

**Contract notice**

Select Directive	Common notices
Section I: Contracting authority	
I.1) Name and addresses (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)	<a href="https://www.gov.uk/ccs">https://www.gov.uk/ccs</a>
I.2) Joint procurement	
The contract is awarded by a central purchasing body	<input checked="" type="checkbox"/>
I.3) Communication	
Select an option	The procurement documents are available for unrestricted and full direct access, free of charge, at
(URL)	<a href="https://crowncommercialservice.bravosolution.co.uk">https://crowncommercialservice.bravosolution.co.uk</a>
Additional information can be obtained from:	the abovementioned address
Tenders or requests to participate must be submitted	
electronically via:	yes
(URL)	<a href="https://crowncommercialservice.bravosolution.co.uk">https://crowncommercialservice.bravosolution.co.uk</a>
Tenders or requests to participate must be submitted:	to the abovementioned address
I.4) Type of the contracting 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 procurement	
II.1.1) Title	
Value of the field:	Media Services
Reference number:	RM6123
II.1.2) Main CPV code	
Select an option:	79341000
II.1.3) Type of contract	
Select an option:	Services
II.1.4) Short description	
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 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																														
<b>II.1.6) Information about lots</b>																															
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																														
<b>II.2) Description</b>																															
Select an option	5																														
<b>Description</b>																															
II.2.1) Title																															
Value of the field:	Strategic Media Activation (Media Buying)																														
Lot No:	1																														
II.2.2) Additional CPV code(s)																															
Main CPV code:	79340000, 79341400, 79342000, 92200000, 92210000, 92220000																														
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 agency will provide domestic and international media buying services. The Lot 1 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 criteria																															
Select an option:	Criteria below																														
	<table border="1"> <thead> <tr> <th></th> <th>Name</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Quality</td> <td>70</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Name	Weighting	1	Quality	70																								
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	1	Quality	70																												
Cost criterion Price:	Price																														
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		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):	900000000
Currency:	Pound sterling
II.2.7) Duration of the contract, framework agreement or dynamic purchasing system	
Select an option:	Duration in months or Duration in days
Duration 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 candidates 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:	A framework agreement will be awarded to one (1) Agency for this Lot 1. The Potential 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.

#### 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:	79340000, 79341400, 79342000, 92200000, 92210000, 92220000																														
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																														
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	Name	Weighting																													
1	Quality	70																													
Cost criterion Price:	Price																														



	Name	Weighting
1	Quality	50

Cost criterion Price: Price

	Name	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): 30500000

Currency: Pound sterling

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Select an option: Duration in months or Duration in days

Duration 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 candidates 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: A framework agreement will be awarded to one (1) Agency for this Lot 3. The Potential Agency successful in being awarded to Lot 3 cannot be awarded a framework agreement for Lot 5. Please refer to Attachment 1 About the Framework for information on Bids from Consortiums and from Potential Agencies who are part of a Holding Group of Companies.

**Description**

II.2.1) Title

Value of the field: Advertising Revenue Generation

Lot No: 4

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):	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																																		
II.2.5) Award criteria																																			
Select an option:	Criteria below																																		
	<table border="1"> <thead> <tr> <th></th> <th>Name</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Quality</td> <td>90</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </tbody> </table>			Name	Weighting	1	Quality	90																											
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1	Quality	90																																	
Cost criterion Price:	Price																																		
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	Name	Weighting																																	
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):	14500000																																		
Currency:	Pound sterling																																		
II.2.7) Duration of the contract, framework agreement or dynamic purchasing system																																			
Select an option:	Duration in months or Duration in days																																		
Duration 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 candidates 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:	A framework agreement will be awarded to three (3) Agencies for this Lot 4. Potential Agencies successful in being awarded a place on Lot 4 cannot be awarded a framework agreement for Lot 5. Please refer to Attachment 1 About the Framework for information on Bids from Consortiums and from Potential Agencies who are part of a Holding Group of Companies.																																		

<b>Description</b>	
II.2.1) Title	
Value of the field:	Service Evaluation and Performance
Lot No:	5

II.2.2) Additional CPV code(s)			
Main CPV code:	79200000, 79210000, 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 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 to all Lots) and; Appendix B5: Lot 5 Scope and Specification		
II.2.5) Award criteria			
Select an option:	Criteria below		
		Name	Weighting
	1	Quality	90
Cost criterion Price:	Price		
		Name	Weighting
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):	800000		
Currency:	Pound sterling		
II.2.7) Duration of the contract, framework agreement or dynamic purchasing system			
Select an option:	Duration in months or Duration in days		
Duration 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 candidates 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:	A framework agreement will be awarded to five (5) Agencies for this Lot 5. Potential Agencies successful in being awarded a place on Lot 5 cannot be awarded a framework agreement for Lots 1, 2, 3 or 4. Please refer to Attachment 1 About the Framework for information on Bids from Consortiums and from Potential Agencies who are part of a Holding Group of Companies.
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II.2.2) Additional CPV code(s)

II.2.3) Place of performance

II.2.4) Description of the procurement

II.2.5) Award criteria

	Name	Weighting

	Name	Weighting

II.2.6) Estimated value

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

II.2.9) Information about the limits on the number of candidates to be invited

II.2.10) Information about variants

II.2.11) Information about options

II.2.12) Information about electronic catalogues

II.2.13) Information about European Union funds

II.2.14) Additional information

Section III: Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

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.
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III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents	<input checked="" type="checkbox"/>
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III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents	<input checked="" type="checkbox"/>
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III.1.5) Information about reserved contracts

III.2) Conditions related to the contract

III.2.1) Information about a particular profession (only for service contracts)

III.2.2) Contract performance conditions

III.2.3) Information about staff responsible for the performance of the contract

Section IV: Procedure



Value of the field:	<p>As part of this contract notice the following documents can be accessed at:  <a href="https://www.contractsfinder.service.gov.uk/Notice/8e4ffbb0-1207-4701-996b-af69e9fa8c36">https://www.contractsfinder.service.gov.uk/Notice/8e4ffbb0-1207-4701-996b-af69e9fa8c36</a></p> <p>1) Contract notice transparency information for the agreement;  2) Contract notice authorised customer list;  3) Rights reserved for CCS framework.</p> <p>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:  <a href="https://www.gov.uk/government/publications/government-security-classifications">https://www.gov.uk/government/publications/government-security-classifications</a> 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 exempt from the Procurement Regulations (as defined in Attachment 1 - About the Framework within the invitation to tender documentation). In such cases, Call-offs 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.</p> <p>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 <a href="https://www.ncsc.gov.uk/information/cyber-essentials-faqs">https://www.ncsc.gov.uk/information/cyber-essentials-faqs</a> for more information.</p> <p>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</p> <p>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.</p> <p>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: <a href="https://www.gov.uk/government/publications/esourcing-tool-guidance-for-suppliers">https://www.gov.uk/government/publications/esourcing-tool-guidance-for-suppliers</a></p> <p>For assistance please contact the eSourcing Help desk operated by email at <a href="mailto:eEnablement@crownccommercial.gov.uk">eEnablement@crownccommercial.gov.uk</a> or call 0345 410 2222.</p>
VI.4) Procedures 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:	<a href="mailto:supplier@crownccommercial.gov.uk">supplier@crownccommercial.gov.uk</a>
Internet address: (URL)	<a href="https://www.crownccommercial.gov.uk/">https://www.crownccommercial.gov.uk/</a>
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