

## **FRAMEWORK SCHEDULE 2: SERVICES AND KEY PERFORMANCE INDICATORS**

### **PART A – SERVICES**

#### **1. GENERAL**

- 1.1 The purpose of this Part A of Framework Schedule 2 (Services and Key Performance Indicators) is to lay down the characteristics of the Services that the Supplier will be required to make available to all Contracting Authorities under this Framework Agreement together with any specific Standards applicable to the Services.
- 1.2 The Services and any Standards set out in paragraphs below may be refined (to the extent permitted and set out in Framework Schedule 5 (Call Off Procedure)) by a Contracting Authority to reflect its Services Requirements for entering a particular Call Off Agreement.

#### **SPECIFICATION**

##### **1. INTRODUCTION**

- 1.1 The Cabinet Office (“The Authority”) is seeking to establish a Framework Agreement for the provision of Media Auditing Services 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 (“Contracting Authorities”).
- 1.2 The Authority is required to achieve the best value for the taxpayer and is responsible for Media Auditing Services for government departments and the Crown Commercial Service (CCS) and other organisations, as described in paragraph 1.1 above.
- 1.3 The Media Auditing Services Framework Agreement will comprise of a single Lot as detailed in paragraph 2 – Scope of the Requirement. A Framework Agreement will be concluded with a single Supplier.
- 1.4 This Framework Agreement shall be for a period of one year with the option to extend for up to three further periods, each extension can be a period of up to a maximum of twelve (12) months.
- 1.5 This Framework Agreement shall be managed by the Authority and supports the management of the CCS Media Buying Framework Agreement. The Call Off Contracts will be managed by the Authority and/or Contracting Authorities.
- 1.6 The purpose of this Framework Agreement is to fulfil the Media Auditing requirements of the Authority and/or Contracting Authorities who have established Call Off Contracts under the Media Buying Framework Agreement.
- 1.7 The Authority placed a Prior Information Notice 2014/S 162-290574 on 22/08/2014 (the PIN notice) in the Official Journal of the European Union (OJEU) for Media Auditing Services, giving early notice of the intention to conclude this competitive exercise.
- 1.8 This procurement has also been advertised by publishing a Contract Notice in the OJEU advertising the Open Procedure under the Public Contracts Regulations 2015 (the “Regulations”).
- 1.9 The purpose of this Framework Schedule 2 – Part A: Services is to provide a description of the Services that the Supplier shall be required to deliver to the Authority and/or Contracting Authorities under this Framework Agreement.

## **2. SCOPE OF THE REQUIREMENT**

- 2.1 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 Media Buying Framework Agreement.
- 2.2 The Supplier shall 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 benchmark services provided under the CCS Media Buying Framework Agreement against the market and submit recommendations to the Authority, CCS and/or Contracting Authorities in relation to the Media Buying Framework Agreement, including quality and cost during the lifetime of the Framework Agreement.
- 2.3 The Supplier shall 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.
- 2.4 The Media Auditing Framework Agreement allows the Authority and/or Contracting Authorities to identify opportunities and strategies for price and quality improvement in Media Buying.
- 2.5 Under this Framework Agreement, the Authority and/or Contracting Authorities may Call Off bespoke Deep Dive audits into specific government campaigns, the purpose of these audits is detailed within paragraph 8 – Additional Mandatory Requirements. Provision is included within the CCS Media Buying Framework Agreement to permit Media Auditing and Audit Access.
- 2.6 Other Services which may be called off under this Framework Agreement include international audits and market intelligence and advisory services as detailed in paragraph 8 – Additional Mandatory Requirements.

## **3. MANDATORY REQUIREMENTS – UK AUDITING AND FRAMEWORK PERFORMANCE VALIDATION**

- 3.1 This paragraph provides details of the mandatory requirements that Suppliers shall be expected to fulfil in their entirety, as an absolute minimum, in order to fulfil the service delivery requirements of this Framework Agreement. The overall requirements of the Services are listed below.
- 3.2 The Supplier shall conduct two (2) UK media audits per year, each of which shall include each of the following six channels:
  1. Television;
  2. Press;
  3. Radio;
  4. Outdoor (Out of Home (OOH));
  5. Digital; and
  6. Cinema.
- 3.3 The Supplier shall provide Media Auditing Services on a twice annual basis with regular face to face / telephone meetings to discuss progress against delivery of media audit results, achieving targets and milestones and any risks and/or issues arising from feedback received from the Media Buying Framework Agreement.

- 3.4 The Authority and/or Contracting Authorities shall specify the dates and frequency of UK media audits and reporting requirements at the outset of the Call Off stage.
- 3.5 The Supplier shall provide a full written report and shall deliver a presentation on the performance of the Media Buying Framework Agreement, to be hosted at a Central London location no later than two months following the end date of the audit period, provided that the instruction has been made to the Supplier before the end of the audit period. For example, if an audit covers the six-month period January 1st to June 30th, the audit report and presentation must be hosted by August 31st, subject to the Supplier receiving an instruction before June 30th). The Supplier shall ensure that representatives for each media channel are in attendance at the presentation.
- 3.6 The Supplier shall provide an additional, written high-level summary report, following each UK media audit, which will not compromise commercial confidentiality if released into the public domain. This summary report must include, as a minimum, performance rankings by media channel against the Auditor's Benchmark Pool.
- 3.7 The Supplier shall provide details of topline discounts by media channel secured versus the Supplier's auditing benchmark for the year, on an annual basis at the end of the financial year; specified by the Authority and/or Contracting Authorities.
- 3.8 The auditing benchmark shall be based upon a bespoke Pool of advertisers or estimates based on market data / proprietorial research. The methodology used shall be agreed with the Authority and/or Contracting Authorities prior to an audit being conducted. When requested by the Authority and/or Contracting Authorities, the Supplier shall provide statistics in relation to the percentage coverage / share of the Supplier's Pool(s) in the relevant market.
- 3.9 The Supplier shall provide the following Services as part of the annual mandatory requirements:
  - 3.9.1 When requested by the Authority and/or CCS the Supplier shall provide verification of the new media pricing (e.g. where new suppliers, formats or buy types are introduced into the market, or for international buying). Timescales for the provision of this information shall be specified at the Call Off stage.
  - 3.9.2 In accordance with the Media Buying Framework Agreement, when requested by the Authority and/or CCS the Supplier shall validate any market inflations / deflations to the television market. This requirement shall be fulfilled on an annual basis.
  - 3.9.3 When requested by the Authority and/or CCS the Supplier shall provide advice on media agencies' proposed performance and remuneration throughout the period of the contract negotiation with Media Sales House or equivalent.
  - 3.9.4 The Supplier shall provide verification of the media agency's annual performance, when requested by the Authority and/or Contracting Authorities.
- 3.10 Forensic Auditing
  - 3.10.1 The Supplier shall provide additional financial/forensic auditing Services in relation to the Crown Commercial Service Media Buying Framework Agreement (whether in-house or through a sub-contracting arrangement). These shall include:

3.10.1.1. Validation that media costs are supported by valid supplier invoices.

3.10.1.2. The identification of any unbilled media, media credits and/or unpaid balances.

3.10.1.3. The identification and validation of any other media rebates and discounts acquired under the Media Buying Framework Agreement. This includes:

- investigating any volume supplier discounts received by the agency that is from any source in relation to its activity under the Media Buying Framework Agreement;
- quantifying any credits due to be returned by the Media Buying agency that is from any source in relation to its activity under the Media Buying Framework Agreement;
- reviewing prompt payment discounts received by the agency that is from any source in relation to its activity under the Media Buying Framework Agreement and quantifying any such rebates due to customer departments; and
- assessing any value received by the agency that is from any source in relation to its activity under the Media Buying Framework Agreement.
- The Supplier shall verify that gross rates paid by the Authority and/or Contracting Authorities to the media agency correspond with gross rates paid to media owners.
- The Supplier shall conduct audits which include a validation of any applicable early booking discounts or late fees and an end of year validation of rebates, unbilled media and media with no invoiced cost (e.g. free of charge).

3.10.2. The financial / forensic auditing shall be required on an annual basis at a time specified by the Authority and/or Contracting Authorities.

3.10.3. The Supplier shall provide and submit a written report to the Authority and/or Contracting Authorities within 30 calendar days of the audit, including full details of all cash, credit and value owed and whether it has been credited.

3.11. The Supplier shall provide dedicated resources to deliver the Services, including experts in each media channel. The Supplier must have the ability to draw on wider resource and relevant expertise in Media Auditing to fulfil the requirements of this Framework Agreement.

3.12. The Supplier shall provide a single point of contact (Account Manager) for the UK. The Supplier shall within 5 days of signing the Framework Agreement send to the Authority the name and contract details (including email address and telephone number) for the Account Manager for this Framework Agreement.

- 3.13. The Supplier shall ensure that at least one member of the senior executive team shall be readily available for consultation and discussion at 24 hours' notice. The purpose of this is to resolve any concerns about service delivery within a mutually agreeable time frame.
- 3.14. The Supplier shall provide a full escalation process to record, manage and resolve any arising issues.
- 3.15. Evolving Marketplace
- 3.15.1. It is recognised that the media marketplace is constantly evolving and the traditional media channels will change with the move towards increased automatic and programmatic media buys as well as other market and technological developments. It is expected that the Supplier shall evolve with the media marketplace throughout the life time of the Framework Agreement.
- 3.15.2. The Supplier shall maintain and deliver the maximum level of auditability of the Media Buying data and evolve their approach and methodologies accordingly to reflect best practice in the market.
- 3.15.3. The Supplier shall ensure that any media bought through agency trading desks shall be audited, unless otherwise approved in advance by the Authority and/or Contracting Authority.

#### 4. **MANDATORY REQUIREMENTS – UK AUDITING CHANNELS**

- 4.1. This paragraph provides details of the media channels which must be audited as part of the mandatory requirements for audits carried out within the UK that the Supplier shall be expected to fulfil in their entirety, as an absolute minimum, in order to fulfil the service delivery requirements of this Framework Agreement. The overall requirements of the Services are listed below.
- 4.2. The Supplier shall audit the following channels for the duration of this Framework Agreement, including an evaluation of paid media sponsorship and partnership across any channel.
- 4.3. **Television (TV)**
- 4.3.1. The Supplier shall conduct two (2) UK audits per year for TV which covers the following:
- all spend measured versus average station price and available discount in the marketplace compared to the Auditor' Benchmark Pool; and
  - cost performance by Media Sales House or equivalent (e.g. TV channels).
- 4.3.2. Cost and quality results expressed including:
- coverage versus the Pool;
  - position in TV break and centre break access;
  - audience targeting and programme quality; and

- access to peak airtime.

4.3.3. Campaign analysis shall include but is not limited to:

- delivery versus plan;
- accuracy of targeting; and
- top programmes bought.

4.3.4. Marketplace updates including top spending advertisers (with spend) for TV and where government ranks.

4.3.5. Paid for TV sponsorships and paid for TV partnerships cost and quality performance.

4.3.6. TV Audit Target Audiences will include all relevant broad and sub trading audiences.

~~4.3.7. The Supplier shall verify that gross rates paid by the Authority and/or Contracting Authorities to the media agency for TV correspond with gross rates paid to media owners.~~

4.3.8. The Supplier shall provide twice annual presentations and written reports benchmarking government media buying against other major advertisers to determine value for money for the tax payer. These reports shall display, as a minimum, spend by channel and the savings and quality achieved.

4.3.9. Spend data shall not enter the Auditor's Benchmark Pools as agreed with the Authority and/or Contracting Authorities.

4.3.10. The Supplier shall audit TV costs against the Supplier Auditor's Benchmarks on a like for like basis (e.g. the same target audience, similar spend levels (where relevant) and similar seasonality on a channel by channel basis).

#### 4.4. **Press**

4.4.1. The Supplier shall conduct two (2) UK audits per year for press which covers the following:

4.4.2. Cost performance analysed by individual title shall include but is not limited to:

- national press;
- magazines and supplements;
- regional press;
- black minority ethnic (BME) titles; and

- online arms of publishing houses.

4.4.3. Cost and quality results expressed against the Auditor's Benchmarks must be provided, including as a minimum:

- position on page;
- share of voice;
- quartile analysis; and
- day of week analysis (nationals only).

4.4.4. Marketplace updates including top spending advertisers (with spend) for press and where government ranks.

4.4.5. The Supplier shall provide twice annual presentations and written reports benchmarking government media buying against other major advertisers to determine value for money for the tax payer. These reports shall display spend by channel and the savings and quality achieved.

4.4.6. Spend data shall not enter the Auditor's Benchmark Pools as agreed with the Authority and/or Contracting Authorities.

#### 4.5. **Radio**

4.5.1. The Supplier shall conduct two audits per year for radio which covers the following:

4.5.2. All spend measured versus radio Auditor's Benchmarks (including sponsorships and promotions).

4.5.3. Cost performance by Media Sales House or equivalent and government department (e.g. radio channels).

4.5.4. Marketplace updates including top spending advertisers (with spend) for radio and where government ranks.

4.5.5. Spend data shall not enter the Auditor's Benchmark Pools as agreed with the Authority and/or Contracting Authorities.

4.5.6. Cost and quality results shall be provided versus the Supplier's benchmarks, as a minimum.

4.5.7. The Supplier shall provide twice annual presentations and written reports benchmarking government media buying against other major advertisers to determine value for money for the tax payer. These reports shall display, as a minimum, spend by channel and the savings and quality achieved.

#### 4.6. **Outdoor (Out of Home (OOH))**

- 4.6.1. The Supplier shall conduct two audits per year for outdoor (OOH) which covers the following:
- 4.6.2. All spend measured versus OOH Auditor's Benchmarks.
- 4.6.3. Cost and quality analysis (including Route insights) by media owner, format and government department must be provided as a minimum.
- 4.6.4. Marketplace updates including top spending advertisers (with spend) for OOH and where government ranks.
- 4.6.5. The Supplier shall provide twice annual presentations and written reports benchmarking government media buying against other major advertisers to determine value for money for the tax payer. These reports shall display spend by channel and the savings and quality achieved.
- 4.6.6. Spend data shall not enter the Auditor's Benchmark Pools as agreed with the Authority and/or Contracting Authorities.

4.7. **Digital (including, but not limited to, video on demand (VOD), display, mobile and tablet)**

- 4.7.1. The Supplier shall provide two audits per year for digital which covers the following:
  - all spend measured versus digital Auditor's Benchmarks;
  - analysis of performance by website including cost performance by website/publisher; format and government department;
  - analysis of free of charge (FOC) inventory received including quality and relevance as a minimum; and
  - budget allocation by digital network analysed.
- 4.7.2. Marketplace updates including top spending advertisers (with spend) for digital and where government ranks.
- 4.7.3. It is envisaged that whilst the proportion of budget analysed currently depends upon website selection and trading method (e.g. where inventory traded via an auction model can be audited), the percentage of this spend which is auditable by the Supplier will increase during the life of the Framework Agreement (e.g. as and when new methods and technologies arise).
- 4.7.4. The Supplier shall provide twice annual presentations and written reports benchmarking government Media Buying against other major advertisers to determine value for money for the tax payer. These reports shall display spend by channel and the savings and quality achieved.



4.7.5. Spend data shall not enter the Auditor's Benchmark Pools as agreed with the Authority and/or Contracting Authorities.

#### 4.8. **Cinema**

4.8.1. The Supplier shall conduct two (2) audits per year for cinema which covers the following:

- admissions guaranteed versus admissions achieved;
- analysis of film inventory by quality and relevance to target audience;
- position in reel;
- planned coverage and frequency versus achieved coverage and frequency; and
- value delivered versus value planned.

~~4.8.2. The Supplier shall conduct audits which include a validation of any applicable early booking discounts or late fees and an end of year validation of rebates, unbilled media and media with no invoiced cost (e.g. free of charge).~~

4.8.3. The Supplier shall provide bi-annual presentations and written reports benchmarking government media buying against other major advertisers to determine value for money for the tax payer. These reports shall display spend by channel and the savings and quality achieved.

4.8.4. Spend data shall not enter the auditor's cinema benchmarking methodology, as agreed with the Authority and/or Contracting Authorities.

### 5. **INTERNATIONAL AUDITING – MANDATORY REQUIREMENTS**

5.1. This paragraph provides details of the mandatory requirements for international audits that the Supplier shall be expected to fulfil in their entirety, as an absolute minimum, in order to fulfil the service delivery requirements of this Framework Agreement. The overall requirements of the Services are listed below, international requirements, whilst mandatory, will be agreed at the Call Off stage.

5.2. The Supplier shall provide dedicated resources to deliver the requirements detailed in this section, including experts in each of the six media channels requested and must have the ability to draw on wider resource and relevant expertise in Media Auditing to meet the requirements of this Framework Agreement.

5.3. The Contracting Authority will specify which one or more of the six media channels each international audit must include; this may comprise one media channel, or any combination and any number of media channels, up to and

including all six media channels, dependent upon individual audit requirements at the time specified.

- 5.4. The Supplier shall provide a single point of contact (Account Manager) for the international audits.
- 5.5. The Supplier shall ensure that at least one member of the senior executive team shall be readily available for consultation and discussion at 24 hours' notice. The purpose of this is to resolve any concerns about service delivery within a mutually agreeable time frame.
- 5.6. The Supplier shall provide a full escalation process to record, manage and resolve any arising issues.
- 5.7. The frequency of international audits shall be specified by the Authority and/or Contracting Authorities at the Call Off stage. It is envisaged that the Supplier shall provide the Authority and/or Contracting Authorities with a minimum of one (1) international audit per year covering the channels outlined in paragraph 5.9 below.
- 5.8. The Supplier may be required to provide an additional international audit within any 12 month period throughout the duration of the Framework Agreement, this requirement will be specified by the Authority and/or Contracting Authorities at the Call Off stage.
- 5.9. The Supplier shall provide an agency performance summary and a face to face presentation, in the UK, no later than three months after the period to be audited. This shall include a summary of media value savings/premiums that exist across all audited countries.
- 5.10. The Supplier shall conduct audits for any country for the duration of this Framework Agreement. The countries listed below are where the audits have previously been focused however this list is not exhaustive as any country may be required for media auditing purposes.
  - United States of America (USA);
  - Brazil;
  - France;
  - Germany;
  - India;
  - Gulf Cooperation Council (GCC) – referring to Dubai, Abu Dhabi, Saudi Arabia, Kuwait, Qatar, Oman, Bahrain; and
  - China.
- 5.11. The international audit shall require the Supplier to audit one or more of the following channels for the duration of this Framework Agreement:

5.11.1. **Television (TV)**

5.11.1.1. The Supplier shall conduct, if required by the Authority and/or Contracting Authorities, international audit(s) for TV which covers the following:

5.11.1.2. TV will be audited in terms of both media cost and media quality. The quality key performance indicators (KPIs) shall include:

- campaign weight versus plan;
- weekly campaign versus plan;
- primetime/peak share versus panel;
- target audience affinity/composition;
- reach build efficiency;
- position in TV break share versus panel (position in pod in the USA);
- access to top rating programmes versus panel; and
- centre TV break access versus panel (in programme pod in the USA).

5.11.1.3. The international TV audit target audiences shall include all relevant broad and subtrading audiences.

5.11.1.4. The government department translates the TV buying audiences into a local equivalent which is country specific. Equivalent audiences in the designated market shall be determined by the Supplier, in agreement with the Authority and/or Contracting Authority(s), which audience match is most appropriate. The Supplier shall audit TV costs against the Supplier's audit benchmarks on a like for like basis (e.g. the same target audience, similar spend levels (where relevant) and similar seasonality on a channel by channel basis).

#### 5.11.2. **Press**

5.11.2.1. The Supplier shall conduct, if required by the Authority and/or Contracting Authorities, international audit(s) for press which covers the following:

- the Supplier shall audit press in terms of media cost and media quality; and
- the Supplier shall employ ad-positioning scoring to assess the level of premium positions accessed versus local market Supplier benchmarks. Media costs shall be audited on a like for like basis on a publication by publication basis to be agreed at Call Off stage.

#### 5.11.3. **Outdoor (Out of Home (OOH))**

5.11.3.1. The Supplier shall conduct, if required by the Authority and/or Contracting Authorities, international audit(s) for OOH which covers the following:

- the Supplier shall audit OOH in terms of cost performance and quality; and
- the Supplier shall audit all activity on a like for like basis (e.g. the same media owner and format as the advertiser's activity).

5.11.4. **Digital (including video on demand (VOD), display, mobile and tablet)**

5.11.4.1. The Supplier shall conduct, if required by the Authority and/or Contracting Authorities, international audit(s) for digital which covers the following:

- the Supplier shall audit digital in terms of media cost and performance; and
- the Supplier shall audit all standard display advertising plus bespoke formats.

5.11.5. **Cinema**

5.11.5.1. The Supplier shall conduct, if required by the Authority and/or Contracting Authorities, international audit(s) for cinema which covers the following:

- the Supplier shall audit cinema in terms of media cost and media quality;
- admissions guaranteed versus admissions achieved;
- analysis of film inventory by quality and relevance to target audience;
- position in reel;
- planned coverage and frequency versus achieved coverage and frequency; and
- value delivered versus value planned.

5.11.6. **Radio**

5.11.6.1. The Supplier shall conduct, if required by the Authority and/or Contracting Authorities, international audit(s) for radio which covers the following:

- all government spend in international markets will be measured versus radio Auditor's Benchmarks (including sponsorships and promotions);
- cost performance by Media Sales House or equivalent and government department;
- marketplace updates including top spending advertisers (with spend) for radio and where government ranks; and

- natural delivery, cost and quality results expressed against the Supplier benchmarks.

## 6. DATA SECURITY – MANDATORY REQUIREMENTS

- 6.1. This paragraph provides details of the mandatory requirements for data security that the Supplier shall be expected to fulfil in their entirety, in order to fulfil the service delivery requirements of this Framework Agreement.
- 6.2. Cyber Essentials Scheme
- 6.3. It is mandatory for Suppliers by the date of the Framework Agreement to demonstrate that they meet the technical requirements prescribed by Cyber Essentials. This is in order to further reduce the levels of cyber security risks in their supply chains. The Cyber Essentials Scheme and the related Assurance Framework both indicate that there are two levels of protection in dealing with cyber security risks. These include a more basic level of assurance which is known as Cyber Essentials and a more advanced level of assurance known as "Cyber Essentials Plus". With regard to the Services, Suppliers must demonstrate that they have achieved the level of assurance known as Cyber Essentials. Suppliers shall demonstrate this in one of the ways listed below:
- 6.4. A Supplier has a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation Authority(s) within the most recent 12 months; or
- 6.5. A Supplier has not got a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation Authority(s) but is working towards gaining it, and will confirm that it has been awarded a current and valid Cyber Essentials certificate by one of the government approved accreditation Authority(s) by the date of the Framework Agreement; or
- 6.6. A Supplier has not got a current and valid Cyber Essentials certificate which has been awarded by one of the government approved Cyber Essentials accreditation Authority(s), but can demonstrate (or, will be able to demonstrate by the date of the Framework Agreement) that its organisation meets the technical requirements prescribed by the Cyber Essentials Scheme as detailed in the following link:  
<https://www.cyberstreetwise.com/cyberessentials/files/requirements.pdf> and that the Supplier can provide evidence of verification by a technically competent and independent third party (which has taken place within the most recent 12 months) that its organisation demonstrates compliance with Cyber Essentials technical requirements.
- 6.7. A Supplier will be exempt from complying with the requirements at paragraph 6.3 where a Supplier conforms to the ISO27001 standard and the Cyber Essentials requirements have been included in the scope of that standard, and verified as such and the certification Authority carrying out this verification is approved to issue a Cyber Essentials certificate by one of the government approved Cyber Essentials accreditation Authority(s) referred to in paragraph 6.4 above.

- 6.8. The Supplier shall throughout the Framework Period and any Call Off Contract Period renew its Cyber Essentials certificate immediately after the expiration of a period of 12 consecutive months from the date that the same was first issued or last renewed; or where the Supplier does not have a Cyber Essentials certificate but has provided evidence from a technically competent and independent third party that its organisation demonstrates compliance with Cyber Essentials requirements, it shall immediately after the expiration of a period of 12 months from any date that such evidence was provided, provide the Authority or a Customer, as the case may be, with evidence of the same kind by way of a renewal of the demonstration that it is able to comply with Cyber Essentials requirements.
- 6.9. The Supplier shall ensure that its Sub-Contractors comply with the provisions of paragraphs 6.3 to 6.10 (inclusive) where such Sub-Contractors are responsible for receiving Cyber Essentials Data.
- 6.10. Details about the Cyber Essentials Scheme and the Assurance Framework can be accessed via the following link:  
<https://www.gov.uk/government/publications/cyber-essentials-scheme-overview>

## **7. TRAVEL AND RELATED COSTS - MANDATORY REQUIREMENTS UK AND INTERNATIONAL**

- 7.1. This paragraph provides details of the mandatory requirements for travel and travel-related costs that the Supplier shall be expected to fulfil in their entirety, in order to fulfil the service delivery requirements of this Framework Agreement.
- 7.2. There shall be no automatic entitlement to payment and/or reimbursement of travel costs, travel time or subsistence under this Framework Agreement. Policies for travel and travel-related expenses will vary between Contracting Authorities.
- 7.3. The Authority and/or Contracting Authorities shall specify the requirements, policies and arrangements for travel costs, travel-related costs, travel time and subsistence at the Call Off stage, including whether travel and travel-related expenses shall be payable or not.
- 7.4. If the Authority and/or Contracting Authorities specify that travel and travel-related costs can be paid then the travel will be undertaken in accordance with the agreed Travel Policy of the Authority and/or Contracting Authorities.

## **8. ADDITIONAL MANDATORY REQUIREMENTS**

- 8.1. This paragraph provides details of the additional requirements that Suppliers shall be expected to fulfil in their entirety, when requested by the Authority and/or Contracting Authority at the Call Off stage, in order to fulfil the service delivery requirements of this Framework Agreement. The additional requirements of the Services are listed below.

### **8.2. Deep Dives**

- 8.2.1. The Supplier shall conduct Deep Dive audits and associated reporting, at a frequency specified by the Authority and/or Contracting Authorities at the Call Off stage.

- 8.2.2. The Contracting Authority will specify which one or more of the six media channels each audit must include; this may comprise one media channel, or any combination and any number of media channels, up to and including all six media channels, dependent upon individual audit requirements at the time specified.
- 8.2.3. The Supplier shall conduct Deep Dive audits and reporting to be utilised in additional campaign-specific audits.
- 8.2.4. The Supplier shall conduct Deep Dive audits and reporting which include a full and detailed review of a campaign, including but not limited to the analysis of the implementation planning and the cost delivery against the plan versus the Pool.
- 8.2.5. The Supplier shall conduct audits which contain a performance breakdown by each Authority and include insights and recommendations to support Media Buying improvements, where relevant.
- 8.2.6. An example campaign analysis for the press channel may include:
- delivered versus plan;
  - targeting profiles;
  - schedule construction; and
  - relevant editorial / cover story / high traffic.

Suppliers shall note that this example is for illustrative purposes only.

- 8.2.7. The specific requirements of a Deep Dive audit shall be specified by the Authority and/or Contracting Authorities at the Call Off stage.

8.3. **Market Intelligence and Advisory Service**

- 8.3.1. The Supplier shall provide market advisory services, which may be used in the planning and conduct of the procurement procedure.
- 8.3.2. This Service shall be detailed and priced at the Call Off stage.

### **Definitions**

In this Framework Agreement Schedule 2 (Services and Key Performance Indicators) Part A: Services, the following expressions shall have the following meanings:

<b>“Auditor’s Benchmark Pool(s)” or “Pool(s)”</b>	means the auditing benchmark based upon a bespoke Pool of advertisers or estimates based on market data / proprietary research, whose media spend is captured directly from the relevant media buying agency as a result of a contract between the advertiser and the media auditor. The price position of the advertiser is measured against other advertisers in the Auditor's Pool(s).  An auditing benchmark is derived from estimates based on published market data / proprietary research.
<b>“Deep Dives”</b>	means campaign-specific audits, typically called off on an ad-hoc basis at a departmental level to identify performance of a campaign and highlight value and performance.



<p><b>“Media Auditing”</b></p>	<p>means an audit undertaken to determine:</p> <p>(a) whether the expenditure incurred by the Supplier on behalf of a Contracting Body has been properly incurred in accordance with the terms of this Framework Agreement and the appropriate Call Off Agreement; and</p> <p>(b) whether such expenditure accurately represents the Media Value for the relevant media channel at the time when such expenditure was incurred.</p>
<p><b>“Media Buying”</b></p>	<p>means the purchase of media space on behalf of a Customer regionally, nationally and internationally across all offline and online channels and platforms through negotiations to secure optimal rates and positioning.</p>
<p><b>“Media Sales House”</b></p>	<p>means a media owner.</p>
<p><b>“Media Value”</b></p>	<p>means the value to the Customer of the media goods acquired as a result of Media Buying, measured against the output required in the Media Buying Brief in the form of television ratings, press insertions, radio spots, and online impressions as appropriate for the type of media.</p>
<p><b>“Route”</b></p>	<p>means a research organisation, providing audience estimates to the out-of-home industry in Britain.  <a href="http://www.route.org.uk/home/">http://www.route.org.uk/home/</a></p>

## PART B – KEY PERFORMANCE INDICATORS

### 1. GENERAL

- 1.1 The purpose of this Part B is to set out the KPIs by which the Supplier’s overall performance under this Framework Agreement shall be monitored and managed. The Authority reserves the right to adjust, introduce new, or remove KPIs throughout the Framework Period, however any significant changes to KPIs shall be agreed between the Authority and the Supplier in accordance with Clause **Error! Reference source not found.** (Variation Procedure).
- 1.2 The Supplier shall comply with all its obligations related to KPIs set out in this Framework Agreement including Framework Schedule 8 (Framework Management) and shall use all reasonable endeavours to meet the KPI Targets identified in the table below.
- 1.3 The KPIs from which performance by the Supplier of this Framework Agreement will be reported against are set out below:

Key Performance Indicator (KPI)	KPI Target	Measured by
<b>1. FRAMEWORK MANAGEMENT</b>		
1.1 MI returns: All MI returns to be returned to CCS by the 7 <sup>th</sup> Working Day of each month		Confirmation of receipt and time of receipt by the Authority (as evidenced within the Authority’s data warehouse (MISO) system)
1.2 All undisputed invoices to be paid within 30 calendar days of issue		Confirmation of receipt and time of receipt by the Authority (as evidenced within the Authority’s CODA system)
1.3 Supplier self-audit certificate to be issued to the Authority in accordance with the Framework Agreement		Confirmation of receipt and time of receipt by the Authority
1.4 Actions identified in an Audit Report to be delivered by the dates set out in the Audit Report		Confirmation by the Authority of completion of the actions by the dates identified in the Audit Report

<b>2. OPERATIONAL EFFICIENCY/PRICE SAVINGS</b>		
2.1 The Supplier to deliver against the Supplier Action Plan to derive further cost savings over the Framework Period via continuous improvement and innovation		Confirmation by the Authority of the cost savings achieved by the dates identified in the Supplier Action Plan
<b>3. DEMAND MANAGEMENT SAVINGS</b>		
3.1 The Supplier to deliver against the Supplier Action Plan to derive further cost savings over the Framework Period continuous improvement and innovation		Confirmation by the Authority of the cost savings achieved by the dates identified in the Supplier Action Plan
<b>4. CUSTOMER SATISFACTION</b>		
4.1 Services to be provided under Call Off Agreements to the satisfaction of Contracting Authorities		Confirmation by the Authority of the Supplier's performance against customer satisfaction surveys
<b>5. PERFORMANCE</b>		
To produce twice-annually set of actionable recommendations to enable the media buying agency to improve cost and quality performance in time for the next audit.		Confirmation of receipt and time of receipt by the Authority, and received prior to the timescales specified by the Authority.
To provide the Authority with annual updates in new and innovative evaluation techniques being employed or piloted by the Supplier.		Confirmation of receipt and time of receipt by the Authority, and received prior to the timescales specified by the Authority.
To provide annual value figure on cost and quality improvements made throughout the year by media channel.		Confirmation of receipt and time of receipt by the

		Authority, and received prior to the timescales specified by the Authority.
To provide copies of all deep dive audits commissioned by all Contracting Authorities under this Media Auditing Framework to the Authority on a quarterly basis.		Confirmation of receipt and time of receipt by the Authority, and received prior to the timescales specified by the Authority.