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**United Kingdom-Liverpool: Advertising and marketing services
2014/S 117-207167**

Prior information notice

Services

Directive 2004/18/EC

Section I: Contracting authority

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

The Minister for the Cabinet Office acting through Crown Commercial Service
9th Floor The Capital Old Hall Street
L3 9PP Liverpool
United Kingdom
Telephone: +44 3450103503
E-mail: supplier@ccs.gsi.gov.uk , enablement@ccs.gsi.gov.uk

Internet address(es):

General address of the contracting authority: <http://ccs.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)

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

Other: Public Procurement

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

The contracting authority is purchasing on behalf of other contracting authorities: yes

Section II.B: Object of the contract (Supplies or services)

II.1) Title attributed to the contract by the contracting authority:

RM 3708 Media Monitoring and Evaluation.

II.2) Type of contract and place of delivery or of performance

Service category No 27: Other services

UK.

NUTS code UK

II.3) Information on framework agreement

II.4) Short description of nature and quantity or value of supplies or services:

The aim of the Media Monitoring and Evaluation framework is to provide Public Sector customers with access to a fully integrated approach to the following potential requirements:

- print monitoring;
- online monitoring;
- social media monitoring;
- broadcast monitoring;
- local, regional and international monitoring;

- evaluation and analysis (both automated and human driven);
- journalist contact database;
- transcripts and hard copies;
- parliamentary monitoring;
- forward planning.

Public Sector customers include Central Government departments as well as Wider Public Sector organisations. We envisage that this will be a multi supplier award.

The Crown Commercial Service is looking to commence a new procurement activity for the existing Press Cuttings requirements, with an anticipated award date of March 2015.

Prior to this, the Crown Commercial Service is proposing to undertake market engagement with suitable suppliers (as defined below). The purpose of this PIN is to identify suitable suppliers and encourage them to make contact with the Crown Commercial Service.

Suitable suppliers are defined as those with the capability and capacity to provide the services detailed in this section (II.3).

Suitable suppliers should email commscategoryteam@ccs.gsi.gov.uk , stating “Media Monitoring and Evaluation PIN” in the subject box and provide the following information:

1. Organisation name.
2. Contact name.
3. Contact phone number.
4. Contact email.
5. Contact address.
6. Organisation website link.
7. Organisation turnover.

This must be done by 4.7.2014 at 15:00 pm. Suppliers who respond after this date may not be included in the market engagement process.

Market engagement will then be initiated with suitable suppliers prior to the proposed procurement exercise.

Estimated cost excluding VAT:

Range: between 18 000 000 and 24 000 000 GBP

Lots

This contract is divided into lots: yes

II.5) **Common procurement vocabulary (CPV)**

79340000, 22200000

II.6) **Scheduled date for start of award procedures**

2.3.2015

II.7) **Information about Government Procurement Agreement (GPA)**

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

II.8) **Additional information:**

The Contracting Authority intends to use an eTendering system in this procurement exercise and reserves the right to use a reverse auction.

Information about lots

Title attributed to the contract by the contracting authority:

Lot No: 1

Lot title: Media Monitoring and Evaluation

1) **Short description:**

The aim of the Media Monitoring and Evaluation framework is to provide Public Sector customers with access to a fully integrated approach to the following potential requirements:

- print monitoring;
- online monitoring;
- social media monitoring;
- broadcast monitoring;
- local, regional and international monitoring;
- evaluation and analysis(both automated and human driven);
- journalist contact database;
- transcripts and hard copies;
- parliamentary monitoring;
- forward planning.

Public Sector customers include Central Government departments as well as Wider Public Sector organisations and will be able to access the framework.

2) **Common procurement vocabulary (CPV)**

79340000, 22200000

3) **Quantity or scope:**

Estimated cost excluding VAT:

Range: between 18 000 000 and 24 000 000 GBP

4) **Indication about different date for start of award procedures and/or duration of contract**

Scheduled date for start of award procedures: 31.5.2015

5) **Additional information about lots:**

The Contracting Authority intends to use an eTendering system in this procurement exercise and reserves the right to use a reverse auction.

Section III: Legal, economic, financial and technical information

III.1) **Conditions relating to the contract**

III.1.1) **Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them:**

III.2) **Conditions for participation**

III.2.1) **Information about reserved contracts**

Section VI: Complementary information

VI.1) **Information about European Union funds**

The contract is related to a project and/or programme financed by European Union funds: no

VI.2) **Additional information:**

The Crown Commercial Service recognises the importance of working with the supplier base to ensure the framework scope reflects market trends and practices to result in a framework that is fit for purpose for the UK public sector customer base.

Therefore, suppliers are encouraged to review the information contained in this Prior Information Notice and feedback their interest in this upcoming tender by emailing commcategoryteam@ccs.gsi.gov.uk

VI.3) **Information on general regulatory framework**

Relevant governmental Internet sites where information can be obtained

Tax legislation <http://www.hmrc.gov.uk/thelibrary/legislation.htm>

Environmental protection legislation <http://www.legislation.gov.uk/ukpga/1990/43/contents>

Employment protection and working conditions <http://www.direct.gov.uk/en/Employment/Employees/index.htm>

VI.4) **Date of dispatch of this notice:**
12.6.2014