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Attachment 3 – Statement of Requirements



1. PURPOSE

1.1 The Fillers Marketing service, part of Government Communication Service (GCS) Digital Communications, require a digital archive and digital delivery service to distribute TV Filler assets (public service announcement) to a range of TV and Out of Home media owners. The fillers must be delivered in different specs to various TV broadcasters on behalf of all subscribing government departments in order that they can be potentially aired in any free of charge, donated airspace.

1.2 GCS will hereafter be referred as the Authority.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

2.1 The Authority are part of the Cabinet Office, supports the Prime Minister and ensures the effective running of government. 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 A digital archive and digital delivery service to distribute TV Filler assets (public service announcement) to a range of TV and Out of Home media owners. The fillers must be delivered in different specs to various TV 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 TV and out of home screens in the UK.

3.3 Some context in terms of importance : the TV Filler assets described provides 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 two (2) years with the optional extension of a further 1 year period.

4. DEFINITIONS

Expression or Acronym	Definition
GCS	means Government Communication Service
TV Filler	means “public service announcement” TV/video content, similar to TV advertising in duration, containing only impartial, public welfare and safety themes to support and improve citizen’s lives. Uniquely only broadcast in free-of-charge,



	donated space which broadcasters may require “filling” in ad hoc spots at short notice.
TV Filler broadcaster	means a selection of TV stations who the Authority have a partnership with to run TV Fillers, in their donated airspace. The Authority usually works with programming/presentation contacts, not TV advertising contacts.

5. SCOPE OF REQUIREMENT

5.1 The requirements are as follows:

- 5.1.1 To have the capability to store and archive video assets that can be viewed and requested for delivery by the Authority on an online portal, with a simple and easy to use User Interface.
- 5.1.2 To have the capability to deliver Fillers to our own distribution list of broadcasters (around 8 – 10 stations, and notably mostly not mainstream commercial TV)
- 5.1.3 The current Filler delivery partners include, but are not limited to: BBC One, BBC Two, BBC Parliament, UK-TV channels, Forces TV, BFBS (British Forces Broadcasting Service), Horse & Country TV, Showcase TV, Frontrunner TV, UK Local TV Network (formerly Made TV), Latest TV Brighton, Notts TV and KMTV Kent.
- 5.1.4 This will usually be digital delivery to the tech spec required by each individual station, it may in unusual cases still be tape delivery.
- 5.1.5 To have the capability and flexibility of ad-hoc asset deliveries outside of bulk distributions
- 5.1.6 To securely store our master MPEGs (video files) for an indefinite period, and offer the capability to download proxy files in various formats for other use (e.g. for the Authority to upload to YouTube)

6. THE REQUIREMENT

6.1 The requirements are as follows:

- 6.1.1 To have the capability to store and archive video assets that can be viewed and requested for delivery by the Authority on an online portal, with a simple and easy to use User Interface.
- 6.1.2 To have the capability to deliver Fillers to the Authority’s own distribution list of broadcasters (around 8 – 10 stations, and notably mostly not mainstream commercial TV and includes for example BBC One and Two, BBC Parliament and Local TV franchises such as

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Attachment 3 – Statement of Requirements



Made TV and Latest TV in Brighton). This may be digital delivery to the specification required by the individual station, it may in unusual cases still be tape delivery.

- 6.1.3 To have the capability and flexibility of ad-hoc asset deliveries outside of bulk distributions.
- 6.1.4 To securely store our master MPEGs (video files) for an indefinite period, and offer the capability to download proxy files in various formats for other use (e.g. for the Authority to upload to YouTube)
- 6.2 The Potential Provider shall 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 must liaise with the Authority to arrange transfer of all TV filler assets from the incumbent provider	Within week 1 of Contract Award
2	The potential provider is to set up accounts for members of the Fillers service and also set up training on their system	Within week 1 of Contract Award
3	The potential provider is to contact the contract manager is to arrange a meeting and lay out expectations and objectives	Within week 1 of Contract Award
4	The potential provider should also meet with the contract manager to discuss details such as specific TV stations being used by the Authority	Within week 1 of Contract Award

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 show 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, TV delivery volumes for TV Fillers are low compared to TV advertising which the Potential Provider will be more familiar with. As a very rough guide, the Authority might expect approximately 6 new TV Filler productions to be archived and bulk delivered to broadcasters each Financial Year. There will be a need for a further 5 – 10 ad hoc station deliveries though out each year as required.

9.2 There will be approximately 30 historic TV filler assets to be transferred from the incumbent Potential Provider and archived, along with approximately 20 current TV Fillers, however this number may vary.

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 which is as and when a delivery is required. Deliveries of any volume cannot be guaranteed as it is dependent on business need and circumstances. The Authority requires a fixed fee for each of the following:

11.1.1 Archiving and bulk distribution cost combined of each (usually new) Filler asset (i.e. to all the stations the Authority is working with)

11.1.2 Ad hoc delivery fee for individual broadcasters

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 Providers 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’s approach to the contracted services should be flexible and adaptable, with an understanding that this requirement may require more bespoke handling in comparison to a standard TV advertising requirement offering.

13. SERVICE LEVELS AND PERFORMANCE

- 13.1 The Authority will measure the quality of the Potential Providers delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Delivery timescales	Deliveries to be received in correct formats by broadcasters within 1 working day from order.	99%
2	Efficient and responsive	Providing an efficient and responsive service to the Authority for the distribution of TV Fillers and related advice, replying to ad hoc queries within 30 mins of submission via email or telephone.	99%

- 13.2 Where a KPI fails to be met, the Authority will work with the Potential 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.

14. SECURITY AND CONFIDENTIALITY REQUIREMENTS

- 14.1 If reports are to be available via an online portal/website facility, the Potential Provider should insure the platform and accessibility is secure. Reports provided via email shall 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 Filler TV 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 for this contract throughout that financial year, at the start of each Financial Year (for use from 1st April)



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- 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 Name of each broadcaster delivery is to
- 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 shall have the capability to nominate a named individual account manager to look after the overall business and needs of the Authority, and to assist with any issues.
- 16.2 The Potential Provider should be able to hold ad hoc meetings relating to their performance and how the contract is developing.
- 16.3 Frequency of Contract Review meetings to be agreed with the Authority during contract implementation.
- 16.4 Attendance at Contract Review meetings shall be at the Potential Providers own expense.

17. LOCATION

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