



Crown
Commercial
Service

Communications Marketplace DPS

CCS Webinar Q&A

Last updated May 21

Agreement model

- 1. Do you have an idea of how many agencies are potentially interested in this marketplace and what competition is likely to be under each of the filters?**

CCS has had a lot of interest in the marketplace however we are unable to confirm the number of agencies who will register once the DPS is live. Competition will be established at customer call-off stage through the filtering and shortlisting stage.

- 2. Will the Marketplace be mandatory for use by Central Government and how will CCS promote the use?**

The Communications Marketplace will not be a mandatory route to market for Government Marketing and Communications requirements, however, it will be the encouraged route and government departments have been heavily involved in shaping this solution and making sure their current and future requirements are captured.

CCS will be providing customer guidance on their webpage which will include the benefits of using the agreement.

- 3. Will there be a direct award provision on the DPS?**

Customers will be required to run a further competition under procurement regulations and there will be no direct award provision.

- 4. Will Agencies need to submit a bid for all requirements they are shortlisted for?**

Once registered, agencies are not obliged to bid for any further competitions they are shortlisted for and have the right to decline if they do not feel it is the right opportunity for them.

- 5. Will there be a limit on the number of agencies clients can shortlist via CCS portal?**

No, there will not be a limit to the number of agencies invited under each competition after filters have been applied. All agencies who meet the shortlist criteria will be invited to compete.

- 6. Is there a distinction between the type of opportunities that come up via the Campaign Solutions 2 framework and the communications marketplace (ie scale of projects).**

The customer will decide which route to market is the most appropriate for their requirement according to the scope. Campaign Solutions is predominantly for



strategic end to end requirements and the Communications Marketplace will allow customers to appoint agencies for specialist communications requirements.

Process

7. What is the process to get on to the Communications Marketplace?

The Communications Marketplace will be a dynamic purchasing system not a framework agreement. This means there will be no formal procurement or tender process to get onto the agreement. Instead, Agencies will register against the services they can provide and will submit credentials. There will be compliance checks undertaken by CCS but there will be no evaluation. The registration process is simple and straightforward.

8. If you are currently on the CCS framework, do you need to re-tender for the new model?

Yes, you will need to register against the applicable services for the DPS, even if you were previously on a CCS framework or are currently on another CCS framework.

9. What is the position regarding existing contracts that have continuity options beyond Sept 21.

Current customer call-off agreements can continue to run until their expiry date.

10. Is the process competitive?

The process is not competitive to join the DPS, however customers must run a further competition from their shortlist to appoint an agency against their brief.

11. How will we know if we've secured a place on the Comms Marketplace DPS?

CCS will confirm your registration has been successful once you've provided the appropriate credentials.

12. Presumably you will be advising your clients to run their competitions in a manner appropriate to smaller more tactical contracts once this is up and running?

CCS will continue to provide customer guidance on procurement timescales and best practice procurement.

13. Will the CCS 1% fee still apply to all projects?



Yes the CCS 1% Management Charge will still apply to all projects. This is a levy paid by suppliers on CCS agreements. CCS is funded by the levy which is charged on the spend reported by suppliers.

Assurance and reporting requirements

14. What are the requirements for insurance and cyber security?

The insurance and cyber security requirements are currently being defined and will be shared with agencies at the beginning of August when the DPS goes live for registration.

15. Will we get advance warning of the information we will need to supply to register before the go-live date?

Yes, the DPS will open for agency registration a month before go-live for customers.

16. Will monthly management reporting still be required even if no work is received in a specific month?

Yes, agencies will need to submit a monthly return - where no work has been won or undertaken agencies will be required to provide a nil return.

17. You mentioned the application process was very SME friendly, but are there any specific qualifications or entry requirements ie: levels of insurance, ISO qualifications or others?

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Scope

18. Does this marketplace include internal employee communication or is it limited to external communications to citizens etc?

Yes, the scope includes internal as well as external communications.

Filters

19. What is involved in in-house capability and 3rd party data provision?

The specification is currently being defined and will be provided to agencies when the DPS is open for registration. Please see the filter matrix and sub-filters shared by email. CCS will publish the final draft version on our website w/c 24 May.

20. Is there any role for Brand or Internal/Employee engagement within the filter categories?

Yes, this is included within the scope of the DPS.

Self-Promotion

21. Will there be an opportunity to upload case studies on the Supplier Registration Service?

No, agencies will not be able to upload case studies. However, agencies are required to provide contract examples against the services they select themselves against on the DPS. These examples will be used for CCS to undertake compliance checks against the services you select for your Agency.

22. Will each agency have a profile area to 'sell' themselves? If so, will we be able to update it regularly? If not, will we need to go and market ourselves to government clients so they have some visibility of us before tendering via the marketplace?

Agencies will be provided with the CCS marketing toolkit and advice on how they can promote themselves and the marketplace. CCS however will not host a profile area for agency promotion nor will we promote agencies. CCS will promote the marketplace as a route for customer requirements.

Customers will also still need to follow public procurement rules and the process for further competition.

General

23. Is there anything for influencers?

Yes, please see the filter matrix shared by email after the webinar.



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24. Will there be a 'maximum' agency size, or is the Marketplace open to anyone? ie can an agency be on Campaign Solutions 2, and the Marketplace?

The size of the agency does not matter, as long as they are able to fulfil the requirements of the scope. An agency can be on both Campaign Solutions 2 and the Communications Marketplace if they wish.