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**United Kingdom-London: Auditing services
2015/S 185-335977**

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1) Name, addresses and contact point(s)

Cabinet Office

70 Whitehall

SW1A 2AS London

UNITED KINGDOM

Telephone: +44 3450103503

E-mail: supplier@crownccommercial.gov.uk, enablement@crownccommercial.gov.uk

Internet address(es):

General address of the contracting authority: <http://www.cabinetoffice.gov.uk>

Address of the buyer profile: <https://gpsesourcing.cabinetoffice.gov.uk>

Further information can be obtained from: The above mentioned contact point(s)

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from: The above mentioned contact point(s)

Tenders or requests to participate must be sent to: The above mentioned contact point(s)

I.2) Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local sub-divisions

I.3) Main activity

General public services

Other: public procurement

I.4) Contract award on behalf of other contracting authorities

Section II: Object of the contract

II.1) Description

II.1.1) Title attributed to the contract by the contracting authority:

Media Auditing Services.

II.1.2) Type of contract and location of works, place of delivery or of performance

Services

Service category No 27: Other services

Main site or location of works, place of delivery or of performance: Primarily in the UK with some limited requirements overseas.

NUTS code UK

II.1.3) Information about a public contract, a framework agreement or a dynamic purchasing system (DPS)

The notice involves the establishment of a framework agreement

II.1.4) Information on framework agreement

Duration of the framework agreement

Duration in months: 12

II.1.5) Short description of the contract or purchase(s)

The Cabinet Office (CO), referred to as the Authority, is seeking to establish a Framework Agreement for the Cabinet Office and all UK Central Government Departments and their Arm's Length Bodies and agencies; Non-Ministerial Departments and Executive Agencies; and the Wider Public Sector.

This Media Auditing Framework is for the provision of Services which will provide an independent auditing function assessing services provided against Call Off contracts which have been established by Contracting Authorities under the CCS Media Buying Framework Agreement.

The Media Auditing Framework will allow the Authority and/or Contracting Authorities to identify opportunities and strategies for price and quality improvement in Media Buying.

This Framework will be concluded with a single Supplier for an Initial Framework Period of 12 consecutive months. The Authority may extend the duration of this Framework Agreement from the expiry of the Initial Framework Period for a maximum of 3 consecutive further terms, each of these further terms being up to a maximum of 12 months duration (each of these further terms referred to as 'Extension Framework Period') by giving the Supplier no less than 1 Months written notice. Any extensions will be exercised at the sole discretion of the Authority.

The Supplier shall be required to measure and validate the services provided under the CCS Media Buying Framework Agreement by assessing the effectiveness of government media buying in terms of both price and quality.

The Supplier shall be required to benchmark services provided under the Media Buying Framework against the market and submit recommendations to the Authority, CCS and/or Contracting Authorities, including quality and cost during the lifetime of the Framework Agreement.

The Supplier shall be required to audit Media Channels for both UK and international government Media Buying activity (e.g. Visit Britain Campaign). The Media Channels which shall be audited are television (TV), press, outdoor (out of home (OOH)), digital, radio and cinema.

Other Services which may be called off under this Framework include bespoke Deep Dive audits into specific government campaigns; international audits and market intelligence and advisory Services.

II.1.6) Common procurement vocabulary (CPV)

79212000, 79200000, 79210000, 79340000, 79341000, 79341400, 79342000, 92200000, 92210000, 92220000

II.1.7) Information about Government Procurement Agreement (GPA)

The contract is covered by the Government Procurement Agreement (GPA): yes

II.1.8) Lots

This contract is divided into lots: no

II.1.9) Information about variants

Variants will be accepted: no

II.2) Quantity or scope of the contract

II.2.1) Total quantity or scope:

This Procurement is being managed and facilitated by Crown Commercial Service (CCS), referred to as the Agent. The Agent is acting on behalf of the Authority throughout the Procurement process. The Media Auditing Services Framework will be between the successful Supplier and the Authority, not the Agent.

The Authority has decided that this Procurement is being tendered as a single Lot, which will ensure consistency across the auditing approach for all media channels. In addition, as Auditing Services are required

for the CCS Media Buying Agreement, which aggregates all media channels under one agreement, this Audit framework must mirror that approach and is therefore unsuitable for separation into sub Lots.

Estimated value excluding VAT:

Range: between 125 000 and 1 200 000 GBP

II.2.2) Information about options

Options: no

II.2.3) Information about renewals

II.3) Duration of the contract or time limit for completion

Section III: Legal, economic, financial and technical information

III.1) Conditions relating to the contract

III.1.1) Deposits and guarantees required:

Participants will be advised if this is necessary during the procurement. Parent company and/or other guarantees of performance and financial liability may be required by the Authority if considered appropriate.

III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them:

III.1.3) Legal form to be taken by the group of economic operators to whom the contract is to be awarded:

No legal form is required but if a contract is awarded to a Group of Economic Operators, the Contracting Authority may require the Group of Economic Operators to form a legal entity before entering into the Framework Agreement.

III.1.4) Other particular conditions

III.2) Conditions for participation

III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers

Information and formalities necessary for evaluating if the requirements are met: Potential Providers will be assessed in accordance with Section 5 of Chapter 2 of the Public Contracts Regulations 2015, as amended (implementing Title II, Chapter III, Section 3, Sub-section I of Directive 2014/24/EU), on the basis of information provided in response to an Invitation to Tender ('ITT').

This procurement will be managed electronically via the Agents e-Sourcing Suite. To participate in this procurement, participants must first be registered on the e-Sourcing Suite. If you have not yet registered on the eSourcing Suite, this can be done online at: <https://gpsesourcing.cabinetoffice.gov.uk> by following the link 'Register for CCS eSourcing'. Please note that, to register, you must have a valid DUNS number (as provided by Dun and Bradstreet) for the organisation which you are registering, who will be entering into a contract if invited to do so.

Full instructions for registration and use of the system can be found at:

<https://www.gov.uk/government/publications/become-a-crown-commercial-service-supplier/becoming-a-supplier-through-the-crown-commercial-service-what-you-need-to-know>

Once you have registered on the eSourcing Suite, a registered user can express an interest for a specific procurement. This is done by emailing expressionofinterest@crowncommercial.gov.uk

Your email must clearly state: the name and reference for the procurement you wish to register for; the name of the registered supplier; and the name and contact details for the registered individual sending the email.

The Authority will process the email and then enable the supplier to access the procurement online via the e-Sourcing Suite. The registered user will receive a notification email to alert them once this has been done. As a user of the e-Sourcing Suite you will have access to Emptoris email messaging service which facilitates all

messages sent to you and from you in relation to any specific RFX event. Please note it is your responsibility to access these emails on a regular basis to ensure you have sight of all relevant information.

For technical assistance on use of the e-Sourcing Suite please contact Crown Commercial Service Support Desk email: eenablement@crowncommercial.gov.uk

Responses must be published by the date in IV.3.4).

III.2.2) **Economic and financial ability**

Information and formalities necessary for evaluating if the requirements are met: Candidates will be assessed on the basis of information provided in response to an ITT.

The ITT can be accessed at: <https://gpsesourcing.cabinetoffice.gov.uk> using the instructions detailed in III.2.1).

The Contracting Authority may take into account any of the following information:

- (a) appropriate statements from banks or, where appropriate, evidence of relevant professional risk indemnity insurance;
- (b) the presentation of financial statements or extracts from the financial statements where the position of financial statements is required under the law of the country in which the economic operator is established;
- (c) a statement of the undertaking's overall turnover and, where appropriate, of turnover in the area covered by the contract for a maximum of the last 3 financial years available, depending on the date on which the undertaking was set up or the economic operator started trading, as far as the information on these turnovers is available.

III.2.3) **Technical capacity**

Information and formalities necessary for evaluating if the requirements are met:

Candidates will be assessed in accordance with Section 5 of the Regulations implementing the Directive, on the basis of information provided in response to an ITT. The Agent may take into account the following information:

- (a) a list of the principal deliveries effected or the main services provided in the past 3 years, with the sums, dates and recipients, whether public or private, involved. Where necessary in order to ensure an adequate level of competition, contracting authorities may indicate that evidence of relevant supplies or services delivered or performed more than 3 years before will be taken into account; and
- (b) an indication of the technicians or technical bodies involved, whether or not belonging directly to the economic operator's undertaking, especially those responsible for quality control and, in the case of public works contracts, those upon whom the contractor can call in order to carry out the work.

The ITT can be accessed at: <https://gpsesourcing.cabinetoffice.gov.uk> using the instructions detailed in III.2.1).

III.2.4) **Information about reserved contracts**

III.3) **Conditions specific to services contracts**

III.3.1) **Information about a particular profession**

Execution of the service is reserved to a particular profession: no

III.3.2) **Staff responsible for the execution of the service**

Section IV: Procedure

IV.1) **Type of procedure**

IV.1.1) **Type of procedure**

Open

IV.1.2) **Limitations on the number of operators who will be invited to tender or to participate**

- IV.1.3) **Reduction of the number of operators during the negotiation or dialogue**
- IV.2) **Award criteria**
- IV.2.1) **Award criteria**
The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document
- IV.2.2) **Information about electronic auction**
An electronic auction will be used: no
- IV.3) **Administrative information**
- IV.3.1) **File reference number attributed by the contracting authority:**
RM3727
- IV.3.2) **Previous publication(s) concerning the same contract**
Prior information notice
Notice number in the OJEU: [2014/S 162-290574](#) of 26.8.2014
- IV.3.3) **Conditions for obtaining specifications and additional documents or descriptive document**
Payable documents: no
- IV.3.4) **Time limit for receipt of tenders or requests to participate**
23.10.2015 - 14:00
- IV.3.5) **Date of dispatch of invitations to tender or to participate to selected candidates**
- IV.3.6) **Language(s) in which tenders or requests to participate may be drawn up**
English.
- IV.3.7) **Minimum time frame during which the tenderer must maintain the tender**
in days: 120 (from the date stated for receipt of tender)
- IV.3.8) **Conditions for opening of tenders**
Place:
Electronically, via web-based portal.

Section VI: Complementary information

- VI.1) **Information about recurrence**
This is a recurrent procurement: no
- VI.2) **Information about European Union funds**
The contract is related to a project and/or programme financed by European Union funds: no
- VI.3) **Additional information**
This Framework Agreement will be accessible for use by all UK Central Government Departments and their Arm's Length Bodies and agencies; Non-Ministerial Departments and Executive Agencies; and the Wider Public Sector (and any future successors to these organisations). As at the publication of this Contract Notice the latest list of these Contracting Authorities can be found in the Office for National Statistics' Public Sector Classification Guide — August 2015 (see the 'Central Government' worksheet in the 'Public Sector Classification Guide — August 2015' spreadsheet found at:
<http://www.ons.gov.uk/ons/rel/na-classification/national-accounts-sector-classification/classification-update--august-2015/rft-2.xls>
Potential Providers should note that, in accordance with the UK Government's policies on transparency, the Agent intends to publish the Invitation to Tender (ITT) document and the text of any Framework Agreement awarded, subject to possible redactions at the discretion of the Agent. The terms of the proposed Framework

Agreement will also permit a public sector contracting authority, awarding a contract under this Framework Agreement, to publish the text of that contract, subject to possible redactions at the discretion of the Contracting Authority. Further information on transparency can be found at:

<https://www.ccscabinetoffice.gov.uk/aboutgovernmentprocurementservice/transparencyandaccountability/transparencyprocurement>.

The Agent expressly reserves the right:

(i) not to award any contract as a result of the procurement process commenced by publication of this notice; and

(ii) to make whatever changes it may see fit to the content and structure of the tendering competition; and in no circumstances will the Contracting Authority be liable for any costs incurred by the candidates. If the Contracting Authority decides to enter into a Framework Agreement with the successful supplier, this does not mean that there is any guarantee of subsequent contracts being awarded.

Any expenditure, work or effort undertaken prior to contract award is accordingly a matter solely for the commercial judgement of Potential Providers.

Any orders placed under this Framework Agreement will form a separate contract under the scope of this Framework between the Supplier and the specific requesting other Contracting Authority. The Authority and other Contracting Authorities utilising the Framework reserve the right to use any electronic portal during the life of the Agreement.

The duration referenced in Section II.1.4) is for the placing of orders.

The value provided in Section II.1.4) is only an estimate. The Contracting Authority does not provide any guarantee in respect of the levels or aggregate value of the Services which the Contracting Authority shall require the Supplier to provide during the Framework Period.

For the Authority to conclude a Framework Agreement with the Potential Provider, it will be essential for the Potential Provider to meet the requirements of the Cyber Essentials Scheme, introduced in June 2014.

This scheme defines a set of controls which, when properly implemented, provides organisations with basic protection from the most prevalent forms of threat that come from the internet.

Potential Providers can view the details of the Cyber Essentials Scheme at:

<https://www.gov.uk/government/publications/cyberessentialscheme> overview.

From 1.10.2014, suppliers must be compliant with the new Cyber Essentials controls if bidding for government contracts which involve the handling of sensitive and personal information and the provision of certain technical products and services. The easiest way to demonstrate that the Cyber Essentials requirements are met is to gain the Cyber Essentials certificate.

The Cyber Essentials Assurance Framework, leading to the award of Cyber Essentials and Cyber Essentials Plus certificates for organisations, has been designed in consultation with SMEs, including the Federation for Small Business, to be 'light touch' and achievable at low cost. The two options give organisations a choice over the level of assurance they wish to gain and the cost of doing so. This scheme offers the right balance between providing additional assurance of an organisation's commitment to implementing Cyber security to third parties, while retaining a simple and low cost mechanism for doing so. The need to meet the requirements of the Cyber Essentials Scheme will extend to Sub-Contractors of the Supplier where such Sub-Contractors are involved, on behalf of the Supplier, in the handling of sensitive and personal information and the provision of certain technical products and services.

The Supplier and any Sub-Contractors will need to renew their evidence of Cyber Essentials compliance at least annually. Please refer to the ITT and its attachments for further information relating to Cyber Essentials.

VI.4) **Procedures for appeal**

VI.4.1) **Body responsible for appeal procedures**

VI.4.2) **Lodging of appeals**

VI.4.3) **Service from which information about the lodging of appeals may be obtained**

VI.5) **Date of dispatch of this notice:**
21.9.2015