Contract notice

	Contract notice					
Select Directive	Common notices					
Section I: Contractin	g authority					
I.1) Name and addre	esses (please identify all contracting authorities responsible for the procedure)					
Official name:	The Minister for the Cabinet Office acting through Crown Commercial Service					
Postal address:	The Capital Building, Old Hall Street					
Town:	Liverpool					
NUTS code:	UK					
Postal code:	L3 9PP					
Country:	United Kingdom					
Telephone: e.g. +44 12345678; +44 12345678-0001; +44 12345678/79/80; +44 12345678/+44 987654321:	+44 3150103503					
E-mail:	supplier@crowncommercial.gov.uk					
Main address: (URL)	https://www.gov.uk/ccs					
I.2) Joint procureme	nt					
The contract is awarded by a central purchasing body						
I.3) Communication						
Select an option	The procurement documents are available for unrestricted and full direct access, free of charge, at					
(URL)	https://crowncommercialservice.bravosolution.co.uk					
Additional information can be obtained from:	the abovementioned address					
Tenders or requests	to participate must be submitted					
electronically via:	yes					
(URL)	https://crowncommercialservice.bravosolution.co.uk					
Tenders or requests to participate must be submitted:	to the abovementioned address					
I.4) Type of the cont	racting authority					
Select an option:	Ministry or any other national or federal authority, including their regional or local subdivisions					
I.5) Main activity						
Other activity:	Public Procurement					
Section II: Object						
II.1) Scope of the pro	II.1) Scope of the procurement					
II.1.1) Title	II.1.1) Title					
Value of the field:	Media Services					
Reference number:	RM6123					
II.1.2) Main CPV cod	II.1.2) Main CPV code					
Select an option:	79341000					
II.1.3) Type of contra	act					
Select an option:	Services					
II.1.4) Short descript	tion					
Value of the field:	Crown Commercial Service (CCS) as the Authority intends to put in place a Pan Government Collaborative Agreement for the provision of media services to be utilised by Central Government Departments and all other UK Public Sector Bodies, including Local Authorities, Health, Police, Fire and Rescue, Education and Devolved Administrations. It is intended that this commercial agreement will be the recommended vehicle for all media services required by UK Central Government Departments.					
	The framework agreement will be for a duration of 4 years					
II.1.5) Estimated total	al value					

Value excluding VAT: (for framework agreements or dynamic purchasing systems - estimated total maximum value for the entire duration of the framework agreement or dynamic purchasing system)	1200000000.00							
Currency:	Pound sterling						-	
II.1.6) Information a	bout lots							
This contract is divided into lots:	yes							
Tenders may be submitted for:	all lots							
Maximum number of lots that may be awarded to one tenderer:	4							
II.2) Description								
Select an option	5							
Description								
II.2.1) Title							_	
Value of the field:			gic N	ledia Activation (Media Buy	/ing)		-	
Lot No:	21/	1					_	
II.2.2) Additional CF	V code(s)	70240		70241400 70242000 00	22000		_	
Main CPV code:		79340000, 79341400, 79342000, 92200000, 92210000, 92220000						
II.2.3) Place of perfo	ormance							
NUTS code:	· · ·	UK						
II.2.4) Description of	the procurement	The agency will provide domestic and international media buying services. The Lot 1						
(nature and quantit supplies or services needs and requirem	or indication of	Scope and Specification can be found in the Framework Agreement: Appendix A – General Requirements Services Specification (applies to all Lots) Appendix B1, which is the Scope and Specification Appendix for Lot 1 Strategic Media Activation (Media Buying)						
II.2.5) Award criteri	a							
Select an option:		Criteri	a be	low				
		Name				Weighting		
		1		Quality		70		
Cost criterion Price:	:	Price						
			Nai	ne	Weighting			
			Ivai	110	Weig	intering .		
Weighting:		30					-	
II.2.6) Estimated val	lue	30						
LII.2.0) EStilliated Val	iuc							

Value excluding VAT (for framework agreements or dynamic purchasing systems – estimated total maximum value for the entire duration of this lot):	90000000					
Currency:	Pound sterling					
II.2.7) Duration of the contract, framev	vork agreement or	dynamic	purchasing system			
Select an option:	Duration in montl	hs or Dur	ation in days			
Duration in months or Duration in days:	Duration in montl	ths				
	48					
This contract is subject to renewal	no					
II.2.9) Information about the limits on	the number of can	didates to	be invited			
II.2.10) Information about variants						
Variants will be accepted	no					
II.2.11) Information about options						
Options	no					
II.2.12) Information about electronic ca	atalogues					
II.2.13) Information about European Ur	nion funds					
The procurement is related to a project and/or programme financed by European Union funds:	no					
II.2.14) Additional information						
Value of the field:	A framework agreement will be awarded to one (1) Agency for this Lot 1. The Poten Agency successful in being awarded to Lot 1 cannot be awarded a place on Lot 5. Please also refer to Attachment 1 About the Framework in regard to Transfer of Undertakings (Protection of Employment) Regulations 2006 ("TUPE") and in regard to Bids from Consortiums and Holding Group of Companies.			t be awarded a place on Lot 5. vork in regard to Transfer of ns 2006 ("TUPE") and in regard to		
Description	:					
II.2.1) Title						
Value of the field:		Public Sector Media Planning and Buying				
Lot No:		2				
II.2.2) Additional CPV code(s)						
Main CPV code:		7934000 9222000		0, 92200000, 92210000,		
II.2.3) Place of performance						
NUTS code:		UK				
II.2.4) Description of the procurement						
(nature and quantity of works, supplies or services or indication of needs and requirements):		The Lot 2 Agencies will provide media planning and media buying services to public sector organisations, not including central government. The Lot 2 Scope and Specification can be found in the Attachment 10 Framework Agreement in: Appendix A: General Requirements Services Specification (applies to all Lots) and; Appendix B2: Lot 2 Scope and Specification				
II.2.5) Award criteria						
Select an option:		Criteria	below			
			Name	Weighting		
		1	Quality	70		
		Price				
Cost criterion Price:						

		Name	Weighting		
Weighting:	30				
II.2.6) Estimated value					
Value excluding VAT (for framework agreements or dynamic purchasing systems - estimated total maximum value for the entire duration of this lot):	9000	00000			
Currency:	Poun	d sterling			
II.2.7) Duration of the contract, framework agreement or	dynar	nic purchasing system			
Select an option:	Dura	tion in months or Durati	on in days		
Duration in months or Duration in days:	Dura	tion in months			
	48				
This contract is subject to renewal	no				
II.2.9) Information about the limits on the number of can	didate	s to be invited			
II.2.10) Information about variants					
Variants will be accepted	no				
II.2.11) Information about options					
Options	no				
II.2.12) Information about electronic catalogues					
II.2.13) Information about European Union funds					
The procurement is related to a project and/or programme financed by European Union funds:	no				
II.2.14) Additional information					
Value of the field:	Lot 2 Poter cann Pleas on Bi	t. Intial Agencies successfu ot be awarded a framew Se refer to Attachment 1	be awarded to six (6) Agencies for this I in being awarded a place on Lot 2 ork agreement for Lot 5. About the Framework for information Id from Potential Agencies who are part anies.		
Description					
II.2.1) Title					
Value of the field:	Out	of Home Media			
Lot No:	3				
II.2.2) Additional CPV code(s)					
Main CPV code:	79340000, 79341400, 79342000				
II.2.3) Place of performance					
NUTS code:	UK				
II.2.4) Description of the procurement					
(nature and quantity of works, supplies or services or indication of needs and requirements):	servi The I 10 Fi Appe	ces related to the buying Lot 3 Scope and Specific ramework Agreement in:	ments Services Specification (applies to		
II.2.5) Award criteria					
,		ria below			

		Name	Weigh	ting		
	1	Quality	50	- Itiliy		
	1	Quality	30			
Cost criterion Price:	Price					
	N	lame	Weighting			
Weighting:	50					
II.2.6) Estimated value						
Value excluding VAT (for framework agreements or						
dynamic purchasing systems - estimated total maximum value for the entire duration of this lot):	305000					
Currency:	Pound sterling					
II.2.7) Duration of the contract, framework agreement or						
Select an option:	Duration in months or Duration in days					
Duration in months or Duration in days:	Duratio	on in months				
This contract is subject to renewal						
II.2.9) Information about the limits on the number of can	didates 1	to be invited				
II.2.10) Information about variants	ı					
Variants will be accepted	no					
II.2.11) Information about options	I					
Options	no					
II.2.12) Information about electronic catalogues						
II.2.13) Information about European Union funds						
The procurement is related to a project and/or programme financed by European Union funds:	no					
II.2.14) Additional information						
	A frame	ework agreement will	be awarded	to one (1) Agency for this		
Value of the field:	be awa Please	rded a framework ag refer to Attachment 1	reement for L About the F	awarded to Lot 3 cannot Lot 5. ramework for information ential Agencies who are part		
	of a Ho	lding Group of Comp	anies.	J mio ale palt		
Description						
II.2.1) Title	T					
Value of the field:		sing Revenue Genera	tion			
Lot No:	4					
II.2.2) Additional CPV code(s)	ı					
Main CPV code:	79340000, 79341400, 79342000					
II.2.3) Place of performance						
NUTS code:	UK					
II.2.4) Description of the procurement						

(nature and quantity of works, supplies or services or indication of needs and requirements):	The Lot 4 Agencies will provide services for monetisation of advertising real estate, fixtures and furnishings. The Lot 4 Scope and Specification can be found in the Attachment 10 Framework Agreement in: Appendix A: General Requirements Services Specification (applies to all Lots) and; Appendix B4: Lot 4 Scope and Specification				
-,	Critorio	halaw			
Select an option:	Criteria	below			
		Name		Weighting	
	1	Quality		90	
Cost criterion Price:	Price				
		ame	Wair	ghting	
	14	allie	MEIÓ	girting	
	1.0				
Weighting:	10				
II.2.6) Estimated value					
Value excluding VAT (for framework agreements or dynamic purchasing systems – estimated total maximum value for the entire duration of this lot):		000			
Currency:	Pound sterling				
$\hspace{-0.1cm}$ II.2.7) Duration of the contract, framework agreement or	dynamic	purchasing system			
Select an option:	Duratio	n in months or Durati	ion in	days	
Duration in months or Duration in days:	Duratio	n in months			
	48				
This contract is subject to renewal	no				
II.2.9) Information about the limits on the number of can	didates t	o be invited			
II.2.10) Information about variants					
Variants will be accepted	no				
II.2.11) Information about options					
Options	no				
II.2.12) Information about electronic catalogues					
II.2.13) Information about European Union funds					
The procurement is related to a project and/or programme financed by European Union funds:	no				
II.2.14) Additional information					
Value of the field:	A framework agreement will be awarded to this Lot 4. Potential Agencies successful in being award cannot be awarded a framework agreement Please refer to Attachment 1 About the Fran on Bids from Consortiums and from Potenti of a Holding Group of Companies.		eing awarded a place on Lot 4 greement for Lot 5. t the Framework for information m Potential Agencies who are part		
Description					
II.2.1) Title					
Value of the field:	Service	Evaluation and Perfor	manc	e	

5

Lot No:

II.2.2) Additional CPV code(s)						
Main CPV code:	79200	000	00, 79210000, 79340	000,	, 79341400, 79342000	
II.2.3) Place of performance						
NUTS code:	UK					
II.2.4) Description of the procurement						
(nature and quantity of works, supplies or services or indication of needs and requirements):	The Lot 5 Agencies will provide advisory, auditing and contractual compliance services specification for marketing communications services The Lot 5 Scope and Specification can be found in the Attachment 10 Framework Agreement in: Appendix A: General Requirements Services Specification (applies all Lots) and; Appendix B5: Lot 5 Scope and Specification					
II.2.5) Award criteria						
Select an option:	Criter	ia k	pelow			
			Name		Weighting	
	1		Quality		90	
			Carant,			
Cost criterion Price:	Price					
		Na	me	Weig	ghting	
				33		
Martin Estate	1.0					
Weighting:	10					
II.2.6) Estimated value						
Value excluding VAT (for framework agreements or dynamic purchasing systems – estimated total maximum value for the entire duration of this lot):	80000	00				
Currency:	Pound	d st	erling			
II.2.7) Duration of the contract, framework agreement or	r dynamic purchasing system					
Select an option:	Duration in months or Duration in days					
uration in months or Duration in days:		Duration in months				
	48					
This contract is subject to renewal	no					
II.2.9) Information about the limits on the number of cano	didates	to	be invited			
II.2.10) Information about variants						
Variants will be accepted	no					
II.2.11) Information about options						
Options	no					
II.2.12) Information about electronic catalogues						
II.2.13) Information about European Union funds						
The procurement is related to a project and/or programme financed by European Union funds:			no			
II.2.14) Additional information						

Value of the field:			Lot 5. Potentia cannot k Please ro on Bids	Work agreement will be awarded to five (5) Agencies for this I Agencies successful in being awarded a place on Lot 5 be awarded a framework agreement for Lots 1, 2, 3 or 4. befer to Attachment 1 About the Framework for information from Consortiums and from Potential Agencies who are part ding Group of Companies.		
II.2.2) Additional CPV code(s)						
II.2.3) Place of perfor	mance					
II.2.4) Description of	the prod	curement				
II.2.5) Award criteria						
		Name		Weighting		
		Name		Weighting		
II.2.6) Estimated valu	ie					
II.2.7) Duration of th	e contra	ct, framework agreement or d	dynamic p	purchasing system		
II.2.9) Information ab	out the	limits on the number of cand	lidates to	be invited		
II.2.10) Information a	about vai	riants				
II.2.11) Information a	about op	tions				
II.2.12) Information a						
II.2.13) Information a	about Eu	ropean Union funds				
II.2.14) Additional in	formatio	n				
Section III: Legal, economic, financial and technical information						
III.1) Conditions for p	participat	tion				
III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers				irements relating to enrolment on professional or trade		
List and brief description of conditions:	Candidates will be assessed in accordance with Section 5 of the 2015 Public Contract Regulations (implementing the directive) on the basis of information provided in response to an invitation to tender (ITT) registering for access.					
III.1.2) Economic and	I.1.2) Economic and financial standing					
Selection criteria as						
stated in the procurement						
documents						
III.1.3) Technical and	profess	ional ability				
Selection criteria as stated in the procurement documents	$\overline{\vee}$					
0.000	rmation about reserved contracts					
III.2) Conditions relat	ted to the	e contract				
,		articular profession (only for	service c	ontracts)		
III.2.2) Contract perfo						
		ff responsible for the perform	nance of t	the contract		

Section IV: Procedure

IV.1) Description						
IV.1.1) Type of procedure						
Select an option: Open procedure						
IV.1.3) Information about a framework agreement or a dynamic purchasing system						
The procurement involves the establishment of a framework agreement:	Framework agreement with several operators					
IV.1.4) Information a	about reduction of the number of solutions or tenders during negotiation or dialogue					
IV.1.5) Information a	about negotiation (only for competitive procedures with negotiation)					
IV.1.6) Information a	about electronic auction					
IV.1.8) Information a	about the Government Procurement Agreement (GPA)					
The procurement is covered by the Government Procurement Agreement:	yes					
IV.2) Administrative	information					
IV.2.1) Previous pub	lication concerning this procedure (One of the following: Prior information notice; Notice on a buyer profile)					
Notice number in the OJ S:	2020/S 121-298096					
IV.2.2) Time limit fo	r receipt of expressions of interest					
Date: (dd/mm/yyyy)	16/08/2021					
Local time: (hh:mm)	15:00					
IV.2.3) Estimated da	te of dispatch of invitations to tender or to participate to selected candidates					
IV.2.4) Languages in	which tenders or requests to participate may be submitted					
IV.2.4) Select an option:						
IV.2.6) Minimum tim	e frame during which the tenderer must maintain the tender					
or Duration in months						
(from the date stated for receipt of tender):	12					
IV.2.7) Conditions fo	or opening of tenders					
Date: (dd/mm/yyyy)	16/08/2021					
Local time: (hh:mm)	15:01					
Section VI: Complementary information						
VI.1) Information about recurrence						
This is a recurrent procurement:	yes					
VI.2) Information about electronic workflows						
Electronic ordering will be used						
Electronic invoicing will be accepted						
Electronic payment will be used						
VI.3) Additional info	rmation					

As part of this contract notice the following documents can be accessed at: https://www.contractsfinder.service.gov.uk/Notice/8e4ffbb0-1207-4701-996b-af69e9fa8c36

- 1) Contract notice transparency information for the agreement;
- 2) Contract notice authorised customer list:
- 3) Rights reserved for CCS framework.

On 2.4.2014 Government introduced its Government Security Classifications (GSC) scheme which replaced Government Protective Marking Scheme (GPMS). A key aspect is the reduction in the number of security classifications used. All bidders should make themselves aware of the changes as it may impact this requirement. This link provides information on the GSC at:

https://www.gov.uk/government/publications/government-security-classifications Cyber Essentials is a mandatory requirement for Central Government contracts which involve handling personal information or provide certain ICT products/services. Government is taking steps to reduce the levels of cyber security risk in its supply chain through the Cyber Essentials scheme. The scheme defines a set of controls which, when implemented, will provide organisations with basic protection from the most prevalent forms of threat coming from the internet. To participate in this procurement, bidders must be able to demonstrate they comply with the technical requirements prescribed by Cyber Essentials, for services under and in connection with this procurement. Some purchases under this framework Agreement may have requirements that can be met under this Framework Agreement but the purchase of which may be experient from the Procurement Regulations (as defined in Attachment 1 - About the Framework within the invitation to tender documentation). In such cases, Calloffs from this Framework will be unregulated purchases for the purposes of the Procurement Regulations, and the buyers may, at their discretion, modify the terms of the Framework and any Call-off Contracts to reflect that buyer's specific needs.

Value of the field:

PLEASE NOTE:

All certificates issued prior to 1 April 2020 or before 30 June 2020 on the existing scheme are valid until 30 June 2021. This includes those issued by Accreditation Bodies other than IASME. On 30 June 2021, any certificate issued under the old scheme will expire.

Refer to https://www.ncsc.gov.uk/information/cyber-essentials-faqs for more information.

CCS reserve the right to award a framework agreement to any Potential Agency in Lots 2, 4 and 5 whose final score for a Lot is within 1% of the last position

Please be advised the Launch date for Lot 1 will be up to 6 months and not before 01 April 2022 following the Appointment date however for Lots 2, 3, 4 and 5 the Appointment Date and the Launch date will be the same date.

Registering for access:

This procurement will be managed electronically via the eSourcing suite. This will be the route for sharing all information and communicating with bidders. If you have recently registered on the eSourcing suite for another CCS procurement you can use the same account for this new procurement. If not, you will first need to register your organisation on the portal. Use the following link for information on how register and use the eSourcing tool: https://www.gov.uk/government/publications/esourcing-tool-guidance-forsuppliers

For assistance please contact the eSourcing Help desk operated by email at eEnablement@crowncommercial.gov.uk or call 0345 410 2222.

VI 4) Procedures for review

vi.+/) i locedules for review			
VI.4.1) Review body			
Official name:	The Minister for the Cabinet Office acting through Crown Commercial Service		
Postal address:	9th Floor, The Capital, Old Hall Street		
Town:	Liverpool		
Postal code:	L3 9PP		
Country:	United Kingdom		
Telephone: e.g. +44 12345678; +44 12345678-0001; +44 12345678/79/80; +44 12345678/+44 987654321:	+44 3450103503		
E-mail:	supplier@crowncommercial.gov.uk		
Internet address: (URL)	https://www.crowncommercial.gov.uk/		
VI.4.2) Body responsible for mediation procedures			

VI.4.3) Review procedure

VI.4.4) Service from which information about the review procedure may be obtained

VI.5) Date of dispatch of this notice

(dd/mm/yyyy) 15/07/2021