirement expires on 06 April 2020. The requirement is for this Contract to be in place by 07 April 2020.
- 6.3 The Contract term will be for a two (2) year period commencing upon Contract Award.
- 6.3.1 There will be an option to extend the Contract for a further one (1) year period upon expiration of the initial Contract term should the Authority choose to take up this option.
- 6.4 The Authority requires pricing for the following:
- 6.4.1 Tracking of radio fillers on UK commercial radio – stations and fillers to be tracked will be identified by the Authority as they are required.
 - 6.4.1.1 The Supplier will be sent a digital file of the audio via email containing any new fillers. The Authority do not know volumes in advance and therefore volumes of work are not guaranteed.
 - 6.4.2 The Authority currently has a need to track in the region of sixty (60) radio fillers annually. This number is subject to some fluctuation however the Authority cannot guarantee volumes.

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- 6.4.3 The Supplier will provide management information supplying clearly laid out details of each radio filler to include:
 - 6.4.3.1 The display title of radio filler;
 - 6.4.3.2 The time and date the radio filler was aired;
 - 6.4.3.3 The name of the radio station whom played the radio filler; and
 - 6.4.3.4 The number of impacts at the time for the radio station whom aired the radio filler.
 - 6.4.3.5 The Authority requires access to this information using a website portal provided by the Supplier in order to raise reports when required. This will be available to the Authority to run bespoke reports twenty four (24) hours a day seven (7) days a week. There are currently two (2) login's required however this may vary depending on the number of staff working on the Radio Filler requirement at any one time.
- 6.5 As part of their requirement, Suppliers will be required to detail how they plan to report the data gained as a result of the tracking conducted, in order to meet the requirement as detailed within this Attachment 3 – Statement of Requirement. This shall include the ability to download written reports and the availability to download reports through the portal.
 - 6.5.1 Reports shall at a minimum include details as outlined in Section 6.4.3 of this Statement of Requirements.
- 6.6 The Supplier must supply all data in a format that can be easily transferred to a CSV file to be uploaded into the Authority's database.
- 6.7 The Supplier shall provide training to the Authority on the system utilised by the Supplier to supply the data requested;
 - 6.7.1 Training will be provided to personnel working on the Radio Fillers and to new starters throughout the duration of this Contract. There are currently two (2) personnel working on this project. Training on the system shall be available to the Authority if required, throughout the duration of the Contract;
 - 6.7.1.1 The number of people working on the Contract may vary throughout the course of the Contract; Training will be further discussed between the Authority and the Supplier during the Inception meeting; and
 - 6.7.2 Provide set up logins or access needed to be enable the Authority to use the online portal;
 - 6.7.3 Suppliers will be required to identify what training they propose to deliver to the Authority as part of their bid submission;

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6.7.4 The location of the training will be agreed at the Inception meeting.

6.8 The Supplier will provide effective account management to the Authority, including ongoing development and delivery of service improvement. The Authority requires a named Account Manager to be available via telephone and email between 0900 hrs and 1700hrs Monday to Friday (excluding weekends and bank holidays). This will be further discussed at the Inception meeting;

6.9 The Authority requires the Supplier to arrange and attend an inception meeting at the Authorities premises with the Contract Manager to introduce the Supplier's account manager and run through expectations and objectives.

6.10 The Supplier must liaise with the Authority to arrange transfer of all WAV (a digital audio file) radio assets from the current provider's online system to the successful supplier's system within one (1) week of Contract Award.

6.10.1 This will be a one off requirement and will not be needed again throughout the Contract Term.

6.10.1.1 As part of their bid submission, suppliers are required to describe what platform they will be using and how will they ensure that this meets the requirements set out within this statement of requirements.

7. KEY MILESTONES AND DELIVERABLES

7.1 The following Contract milestones/deliverables shall apply:

Milestone/Deliverable	Description	Timeframe or Delivery Date
1	Inception meeting	Within two (2) days of signing of the Contract
2	The Supplier must liaise with the Authority to arrange transfer of all WAV radio assets.	Within week one (1) of Contract Award
3	The Supplier is to set up logins/accounts for members of the Authority working on the Fillers Radio Service;	Within week one (1) of Contract Award
4	Initial system training to be provided to the Authority on the use of the system.	Within week one (1) of Contract Award
5	System training to be available to the Authority throughout the duration of the Contract.	Throughout the duration of the Contract

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8. MANAGEMENT INFORMATION/REPORTING

- 8.1 The Authority is responsible for providing the Supplier with the radio fillers, which the Authority requires the Supplier to track on UK commercial radio. At least twenty four (24) hours notification via email will be provided in advance before the Supplier will be required to track the radio filler.
 - 8.1.1 The Supplier is required to send an email to the Authority to acknowledge receipt of the Authorities email requesting the filler tracking.
- 8.2 The Supplier must provide detailed transmission data on each radio filler on a daily basis via an online Portal or Dashboard. This must be available to the Authority to view twenty four (24) hours a day seven (7) days a week, three hundred and sixty five (365) days a year. These reports are to include:
 - 8.2.1 The display title of radio filler;
 - 8.2.2 The time and date the radio filler was aired;
 - 8.2.3 The name of the radio station that played the radio filler; and
 - 8.2.4 The number of impacts at the time for the radio station that aired the radio filler.
- 8.3 The Supplier is required to inform the Authority when updates have been made.
- 8.4 Radio filler transmission data (dates, times, impact numbers) must be made available to the Authority, on a daily basis, (in a format that can be easily transferred to a CSV file) so that ad hoc reports can be created by the Authority.

9. VOLUMES

- 9.1 The Authority currently has a need to track in the region of sixty (60) radio fillers annually. This number is subject to some fluctuation however the Authority cannot guarantee volumes.
- 9.2 The Authority expects the number of Radio Fillers that require tracking may increase by between five (5) and ten (10) individual Fillers per financial year.

10. CONTINUOUS IMPROVEMENT

- 10.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 10.2 The Supplier should present new ways of working with the Authority during quarterly Contract review meetings.
- 10.3 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.

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11. SUSTAINABILITY

- 11.1 Not Applicable.

12. QUALITY

- 12.1 Quality shall comply with the Crown Commercial Terms and Conditions for Services (Attachment 5).

13. PRICE

- 13.1 Prices are to be submitted via the e-Sourcing Suite Attachment 4 – Price Schedule excluding VAT and including all other expenses relating to Contract delivery.
- 13.2 The Contracting Authority's overall budget (Maximum Contract Value) is £46,500.00 excluding VAT (inclusive of extension options). The requirement is for payments to fall upfront annually in April of each financial. The Contracting Authority reserves the right to have no minimum spend per contract year and for the overall contract term. Further, the Contracting Authority reserves the right not to spend all of the budget allocated to the Contract.
- 13.2.1 The budget for the initial one (1) year term is £15,500.00 (excluding VAT) per year. The budget for year two (2) is £15,500.00 (excluding VAT) per year. The budget for the option to extend is £15,500.00 (excluding VAT) and the Authority reserves the right not to take up the option to extend.

- 13.3 Prices shall be firm for the duration of the Contract.

14. STAFF AND CUSTOMER SERVICE

- 14.1 The Authority requires the Supplier to provide a sufficient level of resource throughout the duration of the Radio Advertising Tracking Service Contract in order to consistently deliver a quality service to all Parties.
- 14.2 Supplier's staff assigned to the Radio Advertising Tracking Service Contract shall have the relevant qualifications and experience to deliver the Contract.
- 14.3 The Supplier 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.

15. SERVICE LEVELS AND PERFORMANCE

- 15.1 The Authority will measure the quality of the Supplier's delivery by:
- 15.1.1 The Supplier's ability to meet the Authority's budget constraints as detailed in section 13 of this document; and
- 15.1.2 The Supplier's ability to provide the Authority with daily user-friendly data reports.

KPI/SLA	Service Area	KPI/SLA description	Target
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1	Service Delivery	The Supplier will provide Tracking of all radio Fillers aired on all United Kingdom (UK) commercial radio stations that air radio fillers for the duration of the Contract; Available to the Authority to view twenty four (24) hours a day seven (7) days a week, three hundred and sixty five (365) days a year.	100% of the time
2	Data Reports	All Data is to be provided to the Authority on a daily basis via the Suppliers portal. The data should be easily transferable into a CSV file format; Available to the Authority to view twenty four (24) hours a day seven (7) days a week, three hundred and sixty five (365) days a year.	99% of the time
3	Tracking new Radio Fillers	The Supplier is to start tracking new content within twenty four (24) hours of the Authority delivering a new radio filler for tracking for the duration of the Contract;	99% of the time
4	Service Delivery	The Supplier will provide assistance to the Authority between 0900hrs and 1700hrs Monday - Friday (excluding weekends and bank holidays) if an issue should arise in tracking these radio fillers;	99% of the time

15.2 For each breach of the Service Level Agreement the Authority will be due service credits equal to the number of days delay caused. This will be broken down as following:

15.3 Annual value of the Contract **x Number of days delay caused**

365 (days in a year)

15.4 Where the Supplier has breached the Service Level Agreement more than three (3) times in a period of four (4) weeks, the Authority reserves the right the right to seek early termination of the contract in accordance with the procedures set out in Attachment 5 – Terms and Conditions.

16. SECURITY AND CONFIDENTIALITY REQUIREMENTS

16.1 All personal data processed under this Contract is to be treated in accordance with the Data Protection Legislation.

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17. PAYMENT AND INVOICING

- 17.1 Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.
- 17.2 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.
- 17.3 Invoices should be submitted to:
- SSCL Accounts Receivable
- PO Box 221
- Thornton-Cleveleys
- Blackpool
- Lancashire
- FY1 9JN
- Email : SSCL.INVOICING@SSCL.GSE.GOV.UK
- 17.4 PO number must be stated on the invoice otherwise the invoice will not be paid.

18. CONTRACT MANAGEMENT

- 18.1 Attendance at Contract Review meetings shall be at the Supplier's own expense.

19. LOCATION

- 19.1 The location of the Services will be carried out at the Potential Provider's business premises, however the Potential Provider may be expected to provide systems training and attend meetings at the Authority at:
- 19.2 Cabinet Office,
- Communications Department,
- 70 Whitehall,
- London,
- SW1A 2AS.

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