



Crown
Commercial
Service

Bid Pack

Attachment 3 – Statement of Requirements

Contract Reference: CCCO19A29

Storage and Distribution of Radio Fillers

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1. PURPOSE

- 1.1 The Fillers Marketing service, part of GCS (Government Communication Service) Digital Communications, require a digital archive and digital delivery service to distribute Radio Filler assets (public service announcement) to a range of commercial radio media owners.
- 1.2 GCS will hereafter be referred as the Authority.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.1 The Authority is part of the Cabinet Office, and supports the Prime Minister and ensures the effective running of government.
- 2.2 The Cabinet Office is also the corporate HQ for government, and takes the lead in certain critical policy areas.

3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 3.1 The requirement is for a digital archive and digital delivery service to distribute Radio Filler assets (public service announcements) to a range of radio media owners. The fillers must be delivered to radio broadcasters on behalf of all subscribing government departments in order that they can be potentially aired in any free of charge, donated airspace.
- 3.2 This is required as the Authority do not have the resource or capability to perform this quickly and effectively in-house, and our fee-paying departments require the assets to be sent to a wide range of mostly commercial (and where possible community) radio broadcasters in the UK.
- 3.3 The Radio Filler assets described provide partner broadcasters with free-to-air public service messages, and provides departments with an opportunity to promote public welfare, safety and wellbeing messages aimed at improving people's lives at low-cost.
- 3.4 The contract will be for 2 years with an optional extension of a further 1 year period.

4. DEFINITIONS

Expression or Acronym	Definition
GCS	means Government Communication Service
Radio Filler	means "public service announcement" radio content, similar to radio advertising in duration, containing only impartial, public welfare and safety themes to support and improve citizen's

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	lives. Uniquely only broadcast in free-of-charge, donated space which broadcasters may require “filling” in ad hoc spots at short notice.
Radio Filler broadcaster	Means radio stations who the Authority deliver Radio Fillers to, to broadcast Radio Fillers, in any free, donated airspace in event that gaps requires filling.

5. SCOPE OF REQUIREMENT

5.1 The following is within scope of this requirement;

- 5.1.1 Storing and archiving of Radio Filler assets
- 5.1.2 Distribution of Radio Fillers assets
- 5.1.3 Account Management with nominated Account Manager
- 5.1.4 Distribution of relevant documentation in regards to Radio Filler assets
- 5.1.5 Training (refer to 6.10)

6. THE REQUIREMENT

- 6.1 The Potential Provider shall store and archive Radio Filler assets that can be requested for delivery to radio broadcasters by the Authority (preferably via an online portal, which has a simple and easy to use User Interface).
- 6.2 The Potential Provider shall distribute Radio Fillers and related Filler Instructions. If the Authority prefer to, they should have the option to email the Radio Filler instructions to the Potential Provider, instead of using an online portal - i.e. WAV assets, “copy instructions” and related paperwork (as currently is the preferred method of workflow).
- 6.3 Additionally the Potential Provider will be required to distribute a “New Fillers Release Information Sheet”. This is a simple one page document provided by the Authority, promoting the Filler and theme to broadcasters, including reasons why they should consider airing the Filler (an example can be provided if necessary).
- 6.4 The current Filler station list is (but not limited to):
 - 6.4.1 All UK commercial radio stations (around 400 individual stations in total) / any community radio stations the Potential Provider may be working with.
- 6.5 One key point of difference to radio advertising is that Radio Fillers are usually intended to be distributed to as many UK Radio Stations as possible (“All UK Radio stations”). Alternatively in some instances the Authority may require

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“England” only distribution - fillers by definition do not work towards radio paid media plans.

- 6.6 The Potential Provider shall securely store the Authority’s master WAVs (radio/audio files) for an indefinite period, and offer the capability to download proxy files, should the Authority require a radio showreel, for example.
- 6.7 The Potential Provider must have the capability of sending related Radio Filler instructions to all UK broadcasters. This is generally after any Filler has gone to air, for example, this might be the counter-instruction to withdraw/delete a Radio Filler some time later in the life of the Radio Filler.
- 6.8 The Potential Provider must have the capability of sending related Radio Filler instructions to ad hoc individual broadcasters after the Filler has been withdrawn/deleted (usually this is to broadcasters who are found for whatever reason to have not withdrawn/deleted a Radio Filler).
- 6.9 Unlike Radio advertising, Radio Fillers do not broadcast in a pre-planned media schedule, and the Authority rely on the Radio Fillers being distributed to as many radio stations as is possible. As such the Potential Provider should have the relevant expertise in providing similar services.
- 6.10 The Potential Provider should be able to offer and host training on any of its tools and services in order that the Authority can effectively carry out its work.

7. KEY MILESTONES AND DELIVERABLES

7.1 The following Contract milestones/deliverables shall apply:

Milestone/Deliverable	Description	Timeframe or Delivery Date
1	The Potential Provider is to contact the contract manager to arrange a meeting and lay out expectations and objectives	Within week 1 of Contract Award
2	The Potential Provider must liaise with the Authority to arrange transfer of all assets from the incumbent provider	Within week 2 of Contract Award
3	The Potential Provider is to set up accounts for members of the Fillers service and also set up training on their system	Within week 2 of Contract Award

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8. MANAGEMENT INFORMATION/REPORTING

- 8.1 The Authority would expect a reporting mechanism to be in place, preferably via a website, that is securely accessible for the Authority to view progress and completion of deliveries. Alternatively requested reports can be sent securely via email to the relevant Authority contacts (to be advised).

9. VOLUMES

- 9.1 To date, Radio Filler volumes are relatively low compared to radio advertising which the Potential Provider may be more familiar of working with. As a rough guide, the Authority might expect approximately 15 new Radio Filler productions to be archived and bulk delivered to broadcasters during the course of each Financial Year.
- 9.2 There are approximately 50 current Fillers stored that will require bulk transfer and storage, along with some historical assets that have since been withdrawn (approximately another 50).
- 9.3 As this will be a call off contract, annual volumes are not guaranteed.

10. CONTINUOUS IMPROVEMENT

- 10.1 The Potential Provider will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 10.2 The Potential Provider should present new ways of working to 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.

11. PRICE

- 11.1 The Authority requires a pay as you go structure as and when a delivery is required. Delivery volumes cannot be guaranteed as it is dependent on need and circumstances. The Authority requires a single fixed fee for:
- 11.1.1 The archiving and bulk distribution cost combined for each Filler delivery
- 11.1.2 A cost (if applicable) for sending paperwork to ALL UK broadcasters after the Filler has gone to air (usually this is the counter-instruction to withdraw/delete a Radio Filler some time in the life of the Radio Filler)
- 11.1.3 A cost (if applicable) for sending paperwork to ad hoc sometimes individual broadcasters after the Filler should have been withdrawn/deleted (usually this is to broadcasters who are found to have not withdrawn/deleted a Radio Filler some time later)

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- 11.2 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].

12. STAFF AND CUSTOMER SERVICE

- 12.1 The Potential Provider shall ensure a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.
- 12.2 The Potential Provider's staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.
- 12.3 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.
- 12.4 The Potential Provider shall nominate a named individual Account Manager to manage the day to day business needs of the Authority, and to assist with any issues.

13. SERVICE LEVELS AND PERFORMANCE

- 13.1 The Authority will measure the quality of the Potential Provider's delivery by:

13.1.1

KPI/SLA	Service Area	KPI/SLA description	Target
1	Delivery timescales	Deliveries to be received in correct formats at broadcasters within 2-3 hours.	99%
2	Efficient and responsive	Providing an efficient and responsive service to the Authority for the distribution of TV Fillers and related advice. Responding to ad hoc queries within 2 hours and urgent queries within 30 minutes.	99%

- 13.2 Where the Potential Provider fails a KPI detailed above, the Authority will work with the Provider to seek a mutually agreeable resolution. However, if this is not possible, the Authority reserves the right to terminate the contract and seek alternative supply.

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14. SECURITY AND CONFIDENTIALITY REQUIREMENTS

- 14.1 If reports are to be available via an online portal/website facility, the Potential Provider shall insure the platform and accessibility is secure. Reports provided via email should also be provided securely in the required format.

15. PAYMENT AND INVOICING

- 15.1 Billing and payment should be on a “pay as you go” basis, which is dependent on when the Authority requires Radio Filler assets to be delivered and what each order request comprises of. Each asset delivery should be invoiced immediately, and will be paid using one master Purchase Order number which the Authority will raise for all orders, at the start of each Financial Year (for use from 1st April).
- 15.2 Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.
- 15.3 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs, and must include:
- 15.3.1 Date of order (not invoice date)
 - 15.3.2 Name and ID number of each Filler being delivered
 - 15.3.3 Specifics of where broadcaster delivery is to (e.g. All UK radio stations)
- 15.4 Invoices should be submitted to: apinvoices-cab-u@sscl.gse.gov.uk
- 15.5 Invoices must always contain a PO number otherwise that invoice will not be paid.

16. CONTRACT MANAGEMENT

- 16.1 The Potential Provider may be required to attend ad hoc meetings relating to their performance and how the contract is developing.
- 16.2 Attendance at these and quarterly Contract Review meetings shall be at the Potential Providers own expense.

17. LOCATION

The location of the Services will be carried out at; Government Communication Service (GCS), 70 Whitehall, London SW1A 2AS and the Potential Providers premises.

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