**Framework Schedule 1 (Specification)**

# Important information on how to read and use Framework Schedule 1 (Specification)

# Framework Deliverables (e.g. Services)

This Schedule sets out what we and our Buyers want.

The Supplier must only provide the Deliverables (e.g. Services) for the Lot that they have been appointed to.

For all Lots and/or Deliverables, the Supplier must help Buyers comply with any specific applicable Standards of the Buyer.

The Deliverables and any Standards set out in this document may be refined (to the extent permitted and set out in the Order Form) by a Buyer during a Further Competition Procedure to reflect its Deliverables Requirements for entering a particular Call-Off Contract.

# Modifications to the Core Terms (e.g. Special Terms)

The following Core Terms are modified in respect the Framework Agreement.

* **Special Term 1:** Amend Core Terms Clause 2.7 to read as follows:

"The Supplier acknowledges it has all the information required to enter into its obligations under the Framework Contract. The information required by the Supplier to perform its obligations under individual call-off contracts shall be agreed by the Buyer and the Supplier before they enter into the relevant Call-Off Contract."

* **Special Term 2:** Amend Core terms Clause 9.2 to read as follows:

"Any new IPR created under a Call-Off contract is owned by the Buyer. The Buyer gives:

i. the Supplier a licence to use any Existing IPR and New IPR for the purposes of fulfilling its obligations during the Contract Period; and

ii. CCS a perpetual, irrevocable licence to use any New IPR for its own business purposes."

1. **Introduction**
	1. Crown Commercial Service (CCS) (“The Authority”) is seeking to establish a Framework Agreement for the provision of Communication Performance Audit & Analysis Services for the Cabinet Office and all UK Central Government Departments and their Arm’s Length Bodies and agencies; Non-Ministerial Departments and Executive Agencies; and the Wider Public Sector (“Buyers”).
	2. It is the intention to cover our needs regarding performance, auditing, and assurance services across our current and future marketing ecosystem. The CCS marketing ecosystem is a system of interconnecting and interacting parts. It is currently covered by three distinct frameworks and a marketplace relating to creative (i.e. ideation, strategy creation for campaign / brand communications, content creation, and social); media planning; events, research and insight and media buying (i.e. paid online and offline media buying). Links to these current frameworks are as follows: [Campaign Solutions](https://www.crowncommercial.gov.uk/agreements/RM3774), [Communication Services](https://www.crowncommercial.gov.uk/agreements/RM3796), [Research Marketplace](https://www.crowncommercial.gov.uk/agreements/RM6018) and [Media Buying](https://www.crowncommercial.gov.uk/agreements/RM6003)
	3. This agreement will also provide a vehicle for Buyers who have similar marketing and communications agreements outside of our listed Framework Agreements.
	4. This Framework Agreement will allow Buyers to look at performance, auditing and assurance across either the CCS agreements listed in paragraph 1.2, or their own marketing and communications ecosystem and agreements.
	5. Each CCS framework connects and interacts with the other, so it's critically important to take a total view to ensure that the best possible and relevant outcome is achieved for each and every GBP invested.
	6. CCS is required to demonstrate and achieve the best value for the taxpayer and is responsible for marketing campaign performance, auditing and assurance Services for government departments and other organisations, as described in paragraph 1.1 above.
	7. The purpose of this Framework Agreement is to fulfil the current and future Marketing Campaigns Performance, Auditing, and Assurance requirements of CCS and/or Buyers who have established Call Off Contracts under the [Campaign Solutions](https://www.crowncommercial.gov.uk/agreements/RM3774), [Communication Services](https://www.crowncommercial.gov.uk/agreements/RM3796), [Research Marketplace](https://www.crowncommercial.gov.uk/agreements/RM6018) and [Media Buying](https://www.crowncommercial.gov.uk/agreements/RM6003) Framework Agreements.
	8. This Framework Agreement shall be managed by CCS and supports the management of the current and future iterations of the CCS Framework Agreements detailed at paragraph 1.2. It will also be relevant to any other marketing and communications agreement that Buyers have in place outside of these core agreements. The Call-Off Contracts will be managed by CCS and/or Buyers.
	9. The purpose of this agreement is to further provide a vehicle whereby Buyers can fulfil the Marketing Campaigns Performance, Auditing, and Assurance requirements of any non-CCS Framework Agreements and across their own marketing and communications ecosystem and agreements.
2. **Scope of the Requirement**
	1. This Communication Performance Audit & Analysis Framework is for the provision of Deliverables (e.g. Services), which will provide an independent performance, assurance and auditing function assessing services provided against Call-Off Contracts, which have been established by Buyers under [Campaign Solutions](https://www.crowncommercial.gov.uk/agreements/RM3774), [Communication Services](https://www.crowncommercial.gov.uk/agreements/RM3796), [Research Marketplace](https://www.crowncommercial.gov.uk/agreements/RM6018) and [Media Buying](https://www.crowncommercial.gov.uk/agreements/RM6003) Framework Agreements. This agreement is to further provide a vehicle whereby Buyers can fulfil the Marketing Campaigns Performance, Auditing, and Assurance requirements of any non-CCS Framework Agreements.
	2. **Lot 1 – Contract and Pricing Compliance**
		1. The Supplier shall measure and validate the Services provided under the CCS [Campaign Solutions](https://www.crowncommercial.gov.uk/agreements/RM3774), [Communication Services](https://www.crowncommercial.gov.uk/agreements/RM3796), [Research Marketplace](https://www.crowncommercial.gov.uk/agreements/RM6018) and [Media Buying](https://www.crowncommercial.gov.uk/agreements/RM6003) Framework Agreements, and any other relevant agreements by assessing the effectiveness of the end to end supply chain including but not limited to: creative; production; owned platforms; agency operated data platforms; brand safety; earned media; social; and paid media under these agreements in terms of both price, quality, and effectiveness. The Supplier shall benchmark Services provided under the three CCS Framework Agreements and/or any other relevant framework agreement against the relevant market and submit recommendations to CCS and/or Buyers during the lifetime of the Framework Agreements.
		2. The Supplier shall audit Media Channels for both UK domestic and international marketing and communications activity for key central government departments, agencies and public bodies as listed [here](https://www.gov.uk/government/organisations) (i.e. Visit Britain, Home Office, and Ministry of Defence) and wider public sector clients under the Media Buying Framework Agreement. The Media Channels which shall be audited are (but not limited to):
* Audio Visual (AV) - TV, Video on Demand (VOD), Cinema;
* Audio - Radio, Digital Radio, Streaming, Podcasts;
* Out Of Home - including DOOH (route and client specific);
* Print;
* Social;
* Partnerships including Commercial;
* Sponsorships;
* Digital - Programmatic Display, Search, Biddable, PPC;
* Other - Content Marketing;
* Other - Online Influencers;
* Other - Paid - In App / Game, Voice;
* Other – Earned;
* Other – Owned.
	+ 1. The Supplier shall audit the data which the agency accumulates as part of the media buying supply chain process to ensure adherence to Regulatory, Government, and other relevant trade bodies’ stipulations, policies, and guidelines.
		2. The Supplier shall audit the agency digital placements to ensure adherence to Regulatory, Government, and other relevant trade bodies stipulations, policies, and guidelines with reference to brand safety and [ICO](https://ico.org.uk/about-the-ico/) compliance.
		3. The list of International Markets include but are not limited to:
* [All European Economic Area (EEA) countries](https://www.gov.uk/eu-eea), all Middle East and North Africa (MENA), Nigeria, Switzerland, Ukraine, India, USA, Canada, Australia, New Zealand, Singapore, South Korea, Japan, China, Hong Kong, Brazil, Malaysia.
	+ 1. The Supplier may also be required to provide tailored media audit reports for specific regions may be required e.g. EEA/EU, North America, Australasia etc.
		2. The Supplier shall ensure contract compliance by their contracted agencies though their marketing and communications Framework Agreements either via the [Campaign Solutio](https://www.crowncommercial.gov.uk/agreements/RM3774)ns, [Communication Services](https://www.crowncommercial.gov.uk/agreements/RM3796) and [Media Buying](https://www.crowncommercial.gov.uk/agreements/RM6003) Framework Agreements, the [Research Marketplace](https://www.crowncommercial.gov.uk/agreements/RM6018) and/or any other arrangement CCS and/or the Buyer may have.
	1. **Lot 2 – Effectiveness and Outcomes**
		1. The Communication Performance Audit & Analysis Framework Agreement allows CCS and/or Buyers to:
* identify opportunities and strategies for media effectiveness;
* identify opportunities and strategies for creative, production, social, media and overall campaign effectiveness;
* measure outcome performance and delivery across the marketing ecosystem; and
* identify price and quality improvement.
	1. **Lot 3 – Ecosystem Strategic Advice and Support**
		1. This lot will allow CCS and/or Buyers to gain strategic advice and support from the Supplier(s).
		2. The Supplier shall provide market advisory services, which may be used in the planning and conduct of a business change.
		3. The Supplier shall provide Thought Leadership from a Creative, Production, Social, and Media industry perspective that would enrich / enhance positive behaviours / attitude towards government and wider public sector communications.
		4. The Supplier shall provide advice and consultancy services to CCS regarding any marketing ecosystem business transformation / change programmes.
	2. **Trends**
		1. The below chart demonstrates CCS Framework spend split in financial year 18/19:



* + 1. The below chart demonstrates CCS Framework spend split in financial year 19/20 months 1-6:



* + 1. The below chart demonstrates the split between Central Government and Wider Public Sector spend:



1. **Mandatory Requirements for Lot 1 – Contract Compliance and Pricing**
	1. This section provides details of the mandatory requirements that the Supplier shall be expected to fulfil in their entirety, as an absolute minimum, in order to fulfil the Lot 1 Deliverables (e.g. Services) of this Framework Agreement.
	2. In relation to the Services provided under this lot, we do not give authorisation to the Supplier to include HMG pricing data in any Supplier commercial data pool(s).
	3. For the avoidance of doubt, commercial data is any data point that includes, confers, or specifies a numerical value. For example but not limited to: number of hrs; price; %s; profit margin; overhead factors; and annual hrs. With reference to Media, currently we audit our media pricing against an industry Media pool however it is our intention to assess with the chosen supplier the ability to become more targeted in our price comparison against campaign outcomes.
	4. **Contract Compliance – Media Planning and Buying**
		1. The Supplier must ensure that they are able to provide a Service to CCS which ensures the Media Planning and Buying Agency(s) is delivering their commercial and contractual commitments under the relevant Framework Agreement.
		2. The Supplier must ensure that the Media Planning and Buying Agency(s) is kept accountable ensuring that CCS and the Buyer’s media investment is being spent in the most appropriate places.
		3. The Supplier must identify critical areas for improvement, optimisation and best practice in online and offline media planning and buying. This includes as an example, ensuring that the Media Buying Agency is delivering a “transparency code of conduct” as part of their Media Buying Framework Agreement commitments. This includes but is not limited to:
* Media buying Framework funds will only be used by the agency for media payment and related 3rd party costs.
* All documentation with suppliers regarding use of the Media Buying Framework funds will be shared.
* Establishment and application by the agency of new best in class transparency standards for all Media Buying Framework clients.
* Auditing and reporting on the agency transparency performance.
* All media data will be securely stored and transparently shared.
* Agency will ensure that all records are retained to satisfy all audit requirements.
* All rebates will be returned both directly relating to the Framework spend and those as a consequence of pro-rata agency multi-client spend.
* All media bought through the Framework will only ever appear in an environment which is 100% safe and 100% viewable.
	+ 1. Forensic / Financial Auditing
			1. The Supplier shall provide financial/forensic auditing Services in relation to the CCS Media Planning and Buying services under the relevant Framework Agreements (whether in-house or through a sub-contracting arrangement). These shall include:
* Validation that media plans are supported by valid communications strategies which are jointly agreed with the creative and CCS and/or the Buyer.
* Validation that media costs are supported by valid supplier invoices.
* The identification of any unbilled media, media credits and/or unpaid balances.
* The identification and validation of any other media rebates and discounts acquired under the Media Planning and Buying services under the relevant Framework Agreements. This includes but is not limited to:
	+ investigating any volume supplier discounts or referral financial mechanism received by the agency that is from any source in relation to its activity under the Media Planning and Buying services under the relevant Framework Agreements;
	+ quantifying any credits due to be returned by the Media Buying agency that is from any source in relation to its activity under the Media Buying Framework Agreement;
	+ reviewing prompt payment discounts received by the agency that is from any source in relation to its activity under the Media Buying Framework Agreement and quantifying any such rebates due to client departments; and
	+ assessing any value received by the agency that is from any source in relation to its activity under the Media Planning and Buying services under the relevant Framework Agreements.
	+ The financial / forensic auditing shall be required on an annual basis at a time specified by CCS and/or Buyers.
		- 1. The Supplier shall provide and submit a written report to CCS and/or Buyers within 30 calendar days of the audit, including full details of all cash, credit and value owed and whether it has been credited.
			2. Evolving Marketplace
* It is recognised that the media marketplace is constantly evolving and the traditional media channels will change with the move towards increased automatic and programmatic media buys as well as other market and technological developments. It is expected that the Supplier shall evolve with the media marketplace throughout the lifetime of this Framework Agreement.
* The Supplier shall maintain and deliver the maximum level of auditability of the Media Buying data and evolve their approach and methodologies accordingly to reflect best practice in the market.
* The Supplier shall ensure that any media bought through agency trading desks shall be audited, unless otherwise approved in advance by CCS and/or Buyers.
	+ 1. Deep Dives
			1. The Supplier shall conduct Deep Dive audits and associated reporting, at a frequency specified by CCS and/or Buyers at the Call Off stage.
			2. The Buyer will specify which one or more of the media channels each audit must include; this may comprise one media channel, or any combination and any number of media channels, up to and including all media channels, dependent upon individual audit requirements at the time specified.
			3. The Supplier shall conduct Deep Dive audits and reporting to be utilised in additional campaign-specific audits.
			4. The specific requirements of a Deep Dive audit shall be specified by CCS and/or Buyers at the Call Off stage.
		2. The Supplier will work with CCS to manage a Performance Related Fee (PRF) structure with the Media Buying Agency. The Supplier will ensure that the Media Agency(s) fulfils the KPIs and methodologies that have been specified within the Media Buying Framework Agreement. These KPIs are subject to change throughout the duration of the Framework Agreement period and for future iterations of this agreement.
		3. The Media Buying Agency is currently rewarded on performance in 3 main segments of: Outcomes (measurement and campaign outcomes); Contract (pricing and transparency commitments); and Service (client survey and NPS). Methodologies are in place but will need to be reviewed and edited as the framework evolves.
		4. Digital

The Supplier must as a minimum ensure that they will:

* + - 1. Establish a digital methodology for CCS and/or Buyers covering current and emerging online display and social channels (i.e. Facebook, Instagram, and Snapchat).
			2. Establish a baseline that can be clearly evidenced by the auditor’s pool (including where relevant target layers).
			3. Validate and report actual agency activity against the baseline.
			4. Provide recommendations to correct agency behaviours and / or establish new behaviours / rule sets to drive HMG value.
	1. **Contract Compliance – Creative, Production, Events, Research and Social**
		1. The Supplier must ensure that they are able to provide a Service to CCS which ensures the agency is delivering their commercial and contractual commitments under the current and future iterations of the [Campaign Solutions](https://www.crowncommercial.gov.uk/agreements/RM3774) and [Communication Services](https://www.crowncommercial.gov.uk/agreements/RM3796) Framework Agreements and/or any other relevant Framework Agreement.
		2. The Supplier must ensure that the agency is kept accountable ensuring that CCS’ and Buyer’s creative, production, events research and social investment is being spent generating the right outcome.
		3. The Supplier must identify critical areas for improvement, optimisation and best practice in briefing, brand and campaign ideation, brand and campaign strategy, creative execution, in-house / outsourced production, and social activities.
		4. Forensic/Financial Auditing
			1. The Supplier shall provide financial/forensic auditing Services in relation to the CCS Framework Agreements and/or any other relevant Framework Agreements (whether in-house or through a sub-contracting arrangement). These shall include:
* Validation that all costs are supported by valid supplier invoices.
* The identification of actual agency direct labour costs + overhead factor + profit margin + annual hrs that apply to CCS activities, billed hours vs. actual timesheets, billed agency roles vs. quoted, Digital Asset Management (DAM) upload / download costs, artwork and production trafficking costs vs. benchmark / industry standard, production actual costs vs approved, production supplier selection and award process, production cost control process.
* The identification and validation of any other rebates and discounts acquired under the relevant Framework Agreement(s). This includes:
	+ investigating any volume supplier discounts received by the agency that is from any source in relation to its activity under the relevant Framework Agreement(s);
	+ quantifying any credits due to be returned by the agency that is from any source in relation to its activity under the relevant Framework Agreement(s);
	+ reviewing prompt payment discounts received by the agency that is from any source in relation to its activity under the relevant Framework Agreement/s and quantifying any such rebates due to client departments; and
	+ assessing any value received by the agency that is from any source in relation to its activity under the relevant Framework Agreement(s).
	+ The financial / forensic auditing shall be required on an annual basis at a time specified by CCS and/or Buyers.
		- 1. The Supplier shall provide and submit a written report to CCS and/or Buyers within 30 calendar days of the audit, including full details of all cash, credit and value owed and whether it has been credited.
			2. Evolving Marketplace
* It is recognised that the creative / production / social marketplace is constantly evolving and traditional approaches or ways of working will change with the move towards increased automation and technological developments. It is expected that the Supplier shall evolve with the marketplace throughout the lifetime of this Framework Agreement(s).
* The Supplier shall maintain and deliver the maximum level of auditability and evolve their approach and methodologies accordingly to reflect best practice in the market.
	+ 1. It is our intention to establish a remuneration / performance related fee (PRF) structure within the creative / production / social supply chain to ensure that the ecosystem is fully aligned in terms of strategic objectives and measurement. The Supplier will work with CCS to manage a PRF structure with the agency(s).
		2. The Supplier will ensure that the Media Agency(s) fulfils the KPIs and methodologies have been specified within the [Campaign Solutions](https://www.crowncommercial.gov.uk/agreements/RM3774) and [Communication Services](https://www.crowncommercial.gov.uk/agreements/RM3796) Framework Agreement. These KPIs are subject to change throughout the duration of the Framework Agreement period.
	1. **Pricing Validation – Media Buying**
		1. The Supplier must ensure that they can provide Services which allow them to validate pricing commitments under the Media Buying Framework Agreement. This includes but is not limited to:
			1. delivery of pricing commitments from the Media Buying Agency under the Media Buying Framework;
			2. delivery of quality parameters defined in the pricing commitments under the Media Buying Framework Agreement;
			3. normalisation of buying and quality factors to enable like for like comparisons and new media types/formats to be included in the pricing commitments by the Media Buying Agency, under the Media Buying Framework Agreement;
			4. the Supplier must as a minimum deliver Annual measurement with quarterly progress reports; and
			5. price benchmarking vs. the market, further improved pricing opportunities, me vs. me, me vs. us, appropriateness of the comparison i.e. vs. BT/ASDA - audience targeting.
	2. **Pricing Validation – Creative, Production, Events and Social**
		1. The Supplier must ensure they can provide Services which allow them to validate pricing commitments under the current and future iterations of the [Campaign Solutions](https://www.crowncommercial.gov.uk/agreements/RM3774) and [Communication Services](https://www.crowncommercial.gov.uk/agreements/RM3796) Framework Agreements and/or any other relevant Framework Agreements. This includes but is not limited to:
			1. delivery of pricing commitments from the Creative Agency under current and future iterations of the [Campaign Solutions](https://www.crowncommercial.gov.uk/agreements/RM3774) and [Communication Services](https://www.crowncommercial.gov.uk/agreements/RM3796) Framework Agreements and/or any other relevant Framework Agreements;
			2. delivery of quality parameters defined in the pricing commitments under the current and future iterations of the [Campaign Solutions](https://www.crowncommercial.gov.uk/agreements/RM3774) and [Communication Services](https://www.crowncommercial.gov.uk/agreements/RM3796) Framework Agreements and/or any other relevant Framework Agreements;
			3. the Supplier must as a minimum deliver Annual measurement with quarterly progress reports; and
			4. price benchmarking vs. the market, further improved pricing opportunities, me vs. me, me vs. us, appropriateness of the comparison i.e. NHS vs. client X within Health and Beauty sector.
	3. **Lot 1 – Service Delivery**
		+ 1. The Supplier shall provide Communication Performance Audit & Analysis Services with regular face to face / telephone meetings to discuss progress against delivery of results, achieving targets and milestones and any risks and/or issues arising from the feedback received from the Creative, Media Planning and/or Media Buying Framework Agreements.
			2. CCS and/or Buyers will specify the dates and frequency of UK audits and reporting requirements at the outset of the Call-Off stage.
			3. The Supplier shall provide a full written report including improvement recommendations and shall deliver a presentation on the performance of the Creative, Media Planning, and/or Media Buying Framework Agreements and/or any other relevant Framework Agreements, to be hosted at a Central London location no later than two months after the end date of the audit period, provided that the instruction has been made to the Supplier before the end of the audit period. For example, if an audit covers the six-month period January 1st to June 30th, the audit report and presentation must be hosted by August 31st, subject to the Supplier receiving an instruction before June 30th). If required by CCS, the Supplier shall ensure that representatives for each media channel are in attendance at the presentation.
			4. The Supplier shall provide an additional, editable high-level summary report, following each UK creative, media planning, and media buying audit, which will not compromise commercial confidentiality if released into the public domain. With reference to the media deliverables this summary report must include, as a minimum, performance rankings by media channel against the Auditor’s Benchmark Pool or a Pool as defined with CCS and/or Buyers prior to the audit commencement.
			5. For media deliverables, the Supplier shall provide details of top line discounts by media channel secured versus the Supplier’s auditing benchmark for the year, on an annual basis at the end of the financial year; specified by CCS and/or Buyers.
			6. For media deliverables, the auditing benchmark shall be based upon a bespoke Pool of advertisers or estimates based on market data / proprietorial research. The methodology used shall be agreed with CCS and/or Buyers prior to an audit being conducted. When requested by CCS and/or Buyers, the Supplier shall provide statistics in relation to the percentage coverage / share of the Supplier’s Pool(s) in the relevant market.
			7. For media deliverables, the Supplier shall provide the following Services as part of the annual mandatory requirements:
			8. When requested by CCS, the Supplier shall provide verification of the new media pricing (e.g. where new suppliers, formats or buy types are introduced into the market, or for international buying). Timescales for the provision of this information shall be specified at the Call Off stage.
			9. When requested by CCS, the Supplier shall provide advice on media agencies’ proposed performance and remuneration throughout the period of the contract negotiation with Media Sales House or equivalent.
			10. The Supplier shall provide verification of the media agency’s annual performance, when requested by CCS and/or Buyers.
1. **Mandatory Requirements for Lot 2 – Effectiveness and Outcomes**
	1. This section provides details of the mandatory requirements that the Supplier shall be expected to fulfil in their entirety, as an absolute minimum, in order to fulfil the Lot 2 Deliverables (e.g. Services) of this Framework Agreement.
	2. The Supplier must have the capability to create with the input of CCS and/or Buyers a proposed measurement of Outcomes and Media Effectiveness at both macro brand and campaign levels.
	3. The Supplier must have the capability to generate clear outcomes and media effectiveness targets, relating to 4.2 for the Media Planning, Media Buying and/or Creative agencies per requirement that are identified by CCS and/or Buyers under the relevant Framework Agreements.
	4. The Supplier must have the capability to audit the Media Planning, Media Buying and/or Creative agencies under the relevant Framework Agreement as specified by CCS and/or Buyers to demonstrate how the required outcomes and media effectiveness targets were missed, met, exceeded or rigorously applied and communicated throughout the media supply chain. This includes but is not limited to ensuring that the Media Planning, Media Buying and/or Creative agencies under the relevant Framework Agreement demonstrates how it has:
		1. evaluated and measured campaign / brand performance/outcomes, this may include but is not limited to:
* reporting against outcome key performance indicators outlined in Briefs;
* being able to adjust live campaign activities to immediately drive optimisation;
* regularly updated the Client on optimisation work undertaken (pre / in / post flight) to improve the overall media activity performance and so enable the Client to improve future campaigns.
	+ 1. ensured all Agency(s) work is in line with the Government Communication Service evaluation framework, which can be accessed at:

[https://gcs.civilservice.gov.uk/guidance/evaluation/toolsand-resources/](https://gcs.civilservice.gov.uk/wp-content/uploads/2018/06/6.4565_CO_Evaluation-Framework-2.0-v11-WEB.pdf)

* + 1. worked effectively together with all relevant stakeholders, including working collaboratively with media planning agencies and creative agency teams to ensure media campaign outcomes are Specific, Measurable, Actionable, and Timed (SMART).
		2. has ensured an effective learning process to enable best practice sharing including:
* campaign budgeting – outcome based budget recommendations, rather than only recommending to spend to briefed budget;
* outcome value – value of media buys based on delivering outcomes, rather than only lowering cost to the detriment of outcomes;
* Media buying approach – an integrated service into full process approach from first client brief
* insight excellence – agency progressing usage of data and capabilities to continuously improve an outcome based approach.
	1. The Supplier shall ensure that they fulfil the KPI requirements set by Buyers at the Call-Off stage.
1. **Mandatory Requirements for Lot 3 – Ecosystem Strategic Advice and Support**
	1. This section provides details of the mandatory requirements that the Supplier shall be expected to fulfil in their entirety, as an absolute minimum, in order to fulfil the Lot 3 Deliverables (e.g. Services) of this Framework Agreement.
	2. The Supplier shall provide market advisory Services, which may be used in the planning and conduct of a business change, which may include:
* Creating, editing, inputting into brand and or campaign communication strategies to drive for higher level outcomes, higher return on investment (ROI), and / or accessing new technologies / channels / partnerships etc.
	1. The Supplier shall provide Thought Leadership from a Creative, Production, Social, and Media industry perspective that would enrich / enhance positive behaviours / attitude towards government and wider public sector communications, including but not limited to:
* expanding total reach;
* expanding activation rates relating to the communications;
* enhancing the opportunity for 360 degree communications;
* enhancing the precision of the communication(s) both regarding content and frequency;
* recommendations evidenced by global market best practices;
* identification of possible risks and mitigation strategies;
* identification of new technologies particularly with reference to data and insights; and
* future strategy setting.
	1. The Supplier shall provide advice and consultancy Services to CCS regarding any marketing ecosystem business transformation/change programmes, including but not limited to;
* functional and / or activity in-housing / outsourcing;
* staff structure, capability, and training;
* internal / external ways of working / processes;
* appraisal of supply chains / supplier(s);
* technological product / service selection and deployment;
* creation / edits / comment to creative, production, and media specific legal or commercial documents;
* operational reviews and improvements; and
* Creation, establishment, and review of outcomes and effectiveness across the marketing ecosystem.
	1. These Services shall be detailed and priced at the Call Off stage.
1. **Mandatory Requirements for All Lots (1-3)**
	1. **Framework Account Management**
		1. The Supplier shall provide a framework account management service which fully supports the requirements of this Framework Agreement, and the needs of the Buyers, in accordance with Framework Schedule 4 (Framework Management).
		2. The Supplier shall provide dedicated resources to deliver the Services, including experts in creative, production, social and/or each media channel. The Supplier must have the ability to draw on a wider resource and relevant expertise in Creative, Production, Social, and Media Auditing to fulfil the requirements of this Framework Agreement.
		3. The Supplier shall provide a single point of contact (Account Manager) for the UK.
		4. The Supplier shall ensure that at least one member of the senior executive team shall be readily available for consultation and discussion at 24 hours’ notice. The purpose of this is to resolve any concerns about service delivery within a mutually agreeable time frame.
		5. The Supplier shall provide a full escalation process to record, manage and resolve any arising issues.
	2. **Data Security**
		1. The Supplier shall ensure that they fulfil the data security requirements of this Framework Agreement, and the needs of the Buyers, in accordance with Framework Schedule 9 (Cyber Essentials Scheme) and Joint Schedule 11 (Processing Data).
		2. Further details about the Cyber Essentials Scheme can be accessed via the following link:

<https://www.gov.uk/government/publications/cyber-essentials-scheme-overview>

* 1. **Data** **Access and Storage**
		1. The Supplier shall ensure that if HMG data is accessed and transferred to Supplier systems or platforms, the data must be securely stored meeting the HMG data security requirements.
		2. The Supplier shall ensure that HMG data is clearly stored, separate from any other supplier data. The Supplier must be able to delete or remove all or any part of the HMG data within 24 hours’ notice from HMG.
		3. The Supplier acknowledges and agrees that under our current Framework Agreements CCS reserve the right to have a HMG owned data platform and therefore our auditing partners will need to have capabilities and competencies to access this data platform. CCS intends to have this provision in future Framework Agreements.
	2. **Travel and Related Costs**
		1. This paragraph provides details of the mandatory requirements for travel and travel-related costs that the Supplier shall be expected to fulfil in their entirety, in order to fulfil the service delivery requirements of this Framework Agreement.
		2. There shall be no automatic entitlement to payment and/or reimbursement of travel costs, travel time or subsistence under this Framework Agreement. Policies for travel and travel-related expenses will vary between Buyers.
		3. CCS and/or Buyers shall specify the requirements, policies and arrangements for travel costs, travel-related costs, travel time and subsistence at the Call Off stage, including whether travel and travel-related expenses shall be payable or not.
		4. If CCS and/or Buyers specify that travel and travel-related costs can be paid then the travel will be undertaken in accordance with the agreed Travel Policy of CCS and/or the Buyer.
	3. **International Markets**
		1. The Supplier shall provide Services to the international markets including but not limited to:
* All European Economic Area (EEA) countries, all Middle East and North Africa (MENA), Nigeria, Switzerland, Ukraine, India, USA, Canada, Australia, New Zealand, Singapore, South Korea, Japan, China, Hong Kong, Brazil, Malaysia.
	1. **Delivering Social Value**
		1. Social Value legislation and guidance[[1]](#footnote-1) places a legal requirement on all public bodies to consider the additional social, economic and environmental benefits that can be realised for individuals and communities through commissioning and procurement activity, to deliver them. These benefits are over and above the core deliverables of contracts. More information on Social Value can be found at:

<https://www.gov.uk/government/publications/social-value-act-introductory-guide>

* + 1. CCS have identified the social value priorities, set out in paragraphs 6.6.3, 6.6.4 and 6.6.5 below, for this procurement. Buyers may also have their own social value priorities which they will make clear to Suppliers at the Call-Off stage.
		2. **Delivering a Diverse Supply Chain**
			1. CCS and Buyer(s) want to ensure a diverse base of suppliers and resilient supply chains in this procurement.
			2. The Supplier will support to delivery of these priorities through activities such as:
* Cascading prompt payment throughout your supply chain, as set out in Clause 4 (Pricing and Payments) of the Core Terms; and
* Where appropriate, growth and development through the provision of support to SMEs and SEs to develop resilient local supply chains.
	+ 1. **Fair, Inclusive and Ethical Employment Practices and Skills Development**
			1. CCS and Buyer(s) consider the delivery of high quality public services to be critically dependent upon a workforce that is inclusive, well-motivated, well-led and has appropriate opportunities for training and skills development.
			2. All organisations with 250 or more employees must publish and report specific figures about their gender pay gap. The Supplier will progress towards equalising this.
			3. Additionally, the Supplier and its Supply Chain will support and encourage employment and skills development opportunities through the performance of this Framework Agreement, with a specific focus on opportunities for priority groups.
			4. The Supplier acknowledges and agrees that Buyers may test the Supplier’s proposed methods for delivering skills development within the local community, as relevant to their specific requirements as part of the Call-Off Procedure.
		2. **Safe & Secure Supply Chains: Addressing Modern Slavery and exploitation in our Supply Chain**
			1. It is the role of CCS and Buyer(s) to ensure the Suppliers with whom we do business understand the risks of modern slavery in supply chains, and take appropriate action to identify and address those risks, with particular focus on supporting victims of modern slavery.
			2. The Supplier will comply with the provisions of the [Supplier Code of Conduct](https://www.gov.uk/government/publications/supplier-code-of-conduct) and the standards set out in Joint Schedule 5 (Corporate Social Responsibility) including the reporting requirements set out in Framework Schedule 5 (Management Charges and Information) and continuous improvement requirements set out in Call-Off Schedule 3 (Continuous Improvement).
	1. **Government buying standards**
		1. The Supplier will fully comply with all aspects of the Government Buying Standards.
		2. Government Buying Standards have been designed to help government departments and public sector organisations deliver sustainable procurement by providing minimum and best practice standards.
	2. **Government Policy**
		1. The Supplier will work with CCS to actively support current and emerging UK government initiatives throughout the duration of this Framework Agreement and any Call-Off Contracts.

 **Definitions**

In this Framework Schedule 1 (Specification), the following expressions shall have the following meanings:

|  |  |
| --- | --- |
| **“Auditor’s Benchmark Pool(s)” or “Pool(s)”** | means the auditing benchmark based upon a bespoke Pool of advertisers or estimates based on market data / proprietorial research, whose media spend is captured directly from the relevant media buying agency as a result of a contract between the advertiser and the media auditor. The price position of the advertiser is measured against other advertisers in the Auditor's Pool(s).An auditing benchmark is derived from estimates based on published market data/proprietorial research. |
| **“Deep Dives”** | means campaign-specific audits, typically called off on an ad-hoc basis at a departmental level to identify performance of a campaign and highlight value and performance. |
| **“Media Auditing”**  | means an audit undertaken to determine:(a)  whether the expenditure incurred by the Supplier on behalf of a Buyer has been properly incurred in accordance with the terms of this Framework Agreement and the appropriate Call-Off Agreement; and(b)  whether such expenditure accurately represents the Media Value for the relevant media channel at the time when such expenditure was incurred. |
| **“Communications Performance, Auditing and Analysis”** | means this specification in totality that covers the performance of communications and marketing campaigns. The auditing of the framework agreements that are put in place to enable the delivery of the purchased goods and services. This agreement provides assurance that the client and/or CCS are buying as intended and are delivering the maximum value from each investment / or the taxpayers pound. |
| **“Contract Compliance”** | means agency conformance with the predefined and agreed elements of the contract. In this case this will include the Framework and Call Off Contracts. |
| **“Media Buying”** | means the purchase of media space on behalf of the client regionally, nationally and internationally across all offline and online channels and platforms through negotiations to secure optimal rates and positioning. |
| **“Media Sales House”** | means a media owner. |
| **“Media Value”**  | means the value to the client of the media goods acquired as a result of Media Buying, measured against the output required in the Media Buying Brief in the form of television ratings, press insertions, radio spots, and online impressions as appropriate for the type of media. |
| **“Framework Agreement”** | means the agreement that sets out the terms and conditions of engagement with the suppliers. It includes the Clauses, Framework Schedules and any annexes to them.  |

1. [The Social Value Act](https://www.legislation.gov.uk/ukpga/2012/3/contents); the [Procurement Reform Scotland Act](https://www.legislation.gov.uk/asp/2014/12/contents) and the guidance in the [Welsh Community Benefits guidance](https://gov.wales/topics/improvingservices/bettervfm/publications/community-benefits-2014/?lang=en) [↑](#footnote-ref-1)