



Crown
Commercial
Service

Media Monitoring, Evaluation and Related Services (RM3708)

Customer guidance notes



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Agreement start date: 1 June 2015
Agreement expiry date: 31 May 2019

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Introduction

This agreement provides access to agencies offering media monitoring services to enable you to monitor and evaluate all types of print, broadcast, digital and social media coverage. It also provides access to self-service tools to monitor and analyse social media.

In most cases, to select a supplier you will need to undertake a mini procurement competition (further competition) amongst the suppliers on the framework, but if you have a simple requirement valued at less than £20,000 per year you have the option to award a contract directly. Guidance for the [direct award process](#) is available in the documents section on our website.

You should allow approximately 4-6 weeks between starting the competition and appointing the supplier. See Useful tips overleaf for the key stages in the competition process. We have a free online procurement tool that you can use to conduct your tender exercise.

The agreement provides comprehensive bespoke contractual terms and conditions for media monitoring and evaluation services to make it quicker and easier for you to appoint a supplier. These are compliant with EU and UK procurement regulations and incorporate the Government standard terms and conditions for service contracts.

Please note, you can only appoint one supplier as a result of a further competition. Customers are not permitted to use the agreement to set up a shortlist of suppliers to subsequently approach directly for ad-hoc requirements.

The prices in place under the agreement are based on an agreed set of rates for the services available. Rates are volume based. These are the maximum rates that suppliers may charge for the services delivered through the framework agreement and may be reduced as a result of running a further competition.

This agreement can be used by central government departments, their Arm's Length Bodies and organisations across the public sector, including the NHS, local authorities, the emergency services, education providers and registered charities.

If you are a central government customer, you must ensure you have the necessary Government Communication Service approvals before starting your procurement.

More info on the Professional Assurance Communications Control process and the request template can be found on the [Government Communication Service](#) website.

All queries relating to this control should be directed to: communications.controls@cabinetoffice.gov.uk

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Useful tips

Key steps in the further competition process

1. Identify needs and develop statement of requirements
2. Complete required tender documentation
3. Advertise competition to capable suppliers on the framework
4. Answer any clarification questions from suppliers
5. Evaluate submitted bids
6. Feedback the outcome of the competition to participating suppliers
7. Answer any queries from suppliers raised during standstill period (if used)
8. Draw up call off contract for signature by customer and supplier
9. Send Letter of Appointment
10. Provide detailed debrief to all participating suppliers concerning the scoring and evaluation of their bids.

Budget approval for central government customers

Before using this agreement you should ensure that you have applied for and received approval from the Professional Assurance Communications team managed by Government Communication Service.

Approval is required for all Central Government departments and Arm's Length Bodies for spend where the total contract value is over £100,000. For activity below £100,000, your Director of Communication is responsible for approval.

More information on the Professional Assurance Communications Control process and the request template can be found on the Government Communication Service website.

Wider public sector organisations may have different spend approvals processes.

Should you combine your requirements?

Consider whether you could combine any smaller or similar requirements with those of other teams within your organisation or wider group to save time and money.

What are your timescales?

The more time you set aside for running your procurement, the better. When planning a further competition, consider how long it will take to write your specification and complete the further competition, and how much time suppliers will need to plan and deliver your requirement.

You must allow enough time for suppliers to respond to your further competition. A reasonable period would be 4-6 weeks but as an absolute minimum 3 weeks should be allowed from date of issue to awarding the contract, to allow all suppliers time to understand and respond to your requirement and make sure you get the best outcome for your needs.

How much information should you ask for?

When putting the tender documents together to undertake a further competition, remember to be proportionate with the size, value and complexity of the requirement. If you have a less complex, or low-value requirement, consider the amount of time the agencies will have to spend preparing their submission, and the amount of time you will need to assess the responses.

Do you have the relevant licences?

Newspaper Licensing Authority (NLA)

In order to re-use newspaper content, you must ensure that your organisation has a NLA licence. Details on applying for a licence can be found on the NLA website at <http://www.nlamediaaccess.com/default.aspx?tabid=40>.

Copyright Licensing Authority (CLA)

If you wish to photocopy, scan and re-use content from magazines, books, journals, electronic and online publications, as well as press cuttings or documents, you need to ensure that you have a CLA license in place. More information can be found at http://www.cla.co.uk/licences/licences_available/.

Does your brief include sensitive or confidential information?

When you issue your brief to the Media Monitoring, Evaluation and Related Services agencies, you may wish to protect the information within it from being released into the public domain. Whilst there are confidentiality clauses in place within the tender documentation, these do not apply until an agreement is signed with the supplier.

Therefore, you may choose to include an additional layer of confidentiality by using a Non-Disclosure Agreement (NDA). Your procurement or commercial team may already have a template. We would encourage you to issue the NDA and have the agencies sign and return it before issuing any further documentation in order to protect the sensitivity of your information.

If you have any queries in relation to confidential or sensitive information, please email commcategoryteam@crownccommercial.gov.uk or call our helpdesk on **0345 410 2222**.



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Scope of the Media Monitoring, Evaluation and Related Services agreement

The Media Monitoring, Evaluation and Related Services agreement is a multi-supplier agreement covering the monitoring and analysis of media coverage to enable evaluation of communications activity and campaigns.

The agreement has two lots:

Lot 1 - Media Monitoring and Evaluation and Related Services

This lot is for the provision of press, online, social media and broadcast monitoring and human-driven evaluation and analysis of the monitored media. You can contract with a supplier for any or all of the following core services:

- **Press Monitoring** - monitoring of specified keywords and topics within print content;
- **Online Monitoring** - monitoring of news website content that includes specified keywords and topics – including monitoring of non-written content such as infographics and imagery;
- **Social Media Monitoring** - monitoring of specified social media content on feeds including Twitter, LinkedIn or Facebook;
- **Broadcast Monitoring** - monitoring content on television, radio and web broadcasts that includes specified keywords and topics; and
- **Human-driven Evaluation and Analysis** - the evaluation and analysis of the results of monitoring through human review.

Agencies may also provide one or more of the optional services below. These can only be accessed when a customer is contracting for a core service:

- automated evaluation
- forward planning database
- journalist contact database.

Further details of the optional services offered by the suppliers is available at Appendix 3.

Lot 2 - Social Media Monitoring and Analysis Tool

This lot enables you to access a social media monitoring and analysis tool to monitor and analyse social media items on a self-service basis across a range of platforms including Twitter, LinkedIn, Facebook, blogs and public forums.



Suppliers

The suppliers on this framework are:

Supplier	Lot 1 - Media Monitoring and Evaluation and Related Services	Lot 2 - Social Media Monitoring and Analysis
Brandwatch (part of Runtime Collective Ltd)		✓
Gorkana Group Ltd	✓	✓
Kantar Media (part of Precise Media Monitoring LTD)	✓	✓
LexisNexis (Reed Elsevier UK Ltd T/A LexisNexis)		✓
Meltwater (UK) Ltd		✓
Press Data Ltd	✓	
PRIME Research Ltd	✓	

Contact details for the [suppliers](#) are available on our website.

The suppliers have been through a rigorous, EU compliant procurement competition to gain a place on the framework agreement. They have been assessed on their ability to provide resource, account management and crisis management for the core services provided through the agreement.

As part of the framework agreement, suppliers are contractually obliged to ensure the following:

Availability - Provision of services 24/7, on a year-round basis with the exception of Christmas Day.

Compatibility - Suppliers must make sure that services are compatible with a range of IT equipment, including PCs, Macs, and mobile devices. As a minimum, any online Service provided must be compatible with the following web browsers: Internet Explorer 6, Mozilla Firefox 17, Google Chrome, and Safari.

If you experience a browser or other compatibility issue with any online service provided, the supplier will work with you to identify the cause and help you to resolve the issue.

Compliance - all suppliers must meet the technical requirements prescribed by the Cyber Essentials Scheme.

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How to appoint a supplier

If your annual contract value will be less than £20,000 you may choose to award a contract directly to one of the suppliers on the framework agreement. Guidance is available on the [Media Monitoring agreement](#) page on our website in the documents section. For annual spend over £20,000 you will need to conduct a further competition amongst the suppliers on the lot that meets your needs.

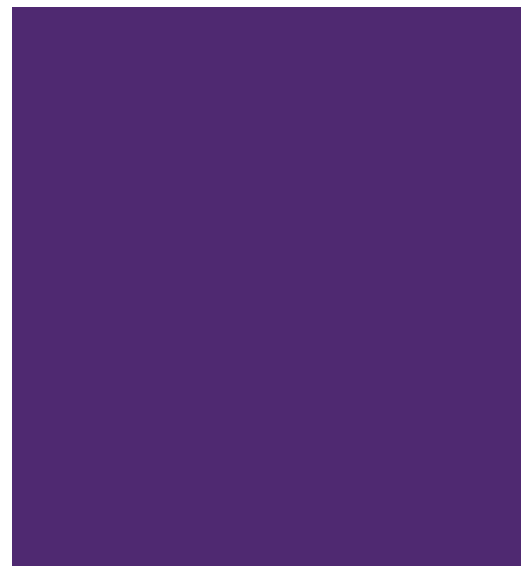
The key steps in the further competition process are:

- Develop statement of requirements
- Undertake capability assessment if required
- Prepare and issue tender documents
- Evaluate supplier bids in line with stated evaluation criteria
- Award contract to winning bidder

Capability Assessment

Before starting the formal competitive process, you may wish to undertake a capability assessment. This is also known as a Request for Information (RFI) or an Expression of Interest and is an optional part of the process. It can be useful to gauge supplier's interest or ability to meet more complex requirements and help you assess whether you are allowing sufficient time for suppliers to respond

These assessments can be conducted via our online procurement tool (eSourcing tool) or your own procurement tool. For information on how to use the CCS tool, please refer to the [user guidance](#). Having undertaken a capability assessment, you do not need to invite suppliers who have indicated they do not wish to participate or are unable to provide the services required to take part in the further competition.



Preparing the procurement competition documentation

You will need to include the following information within the final tender pack:

- a) Statement of requirements including indicative budget, contract duration, further competition timescales and the lot to be used.
- b) Pricing matrix for the required services
- c) Evaluation criteria and weightings for cost and quality
- d) Evaluation process for cost and quality
- e) Any additional terms and conditions to be included in the call-off contract (optional)
- f) Request for Quote
- g) Trials / demonstrations (optional)

Further information on each of these elements is provided below.

a. Develop your Statement of Requirements

Before beginning a further competition you need to produce a clear description of the products/ services that you wish to purchase. Developing a comprehensive Statement of Requirements (often referred to as a 'brief') at the outset of the project is essential to the smooth running of the procurement.

The Statement of Requirements should include:

Objectives – including how they will be measured.

Performance measurement – including any specific service levels (SLAs) or key performance indicators (KPIs) for your requirement.

Services required – where applicable, make clear which aspects of your requirements are essential and those that might be desirable subject to cost.

Budgets and timescales

Include an indicative budget and clearly set out the timescales for the further competition process. This will enable suppliers to consider any time constraints and plan their response.

You must allow sufficient time for potential suppliers to respond to a further competition. A reasonable period would be 4-6 weeks but as an absolute minimum three weeks should be allowed from date of issue to award. Please consider the complexity of your requirement and the length of time suppliers will need to prepare a proposal when planning your timescales.

The timing should allow a period for clarification questions, where suppliers can ask questions relating to the opportunity.

The following table shows each stage of the tender process with the dates you will need to provide.

Tender documents published	Insert date
Clarification question and answer period for suppliers	Insert start date and end dates
Deadline for supplier responses	Insert date
Tender evaluation period	Insert start and end dates
Suppliers notified of outcome	Insert date
Contract awarded (include standstill period if used)	Insert date(s)

Contract duration

The Statement of Requirements should stipulate the contract duration including any break clauses. Please note, the maximum duration for a call-off contract under the framework agreement is four years, however you may wish to include break points at the end of each year for flexibility.

Which lot?

Please ensure you stipulate the lot you will be using to conduct the further competition. You can only include requirements for services that are covered in the scope for the lot you are using i.e. if you require a press cuttings service and a social media monitoring and analysis tool you will have to undertake two separate tender exercises as press cuttings are available under lot 1 and the social media tool is in lot 2.

Evaluation of media coverage

If your requirement includes evaluation of your media and social media coverage, you should reference which metrics you want to use to evaluate mentions of your organisation or selected topics. See appendix 4 for further information.

Supplier performance measurement

Include any specific service level agreements (SLAs) or key performance indicators (KPIs) to measure the successful supplier's performance beyond those agreed at framework level.

b. Pricing matrix

You must include a pricing matrix with your tender documents for suppliers to complete. This will list the services you require and must align to the volume bands in the rate cards. Example pricing matrices are available in appendix 5.

The prices in place under the agreement are based on an agreed set of maximum rates for the range of services provided. These volume-based rates were evaluated and agreed with each supplier when the framework agreement was established and must **not** be exceeded. Suppliers may discount their rates when taking part in a further competition under the framework agreement.

If any of the prices submitted during your further competition exceed the maximum rates quoted on the rate cards, please contact CommsCategoryTeam@crowcommercial.gov.uk

The rate cards are available in our online procurement tool. You will need to be registered to access the [eSourcing tool](#).

c. Evaluation criteria and weighting

You must include evaluation criteria and weightings for quality and cost in the Request for Quote document.

Please note all suppliers on this agreement have already been evaluated based upon Most Economically Advantageous Tender (MEAT) criteria at a high level. This took account of both quality and price.

Criteria such as financial standing, business continuity and previous experience have also been evaluated at agreement level and therefore do not need to be re-assessed. The questions asked of suppliers during the framework tender and their responses are set out in the direct award guidance notes available in the documents section on our website.

Your evaluation criteria should focus on the suppliers' capability and cost in relation to your specific requirements.

You may wish to seek your own internal procurement, communications, or legal advice when selecting the overall criteria and percentage weightings between quality and price.

Identify the quality criteria, related questions, weighting and scores. We generally recommend a 60% quality / 40% price split. It is up to you to decide the overall weightings, however they must fall within the ranges stipulated in the framework agreement – see table below. The total percentage of quality and price must add up to 100%. If you would like further advice on % weightings please email commcategoryteam@crowcommercial.gov.uk

Lot	Criteria	% Weighting range
1	Quality (account management, crisis management, and the proposed approach to the delivery of the required Core Services).	20% - 80%
	Price	20% - 80%
2	Quality (account management, maintenance and improvement of the tool, set-up and configuration of the Tool, functionality of the Tool, and Supplier approach to Contracting Body training and Tool optimisation)	20% - 80%
	Price	20% - 80%

d. Evaluation Process

You need to include the process you intend to follow to evaluate the bids in the tender documentation (i.e. who will undertake the evaluation, when this will be carried out, how the ultimate decision to award a contract will be made). This will ensure there is a robust audit trail in place, helping to secure fairness and transparency and reduce the risk of challenge when you award the contract.

The evaluation procedure must be defined and should include:

- The criteria against which you will assess the responses for both quality and price and the scores that you will apply to rate compliance against each criteria.
- Where appropriate, the weighting methodology, which will ensure there is a balance in overall scores that reflects the relative importance of each criteria you are using.
- The overall basis for determining which supplier response is the most economically advantageous offering. Normally this is the bid with the highest overall mark.

It is important to ensure that at all stages of the process you can demonstrate that the competition is being conducted in a fair and transparent manner.

e. Omitting or adding terms and conditions to the call-off contract

You may find that some of the clauses included in the standard call-off contract may not be relevant to your requirement. These may be omitted but we recommend that you check with your in-house procurement team where possible.

Customers may also include additional terms and conditions in the call-off contract if deemed necessary. Special terms may be used to clarify, define or redefine existing terms. The application of special terms is subject to the following:

- Special terms may be proposed only by the customer
- Agreement to special terms may be sought only under the further competition procedure.
- Special terms must not be used to substantially alter the framework terms and conditions
- Special terms must be notified at the start of the further competition in the Request for Quote.

Customers should only include special terms when they are essential and ensure any changes to the call-off contract are highlighted in the tender documentation so suppliers are aware before they submit their bids.

It is not permissible to make, accept or enter into negotiations with suppliers regarding any substantial amendments to the Media Monitoring, Evaluation & Related Services agreement. The call-off agreement reflects the Media Monitoring, Evaluation & Related Services framework agreement terms and conditions.

Both the customer and the supplier are obliged to duly observe all obligations and terms of the call-off contract.

f. Request for Quote

The Request for Quote instigates the formal further competition procedure. It asks suppliers to provide a response in which they demonstrate how they intend to meet the requirements you have stipulated. This information is used to evaluate bids and select the most appropriate supplier. You should include the scoring matrix to be used in the evaluation.

The questions in the Request for Quote should be forward looking and not based on previous experience (e.g. “how would you deliver...” instead of “how have you delivered...”) and must allow for an objective evaluation. Supplier’s ability to deliver the services provided through the agreement were assessed when the framework was created and therefore this does not need to be repeated in a further competition.

g. Demonstrations and trials

You may require a demonstration or trial of the services available under the agreement from the suppliers who can meet your requirement. This is optional. Trials / demos should either be included within an immersion day prior to you issuing the tender documents or within the further competition process.

To avoid over-complicating the evaluation process and to ensure a fair and open procurement process, we recommend you request demonstrations from the suppliers rather than accepting free trials.

We advise you to keep any demos / trials as non-evaluated and use them for information only, however, if you do wish to evaluate the demos / trials, you must ensure:

- All capable suppliers within the lot are invited to provide a demo / trial
- Trials are run concurrently, within the same time period with all suppliers on the framework lot who can meet your requirements.
- Trials are only for the services that are included within scope of the framework lot you are using.
- Standard evaluation procedures are followed, your organisation adheres to procurement regulations and a fair and open process is conducted
- The criteria against which you will assess the supplier’s demonstration or trial is clearly defined and visible to all suppliers

Running the further competition

The key stages in the further competition process are:

- a. Issue tender documents (see below)
- b. Respond to any clarification questions
- c. Evaluate bids
- d. Award contract

a. Issue tender documents

To formally start the competitive stage of the procurement, you should issue the Statement of Requirements, a Request for Quote (RFQ), the pricing matrix, the evaluation criteria and process, the call-off terms and conditions highlighting any additions / amendments to all capable suppliers on the lot. This can be done either via the CCS online procurement tool (eSourcing tool) or your own procurement tool.

The CCS eSourcing tool is designed to give an auditable approach to the further competition process. It is used to:

- Respond to supplier clarification questions
- Track bid responses
- Send reminders to bidders
- Communicate to successful and unsuccessful suppliers
- Provide feedback to all parties

Please refer to the [eSourcing tool user guidance](#) for further information.

To ensure compliance with current procurement regulations, you must issue the Request for

Quote to ALL capable suppliers within the lot, unless suppliers have previously deselected themselves in the optional capability assessment stage.

Proposals must not be read until the response deadline has expired and should remain confidential.

b. Responding to clarification questions

You must anonymise any questions received, making sure that you do not reveal the identity of the originator, or reveal any potentially commercially sensitive information relating to the originator. You must provide an appropriate response and issue both the question and answer to all participating suppliers at the same time, thus ensuring fairness and transparency.

c. Evaluating bids

You will need to evaluate each supplier's response in accordance with the evaluation criteria and procedure as published in the Request for Quote.

All information provided by suppliers in their responses must be kept in a secure place, for example an online eSourcing tool, with access strictly controlled and monitored.

We recommend that at a minimum of three evaluators review the supplier's responses to enable a fair consensus. Evaluators should review responses individually initially. Responses should not be discussed outside of the evaluation team and pricing information should be treated as commercially sensitive.

You must ensure that you maintain a fully documented audit trail of the results and final award decision, which will be useful for providing feedback to unsuccessful suppliers.

The table below provides a high-level example of a scoring matrix that could be used during the evaluation process. You should include the scoring matrix you will be using in the Request for Quote document.

Evaluation Sections	Weighting	Score	Evaluator Comments
1. Technical capability: You may wish to specify a word count if it is a written response	20%		
2. Project Management: You may wish to specify a word count if it is a written response	20%		
3. Relationship Management: You may wish to specify a word count if it is a written response	20%		
4. Price you may wish to issue the rate card model for the agreement	40%		

Customers will need to define the appropriate scoring bands to be applied and the questions or sub-criteria that will fall under each headline criterion. Evaluator comments should be objective and link back to the scoring criteria. This information can be used when feeding back the outcome to suppliers.

The tables below are provided as an example of a scoring matrix and score definitions that can be used during the evaluation process.

Evaluation sections	Weighting	Score 0-3	Evaluator comments
Service specification	20%		
Project management	20%		
Relationship management	20%		
Price	40%		

Note: you may wish to specify a word count for each section.

Mark	Description
0	The response is ambiguous, is not relevant, clear and comprehensive or the question has not been answered.
1	The potential agency's response did not satisfactorily address in a clear and unambiguous manner and/or is not relevant, clear and comprehensive in more than one of the areas stipulated in the question.
2	The potential agency's response satisfactorily addressed much, but not all, areas in a clear and unambiguous manner and/or is not relevant, clear and comprehensive in only one of the areas as stipulated in the question.
3	The potential agency's response has satisfactorily addressed all areas as stipulated in the question, in a clear and unambiguous manner.

Awarding the contract

Once you have completed the evaluation process you should notify all participating suppliers of the outcome of the procurement competition.

You should provide written feedback to all participating suppliers on an individual basis. This includes a full break down of their scores against the stated quality and pricing evaluation criteria. Please note, this should not include any commercially sensitive or confidential information from competitor's bids.

If you have managed the procurement through our online procurement tool (eSourcing tool) you can use the system to issue this feedback and manage any clarification questions.

You can choose to award the contract at this point, however it is good practice to allow a standstill period of 10 calendar days before awarding the contract to allow the participating suppliers the opportunity to request further feedback if necessary.

Once any queries generated during the standstill period have been answered and the standstill period has closed, you can award the contract to the successful supplier.

Drawing up the call-off contract

You should use the standard [call-off contract](#) available in the documents section on the media monitoring page on our CCS website. The terms are aligned to the standard terms and conditions set out in the Media Monitoring framework agreement.

Populating the call-off contract

The call-off agreement must be completed by the customer prior to being sent to the supplier for signature. Please see guidance below. If you have any queries, please email commcategoryteam@crowncommercial.gov.uk.

Section A

Complete with the date and order reference number for the call-off agreement, and the full organisation name, contact name, full address including postcode, telephone number and email address of both the supplier and the contracting organisation (the customer).

Section B

- a. Insert the call-off agreement start and end dates, along with any potential extension period.
- b. Complete with details of your requirement, including:
 - i. a description of the services to be provided under the contract
 - ii. dates and locations for delivery
 - iii. implementation plans (if required). If not required insert N/A
 - iv. agreed standards, service levels and performance monitoring
 - v. security, business continuity and disaster recovery
 - vi. exit management procedures for the end of the contract

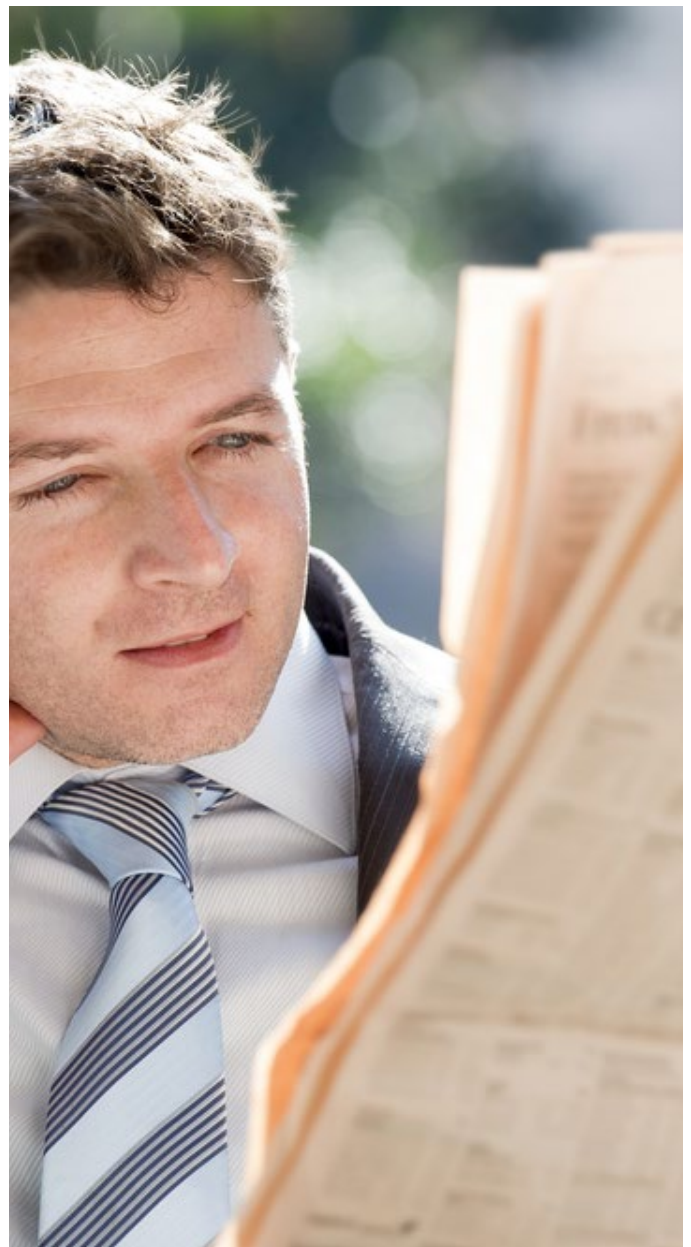
- c. Complete with details of any issues raised by the supplier in respect of sites, customer assets or customer property being unsuitable for the provision of services, and any actions to be taken; and any information that should be treated as commercially sensitive.
- d. Add any customer responsibilities that are required for the supplier to be able to deliver the services specified under the contract which are additional to Part B of Call Off Schedule 4.
- e. Complete with details of the call-off contract charges and payment terms. Insert the total estimated spend for the call-off agreement (this will be the total estimated spend for year 1 of the call-off agreement), and the Undisputed Sums Limit to be used.

Section C

- f. Review the list of any further contractual requirements set out in this section, as indicated in each sub-paragraph and the footnotes provided. Complete this section with details of which - if any - of these requirements are to be used.
- g. Include any other amendments and/or refinements to the template call-off agreement terms prior to issuing for signature. These become the formal call-off terms.
- h. To be completed and signed by an authorised representatives of both the supplier and the customer to form the call-off agreement. Make sure whoever signs the contract for the customer has the authority to do so as they are entering your organisation into a formal commercial agreement.

Feedback to suppliers

Once you have issued a letter of appointment to the successful supplier, you should provide a detailed debrief to each of the participating suppliers regarding the scoring / evaluation of the bids.



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Contract Management

Once the supplier has started to provide services under the contract, it is your responsibility to manage the supplier to ensure they are meeting your requirements in line with any specific service levels (SLAs) or key performance indicators (KPIs) set out within your contract.

In addition to this, we (CCS) monitor the overarching performance of suppliers on the framework agreement to ensure that customer's requirements are being met through:

- Strategic management of the suppliers
- Managing usage of the agreement through collection and analysis of management information on a monthly basis
- Monitoring market developments
- Maintaining and improving the value for money achieved through the agreement (i.e price benchmarking)

Customer Satisfaction

At regular intervals, the supplier will request that you fill in a simple customer satisfaction survey. It's really important that we capture your feedback to support the continuous improvement of the agreement.

If you have any other feedback that you wish to provide in addition to this or have any concerns regarding the contract, please contact commcategoryteam@crownccommercial.gov.uk



Appendix 1

Common procurement terms

Listed below are a number of key procurement terms you will see when running a further competition to select a supplier under the Media Monitoring and Evaluation and Related Services framework agreement.

Standstill period: is a period of at least ten calendar days at the end of the procurement process between the notification of an award decision and the contract being awarded to the successful supplier. Its purpose is to allow unsuccessful bidders to review the decision before the contract is signed. It is not mandatory to include this when entering into a contract under the framework agreement, but it is recommended as best practice.

Authority: refers to the Crown Commercial Service (CCS) as the organisation which established the framework agreement.

Call-off contract: the legally binding contract for the provision of services under the framework agreement terms and conditions (T&Cs), made between the customer and the supplier. This comprises an Award Letter and the Call off Terms, and is completed following a further competition.

Capability assessment: this can be undertaken before you start your formal procurement to assess the level of interest from suppliers and test any specific requirements. It allows suppliers on the framework agreement to indicate whether they would like to participate in an upcoming further competition. It is an optional stage of the process. This is also commonly known as a Request for Information (RFI).

Clarification period: a defined period at the start of the procurement competition when bidders' questions can be answered. Questions and answers are anonymised and shared with all interested suppliers for fairness and transparency.

Contracting bodies: the public sector organisations able to use this agreement.

Contracting body: the customer organisation who is contracting with a supplier on the framework agreement.

Professional Assurance: this is the team within Government Communication Service which manages the controls process for central government spending on communications services.

eSourcing tool: Our online procurement tool which can be used to run procurement competitions under the framework agreement. It is available to all customers free of charge. You simply need to register for access via our website. If you are already registered you will need to log in to run your procurement competition.

Agreement: this is the Crown Commercial Service framework agreement for Media Monitoring and Evaluation and Related Services (RM3708).

Further competition: is the procurement process undertaken by customers to select a supplier on the framework agreement.

Lot: the division of goods or services provided under the framework agreement into groups. In this case there are two separate and distinct lots:

Lot 1: Media Monitoring and Evaluation and Related Services

Lot 2: Social Media Monitoring and Analysis Tool

Statement of Requirements: This is the brief - the document produced by customers to advise their requirements to suppliers for a procurement competition.

Appendix 2

Frequently Asked Questions

1. What if I only want optional / additional services?

You can only access the optional services under lot 1 if you are purchasing core services under the Framework Agreement. It is not possible to contract with a framework supplier for optional services as a standalone requirement as they were not evaluated as part of the procurement process.

When contracting for core services under Lot 1, you must not choose a supplier on the basis of the optional services that they may offer. The optional services should not form part of the evaluation criteria.

2. How long will it take from identifying my requirement to making an award, and how long can I contract for?

If you are undertaking further competition, please allow 4-6 weeks to allow sufficient time for the suppliers to respond to your request.

Contracts made between customers and suppliers under the terms of the framework agreement can last for a maximum of 4 years. We recommend you insert break clauses at the end of every 12 months for flexibility.

3. Can I contract with more than one supplier?

It is not possible to award a call-off contract to multiple suppliers. If you wish to have separate suppliers for your individual services, you will need to run separate competitions and award separate call-off contracts for each requirement.

We recommend that where possible, you combine your media monitoring requirements into one contract - or one for each framework lot, where relevant. The framework has been structured to gain best value for money and combining your requirements will also save you the time and cost of managing multiple suppliers and contracts.

4. I have an existing contract for Press Cuttings - what should I do?

Where you have existing contracts, you should check what (if any) break clauses are included and whether these can be activated. We recommend that you plan your procurement to allow you to transition to a new service provider as your existing contract is due to expire - this means your new contract will need to be awarded with enough time to allow for setup and testing, etc. before the expiry date, to avoid a gap in provision.

5. How do I know I'm getting value for money with the new framework?

The rates which form the framework prices formed part of a competitive tender process. These rates are competitive within the market. Framework prices are the maximum prices available under the framework agreement and there is an opportunity for additional price reductions through the Further Competition process.

6. Are the rates available to view?

Yes, the supplier rate cards are available within the CCS eSourcing Tool. To access these, follow the steps below:

- a) Login to the eSourcing tool
- b) Click on 'RFx' on the top menu, then select 'Manage RFx' from the drop down
- c) Click on the 'Template' tab which will give you a list of the frameworks
- d) Click on the 'Binoculars' button on the right hand side of the screen to open the search function
- e) Enter RM3708* in the 'Name' field.
- f) Click on 'Search Now' at the top of the browser window
- g) Select the relevant lot from the list by clicking on the title e.g. "RM3708 L1 Further Competition Template",
- h) You will be able to view the attachments to the RFX by clicking on "RFx Attachments", and selecting the Rate Card, e.g. "RM3708 Framework Prices Lot 1"

7. Can I amend the call-off Terms and Conditions, or do I need to get my legal team to review the documents and call off?

If you choose to complete a Further Competition process, you may only supplement or refine the agreement terms and conditions to reflect particular circumstances. See Running the competition section of the Guidance Notes. If you require further advice please email the category team at CommsCategoryTeam@crowcommercial.gov.uk.

8. Where can I find information on the scope of services?

The full scope of the services covered by the agreement is included in [Framework Schedule 2 part A](#) in the documents section on our website.

9. Can I still buy hard copy press cuttings?

Yes, hard copy press cuttings are available upon request under this agreement. We would encourage you to use electronic cuttings where possible, to reduce the additional costs hard copy cuttings can incur, e.g. courier charges. Full details of the services included in the scope of the agreement are available in [Framework Schedule 2 part A](#) in the documents section on our website.

Appendix 3

Optional services

The following table outlines the optional services offered by the framework suppliers under lot 1. Please note these optional services are only available when purchased in conjunction with core services.

Supplier	Journalist contact database	Forward planning database	Automated evaluation and analysis
Gorkana Group Ltd	•	•	•
Kantar Media (part of Precise Media Monitoring Ltd)	•	•	•
Press Data Ltd	•		
PRIME Research Ltd	<i>No Optional services offered</i>		

Note: *Gorkana Group Ltd.'s Forward Planning Database is only available in conjunction with the Journalist Contact Database*

You can view [details of the optional services](#) offered to customers by suppliers on lot 1 of the framework agreement in the documents section of the media monitoring page on our website. This information has been taken from information provided by suppliers when competing for a place on the framework agreement in summer 2015. These services were not evaluated as part of the OJEU procurement process.

Appendix 4

Media evaluation metrics

The table below provides an overview of metrics you may wish to use to evaluate mentions in order to receive the relevant desired outcomes.

Basic outputs	Outputs v Outtakes	Outtakes v Outcomes
Counting press clippings	Unique visitors	Influence
Audience	Views	Impact
Reach	Likes	Awareness
Target audience reach	Followers	Attitudes
Impressions	Fans	Perceptions
Opportunities to see (OTS)	Click-throughs	Trust
Share of voice	Downloads	Loyalty
Cost per thousand (CPM)	Comments	Reputation
Hits	Tone	Relationships
Visits	Sentiment	ROI

Appendix 5

Example pricing matrices

Example 1

Customer requirement

The customer requires a press monitoring service with a short summary for from national and regional media. Previously the customer received 3000-4000 press items per month and expects the volumes will be similar going forward. One set of press cuttings must be delivered on a daily basis to an address in inner London. A journalist contact database is required and the customer requires 20 licenses. Human driven evaluation and analysis up to 10 metrics is required but the volumes required are not yet known.

Pricing matrix

Service	Volumes	Cost
Press Monitoring Service including a Summary of each item - Regional and National Press	3000 - 3999 items per month: price per item	
	4000+ items per month: price per item	
Press Monitoring Service - print, postal and courier charges of Hard Copy Press items	Courier charge Inner London: price per packet couriered	
	Paper and Printing charge: price per page printed	
	Postal charge: price per packet posted	
Journalist Contact Database Service	20 licenses: price per license	
	Additional single license: price per license	
Human Driven Evaluation and Analysis Service (5-10 metrics): Press items evaluation and analysis	0 - 250 items per month: price per item evaluated	
	251 - 500 items per month: price per item evaluated	
	501 - 1000 items per month: price per item evaluated	
	1001 - 2000 items per month: price per item evaluated	
	2001+ items per month: price per item evaluated	

Example 2

Customer requirement

The customer requires a press monitoring service with a short summary and an online monitoring service with a short summary – both for national, regional and international media. Previously the customer received 2500 national and regional press items per month and 1000 regional and national online items per month and expects the volumes will be similar going forward. The customer received 1500 international press items per month and 600 international broadcast items per month and expects the volumes will be similar going forward.

Pricing matrix

Service	Volumes	Cost
Online Monitoring Service including a Summary of each Item - Regional and National Online Media	1001 - 2000 items per month: price per item	
Press Monitoring Service including a Summary of each item - Regional and National Press	2001+ items per month: price per item	
Fixed Monthly Fee for Online AND Press Monitoring Service including a Summary of each item - Regional and National Press	2001+ items per month: fixed monthly fee	
Online Monitoring Service including an Editorial Summary of each item - International Online Media	501 - 1000 items per month: price per item	
Press Monitoring Service including a Summary of each item - International Press	1001 - 2000 items per month: price per item	

Pricing on the rate cards exclude VAT.

Contact Information

For further information about the Media Monitoring,
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E: commcategoryteam@crowncommercial.gov.uk



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