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**United Kingdom-London: Auditing services  
2014/S 162-290574**

**Prior information notice**

**Services**

Directive 2004/18/EC

**Section I: Contracting authority**

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

Cabinet Office  
1 Horse Guards Road  
Contact point(s): Customer Service Desk  
SW1A 2HQ London  
United Kingdom

**Internet address(es):**

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

General public services

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

The contracting authority is purchasing on behalf of other contracting authorities: no

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

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

L0425 Media Audit Services Framework Agreement.

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

Service category No 9: Accounting, auditing and bookkeeping services  
UK.  
NUTS code UK

**II.3) Information on framework agreement**

The notice involves the establishment of a framework agreement: yes

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

Cabinet Office needs to get best value for the taxpayer and is responsible for media auditing for Government departments and the Crown Commercial Service.  
Government departments require specialist media auditing expertise in connection with the media buying framework (reference RM1704) to ensure that the media buying agency delivers the contractual commitments across government campaigns (both domestic and international).  
The key objective of this commission is to audit the varied requirements of the media buying framework. This covers requirements across a wide and diverse customer base.

Cabinet Office needs to measure and validate the work of its media buying agency by assessing the effectiveness of government media buying in terms of both price and quality, and to benchmark it against industry standards to determine what achievable improvements can be realistically achieved across the duration of the new contract. This work will include media partnerships and sponsorships.

The Auditing Services in scope for this Framework includes but are not limited to the following (1-7 are UK based, 8 is International):

1. Television - spend benchmarked versus TV pool, cost performance by sales house, marketplace update.
2. TV audit target audiences could include – ABC1 adults, ABC1 Men, All Adults, Housewives with Children.
3. Press - spend benchmarked versus Press pool, cost performance analysed by individual title, magazines and supplements, marketplace update.
4. Radio – spend benchmarked versus Radio pool, cost performance by sales house, marketplace update.
5. Out of Home – spend benchmarked versus Outdoor pool, cost and quality analysis by format, marketplace update.
6. Digital Display – spend benchmarked versus digital pool, analysis of performance by site, analysis of free of charge inventory.
7. Cinema - spend benchmarked versus Cinema pool, cost performance by sales house, marketplace update.
8. International Auditing – any market may be required for auditing purposes, but the below are typically audited – USA, Brazil, Germany, France, Oman, Kuwait, Bahrain. Channels could include TV, press, radio, out of home, digital display, cinema.

The service can be delivered from the supplier's premises but there is a requirement to attend regular Authority meetings in London.

Estimated cost excluding VAT:

Range: between 500 000 and 1 200 000 GBP

**Lots**

This contract is divided into lots: no

- II.5) **Common procurement vocabulary (CPV)**  
79212000, 79200000, 79210000, 79342000, 79341000, 79340000, 79341400, 92200000, 92210000, 92220000
- II.6) **Scheduled date for start of award procedures**  
31.10.2014
- 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.  
It is envisaged that the OJEU Contract Notice and the accompanying ITT documents will be published in October 2014. It is anticipated that the contract will be awarded in February 2015 and the duration will be for a maximum of 48 months (4 years).

**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:**

Potential suppliers are defined as those with the capacity to provide ALL services detailed. The indicative spend across the life of the Framework is subject to change

Potential suppliers should email [supplier@ccs.gsi.gov.uk](mailto:supplier@ccs.gsi.gov.uk)

, stating "Media Auditing PIN" in the subject box and provide the following information:

Organisation name;

Parent Company name (if applicable);

Contact name;

Contact phone number;

Contact email;

Contact address;

Organisation website link;

Organisation turnover.

Your interest must be received by Monday 1st September at 2 pm. Suppliers who respond after this date may not be included in the market engagement process.

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

It anticipated that the market engagement process will be carried out during the week commencing 8th September 2014.

The location of the market engagement day will be at the Cabinet Office – 1 Horse Guards Road, London SW1A 2HQ, UK.

It is envisaged that the Framework will comprise of one Lot and a single supplier. However, this is subject to change. Full details will be made available in the ITT documentation. There will be no guarantee of minimum volume or spend over the life of the Framework Agreement.

Potential suppliers will not be prejudiced by any response to this PIN, or failure to respond. This PIN does not formally signify the beginning of a procurement and does not constitute a commitment by Cabinet Office to undertake any procurement exercise. In the event that Cabinet Office decides to formally commence the procurement of the Media Audit Services Framework Agreement a separate contract notice will be issued.

If a contract notice is published, Cabinet Office will rely on the publication of this PIN to utilise the minimum timeframes permissible under reg 15(7) of the Public Contracts Regulations 2006 (Art 38(4) of Directive 2004/18/EC).

Intended users of this Framework will be Central Government and the Wider Public Sector.

### **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:**

22.8.2014