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1. PURPOSE

- 1.1 Crown Commercial Service (CCS) are inviting bids for the provision of access licenses for a database holding public sector contact details to assist its marketing department.
- 1.2 The Contract will be for a one (1) year period commencing on the 26th of September 2018. There will be an option to extend the Contract for a further one (1) year term.
- 1.3 Crown Commercial Service (CCS), a trading fund of the Cabinet Office (CO), may be referred to the as the Authority throughout this document.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.1 CCS is the largest public procurement organisation in the UK. They help organisations across the whole of the public sector find the right commercial solutions for around £12 billion of spend each year. By helping organisations save time and money on the procurement of common goods and services, CCS can help deliver savings for the taxpayer.
- 2.2 As a trading fund of the Cabinet Office (CO), CCS also supports on implementing the UK's public procurement policy and delivering government's commercial policy priorities.
- 2.3 The areas of common goods and services CCS covers spans:
 - 2.3.1 Technology: cloud, digital hosting solutions, network services, software and technology products and services.
 - 2.3.2 Corporate solutions: travel, fleet, office solutions, financial services, marketing, communications & research and contact centres.
 - 2.3.3 Buildings: facilities management, maintenance and repair, utilities and fuel and construction.
 - 2.3.4 People: permanent and temporary staff (including clinical staff), people services (such as apprenticeship training and learning & development) and professional services (such as consultancy and legal services).

3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 3.1 The Authority has an existing Contract which allows them to access a contacts database and use an email tool to set up, send and report on email marketing activities. This current contract is due to expire on the 26th of September 2018. As such, the Authority is inviting bids for a solution that will allow them to continue to access such a service.
- 3.2 The database will be used by the marketing department as part of the delivery of a series of marketing campaigns to raise the Authority's profile across the public sector and promote a range of specific products and services.
- 3.3 Potential Providers are requested to submit a bid that provides the Authority with a suitable tool to enable it to deliver direct emails to the contacts included on the database. The tool should be fully customisable and provide the Authority with the following:
 - 3.3.1 Ability to segment the data;

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- 3.3.2 Send the emails; and
- 3.3.3 Monitor and analyse the success of campaigns (including delivery rates, bounce rates, open rates and click through rates).
- 3.4 The tool should allow for automation so the Authority can re-target database contacts who did not open the marketing material or send new content to contact who have clicked on the specific links.

4. DEFINITIONS

Expression or Acronym	Definition
CCS	Means; Crown Commercial Service, the Authority
CO	Means; Cabinet Office
NHS	Means; National Health Service
CCGs	Means; Clinical Commissioning Groups

5. SCOPE OF REQUIREMENT

- 5.1 The scope of this Contract extends to the following provisions:
- 5.1.1 Supply of access licenses to a public sector contacts database;
- 5.1.2 Email tool to target contacts on the database and;
- 5.1.3 Training of the email tool for a maximum of ten (10) people.
- 5.2 The Authority requires access to the database for a one (1) year period, commencing on the 26th of September 2018. There will be an option to extend the Contract for a further one (1) year term.

6. THE REQUIREMENT

- 6.1 The Authority requires Potential Providers to submit pricing for access to their database of public and third sector contacts. The Authority requires access for a maximum of ten (10) people at the locations identified at Section 21 – Location.
- 6.2 The database should provide access to contacts within the Authority's target audience. The Authority's target audience is as follows;
- 6.3 Sectors;
- 6.3.1 Local Government;
- 6.3.2 Health (NHS Trusts, Ambulance Trusts, CCGs);
- 6.3.3 Schools and Academies including multi-academy trusts;
- 6.3.4 Colleges of Further Education and Universities;

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- 6.3.5 Devolved Administrations;
 - 6.3.6 Police Forces;
 - 6.3.7 Fire and Rescue;
 - 6.3.8 Housing Associations;
 - 6.3.9 Charities and;
 - 6.3.10 Central Government including arm's length bodies and executive agencies.
- 6.4 Job Functions/Titles to include (but not be limited to):
- 6.4.1 Procurement/Purchasing Leads/Managers (e.g. Commercial Directors, Commissioning/Procurement Managers and Head of Procurement);
 - 6.4.2 Finance Directors/Managers;
 - 6.4.3 Chief Executive Officers;
 - 6.4.4 Business/Office Managers (Schools and Charities only);
 - 6.4.5 Head Teachers (Schools only);
 - 6.4.6 HR Directors/Managers/Staffing Managers;
 - 6.4.7 IT Managers/Chief Technology Officers;
 - 6.4.8 Estates/Facilities Managers/Energy Managers;
 - 6.4.9 Marketing/PR/Communications Managers;
 - 6.4.10 Administration Managers;
 - 6.4.11 Legal Services Managers;
 - 6.4.12 Transport/Fleet Managers;
 - 6.4.13 Energy Managers and;
 - 6.4.14 Records Managers.
- 6.5 Potential Providers' offerings will be required to provide the Authority with a way of storing database contacts, removing existing CCS contacts to avoid duplication, creating a suppression lists and managing updates to contacts throughout the Contract term.
- 6.6 Potential Provider's offering should ensure that the Authority does not email contacts they do not want to reach or have already contacted in another way. The Potential

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- Provider's offering should include a suppression list to eliminate deduplication against contacts.
- 6.7 The Authority must have the ability to create and manage multiple segments. For example, the Authority must be able to identify all database contacts from a set of organisations that have been identified by the Authority to have bought from CCS frameworks within a specified period.
- 6.8 Potential Providers' offerings will be required to provide the Authority with a suitable email marketing tool that will enable direct emails to database contacts. The Authority will utilise this capability when sending content in bulk or individually to database contacts as part of mass marketing.
- 6.9 The Authority expect to deliver a maximum of four (4) emails per month to each database contact throughout the duration of the Contract.
- 6.10 Potential Providers' offerings should be fully customisable to enable the Authority's branding to be used. This will ensure consistency and clarity that the content is being sent by CCS.
- 6.11 Potential Providers' offerings should provide the Authority with the ability to monitor and analyse the success of the campaigns including delivery rates, bounce rates, open rates and click through rates.
- 6.12 To ensure the Authority is receiving a database of high quality data, the successful Supplier should meet the following Service Level Agreement;
- 6.12.1 An average delivery rate of 95% of data used;
- 6.12.2 Hard bounce rate of less than 10% of data used.
- 6.13 Potential Providers' offerings should allow for automation so that the Authority can re-target contacts based on their response to earlier emails. The tool should assess whether the contact previously clicked a specific link or did not open an email to make a judgement on what new content they should receive.
- 6.14 Where there is planned downtime of successful Supplier's offering (including the email tool) the Authority require notification at least five (5) working days in advance.
- 6.15 Where unplanned downtime is experienced, the Authority require notification within one (1) hour of the issue being identified with a minimum of daily updates until the issue has been rectified.
- 6.16 As well as access to the database, the Authority require training of the successful Supplier's offering. Training will be for a maximum of ten (10) people using the email marketing tool and the system for holding the list and developing segments. The training may be delivered on the Authority's site or off site, or via a video/telephone conference. All costs associated with this training are to be included within a completed Appendix E – Price Schedule.
- 6.17 Following the award of the Contract, the Authority will complete a face-to-face meeting with the successful Supplier to discuss actions going forward. Further details can be found under Section 9 – Reporting.
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7. KEY MILESTONES

- 7.1 The Potential Provider should note the following project milestones that the Authority will measure the quality of delivery against:

Milestone	Description	Timeframe
1	Successful Supplier to provide evidence of Cyber Essentials accreditation, GDPR compliance and completion of Non-Disclosure Agreement;	Within two (2) weeks of Contract Award.
2	Successful Supplier to complete removal of existing CCS contact from database;	Within two (2) weeks of Contract Award.
3	Successful Supplier to provide the Authority with the training identified within section 6.15;	Within three (3) weeks of Contract Award.
4	Successful provision of Authority access to the successful Supplier's public sector contacts database;	26 th of September 2018.

8. AUTHORITY'S RESPONSIBILITIES

- 8.1 The Authority shall be responsible for completing the following:
- 8.1.1 Appoint a dedicated point of contact to liaise with the successful Supplier;
 - 8.1.2 Confirm delivery and training details with the successful Supplier and;
 - 8.1.3 Confirm acceptance of successful delivery of the requirement.

9. REPORTING

- 9.1 Following the award of this Contract, the Authority and successful Supplier will complete a face-to-face meeting with the successful Supplier to discuss actions going forward. This will be held either at the successful Supplier or the Authority's premises, or via a video/telephone conference call.
- 9.2 Progress reports will be required on a quarterly basis in written format by email or an alternative agreed format. The quarterly progress reports should provide the Authority with an update on data, volumes and performance levels. The reports should be accompanied by regular informal discussion via telephone on a minimum of monthly intervals.

10. VOLUMES

- 10.1 As identified within section 6 – The Requirement, the Authority require access to the database and training for ten (10) users.

11. CONTINUOUS IMPROVEMENT

- 11.1 The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.

11.2 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.

12. SUSTAINABILITY

12.1 Not Applicable.

13. QUALITY

13.1 Potential Providers will be expected to demonstrate how they meet all requirements identified within this document, including timescales, as part of their response to the Appendix D – Response Guidance.

14. PRICE

14.1 Potential Providers should set out the number of Contacts they have in each sector and job function/title as set out within Section 6 – The Requirement. Costs should be provided for the following activities:

14.1.1 Providing access to the Authority as an organisation and individual contacts for an initial period of one (1) year (including any updating of the Authority's contact on a multiple use basis);

14.1.2 Providing access to the Authority as an organisation and individual contacts for the additional one (1) year extension should the option to extend be taken up. Pricing for the extension option must remain firm for the total contract term;

14.1.3 Providing use and training of the Supplier's email tool (including any license costs) to distribute campaigns. Prices should be based on a maximum of four (4) email campaigns to each contact per month;

14.1.4 Any additional costs associated with Contract (e.g. deduping of Contacts, installation/delivery).

14.2 The Price Evaluation will be based on costs for the total contract term (including extension options).

14.3 The decision of how many contacts the Authority will purchase will be based on affordability.

14.4 The price evaluation will seek to achieve a total score following the consideration of the following cost elements:

14.4.1 **Cost Element One (1):** Up to 80,000 Contacts (Including all other costs) will be worth 60% of the overall weighting;

14.4.2 **Cost Element Two (2):** Up to 90,000 Contacts (Including all other costs) will be worth 20% of the overall weighting;

14.4.3 **Cost Element Three (3):** Up to 100,000 Contacts (Including all other costs) will be worth 20% of the overall weighting.

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- 14.5 Potential Providers must ensure that they submit pricing for all cost elements. The weightings per element will be combined to achieve the overall price weighting.
- 14.6 Potential Providers must include a cost for all cost elements up to 100,000 contacts identified within the Appendix E – Price Schedule.
- 14.7 Where there is budgetary availability to do so, the Authority reserves the right to award a contract based on any of the cost elements (1, 2 and 3) listed within section 14.4.
- 14.8 Potential Providers must submit their pricing within a completed Appendix E – Price Schedule. Prices must remain firm and valid for a period of thirty (30) days following the bid submission deadline. Once the Contract has been awarded, the successful Supplier's pricing for the option to extend must remain valid throughout the initial one (1) year period of the contract.

15. STAFF AND CUSTOMER SERVICE

- 15.1 The Authority requires the Potential Provider to provide a sufficient level of resource throughout the duration of the Database Access for Public Sector Contact Details Contract in order to consistently deliver a quality service to all Parties.
- 15.2 Potential Provider's staff assigned to the Database Access for Public Sector Contact Details Contract shall have the relevant qualifications and experience to deliver the Contract.
- 15.3 The Potential Provider 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.

16. SERVICE LEVELS AND PERFORMANCE

- 16.1 The Authority will measure the quality of the Supplier's delivery by:

16.1.1

KPI/SLA	Service Area	KPI/SLA description	Target
1	Delivery Timescales	Successful provision of Authority access to the successful Supplier's public sector contacts database by the 26 th of September 2018;	100%
2	Service Delivery	Average delivery rate of data used throughout the Contract term;	95% or above
3	Service Delivery	Hard bounce rate of data used throughout the Contract term;	10% or less
4	Service Delivery	Notification of planned downtime at least five (5) working days in advance;	100%

5	Service Delivery	Notification of unplanned downtime within one (1) hour of the issue being identified;	100%
6	Service Delivery	Where unplanned downtime occurs, there should be a minimum of daily updates until the issue has been rectified;	100%
7	Service Availability	Availability of Service including the database and email tool.	98%

- 16.2 Where a Supplier fails the KPIs/SLAs listed above, the Authority will, in the first instance, seek a mutually agreeable resolution with the Supplier. However, if this is not possible, the Authority reserves the right to cancel the agreement and seek alternative supply from the next ranked Potential Provider identified during the procurement event.
- 16.3 The successful Supplier shall be required to provide a full incident report that describes the issues and identifies the causes. The successful Supplier will also be required to prepare a full and robust 'Service Improvement Action Plan' that sets out its proposal to remedy the service failure. The 'Service Improvement Action Plan' shall be subject to amendment following the performance review meeting and agreed by both parties prior to implementation.
- 16.4 It is the successful Supplier's sole responsibility to resolve any service failure issues that may occur, however, the Authority agrees to work with the Supplier to help resolve these issues.
- 16.5 Where the Supplier fails to provide a Service Improvement Plan or fails to deliver the agreed Service Improvement Plan to meet the requires KPIs as stipulated above, the Authority reserves the right to seeks early termination of the contract in accordance with the procedures set out in Annex C – Terms and Conditions for Goods.

17. SECURITY REQUIREMENTS

- 17.1 The successful Supplier will be expected to provide evidence of having Cyber Essentials or Cyber Essentials Plus accreditation before any exchange of data can take place. This will be required as part of the Mandatory Questionnaire within the Appendix D – Response Guidance.
- 17.2 During the life of the Contract, the Authority may share confidential, commercially sensitive or personal information with the successful Supplier for the sole purpose of delivering the Contract. Potential providers must ensure that there are robust systems. Procedures and checks in place to ensure the safety and security of any such information. Potential provides are required to demonstrate this within their response to Appendix D – Response Guidance.

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18. INTELLECTUAL PROPERTY RIGHTS (IPR)

18.1 The Successful Supplier must assign full title guarantee to all Intellectual Property Rights for the products of the Service to the Authority. All data collected, reports produced, materials used and any other documentation associated with the delivery of the contract shall remain the property of the Authority for the duration of the Contract. Furthermore the Successful Supplier shall make available, at the request of the Authority, all such material to any other organisation on written instruction to do so from the Authority's Contract Manager.

19. PAYMENT

19.1 Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.

19.2 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.

19.3 Payment will be made against a Purchase Order and the order number should be quoted on all invoices.

19.4 All invoices should be submitted to supplierinvoices@crowncommercial.gov.uk

20. ADDITIONAL INFORMATION

20.1 Potential Providers are reminded to provide a formal PDF quotation on their official company letter headed paper, detailing any part/product numbers, as well as a completed Appendix E – Price Schedule.

21. LOCATION

21.1 The Authority will utilise the successful Supplier's products at their offices in London, Liverpool, Newport and Norwich.

21.2 The Authority's main office address is as follows;

21.2.1 Capital Building

Old Hall Street

Liverpool

L3 9PP.