



CONTENTS

1.	PURPOSE.....	2
2.	BACKGROUND TO THE CONTRACTING AUTHORITY.....	2
3.	BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT	2
4.	SCOPE OF REQUIREMENT	2
5.	THE REQUIREMENT	2
6.	KEY MILESTONES	3
7.	AUTHORITY'S RESPONSIBILITIES	3
8.	REPORTING	3
9.	CONTINUOUS IMPROVEMENT	3
10.	PRICE	4
11.	STAFF AND CUSTOMER SERVICE.....	4
12.	SERVICE LEVELS AND PERFORMANCE	4
13.	PAYMENT	5
14.	LOCATION	5

1. PURPOSE

- 1.1 Radio fillers are played on UK commercial radio on behalf of Government Departments and the Fillers Marketing Service are required to analyse the amount airtime achieved by each Filler.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.1 The Cabinet Office (The Authority) 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 daily reports is required as the Authority do not have the resource or expertise to do this in-house and our 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 three (3) years with an optional extension of a further one (1) year period.

4. SCOPE OF REQUIREMENT

- 4.1 The requirement is for a supplier to track all Radio Fillers aired on UK commercial radio and give detailed data back to the Authority on a daily basis.
- 4.1.1 This must include all UK Government Radio Fillers aired on UK Radio, including daily reports

5. THE REQUIREMENT

- 5.1 The potential provider's service will include:
- 5.1.1 Tracking Radio Fillers on UK commercial radio.
- 5.1.2 The provision of Management Information supplying clearly laid out information on each Radio Filler including:
- 5.1.2.1 The display title of Radio Filler;
- 5.1.2.2 The time and date the Radio Filler was aired;
- 5.1.2.3 The name of the radio station whom played the Radio Filler; and
- 5.1.2.4 The audience data at the time for the radio station whom aired the Radio Filler.
- 5.1.3 The potential provider must supply all data in a format that can be easily transferred to a CSV file that can be uploaded into the Authority's database.
- 5.1.4 The potential provider should be able to offer training to the Fillers Marketing Service on the system utilised by the potential provider to supply the data requested; and

- 5.1.5 The potential provider must also supply an account manager to be available for assistance when required by the Authority.

6. KEY MILESTONES

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

Milestone	Description	Timeframe
1	The Potential Provider must liaise with the Authority to arrange transfer of all WAV radio assets from the incumbent provider's online system to the incoming provider's system.	Within week 1 of Contract Award
2	The Potential Provider is to set up accounts for members of the Fillers Service. This will also include the Potential Provider providing training on their system.	Within week 1 of Contract Award
3	The Potential Provider is to contact the Contract Manager and arrange a meeting to introduce the Potential Provider's account manager and run through expectations and objectives.	Within week 2 of Contract Award

7. AUTHORITY'S RESPONSIBILITIES

- 7.1 The Authority is responsible for supplying the potential provider with the Radio Fillers, which the Authority requires the potential provider to track on UK commercial radio, at least twenty four (24) hours before the potential provider is required to track the Radio Filler.

8. REPORTING

- 8.1 The potential provider must report on each Radio Filler. These reports are to include:

- 8.1.1.1 The display title of Radio Filler;
- 8.1.1.2 The time and date the Radio Filler was aired;
- 8.1.1.3 The name of the radio station whom played the Radio Filler; and
- 8.1.1.4 The audience data at the time for the radio station whom aired the Radio Filler.

- 8.2 These reports must be made available to the Authority on an ad hoc basis.

9. CONTINUOUS IMPROVEMENT

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

9.3 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.

10. PRICE

10.1 Prices are to be submitted via the e-Sourcing Suite excluding VAT.

11. STAFF AND CUSTOMER SERVICE

11.1 The Authority requires the Potential Provider 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.

11.2 Potential Provider's staff assigned to the Radio Advertising Tracking Service Contract shall have the relevant qualifications and experience to deliver the Contract.

11.3 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. SERVICE LEVELS AND PERFORMANCE

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

- The supplier's ability to cover all UK commercial radio stations that air Radio Fillers;
- The supplier's ability to provide assistance to the Fillers Marketing Service if an issue should arise in tracking these Radio Fillers;
- The supplier's ability to start tracking new content within twenty four (24) hours of the Authority delivering a new Radio Filler for tracking;
- The supplier's ability to meet the Authority's budget constraints; and
- The supplier's ability to provide the Authority with daily user-friendly data reports.

12.1.1

KPI/SLA	Service Area	KPI/SLA description	Target
#1	Data Reports	User friendly data reports on all Radio Fillers on UK commercial radio to be submitted [daily/weekly/monthly/yearly] to the authority.	99% of the time
#2	Tracking new Radio Fillers	Potential Provider is to starting tracking new content within twenty four (24) hours of the Authority delivering a new Radio Filler for tracking	99% of the time

12.2 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:

$$\frac{\text{Annual value of the contract}}{365 \text{ (days in a year)}} \times \text{Number of days delay caused}$$



- 12.3 Where the Potential Provider has breach the Service Level Agreement more than three (3) times in a period of 4 weeks, the Authority reserves the right to terminate the contract without financial penalty or notice.

13. PAYMENT

- 13.1 Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.
- 13.2 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.

14. LOCATION

- 14.1 The location of the services will be carried out at the supplier's business premises, however the supplier may be expected to provide systems training and attend meetings at the Authority in Central London as necessary.