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**United Kingdom-Liverpool: Advertising and marketing services
2016/S 156-283883**

Contract 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@crowncommercial.gov.uk , enablement@crowncommercial.gov.uk

Internet address(es):

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

Further information can be obtained from: The above mentioned contact point(s)

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from: The above mentioned contact point(s)

Tenders or requests to participate must be sent to: 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

Section II: Object of the contract

II.1) Description

II.1.1) Title attributed to the contract by the contracting authority:

Campaign solutions.

II.1.2) Type of contract and location of works, place of delivery or of performance

Services

Service category No 27: Other services

Main site or location of works, place of delivery or of performance: Primarily in the UK with some limited requirements overseas.

NUTS code UK

II.1.3) Information about a public contract, a framework agreement or a dynamic purchasing system (DPS)

The notice involves the establishment of a framework agreement

II.1.4) Information on framework agreement

Framework agreement with several operators

Number of participants to the framework agreement envisaged: 20

Duration of the framework agreement

Duration in years: 4

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT:

Range: between 180 000 000 and 350 000 000 GBP

II.1.5) **Short description of the contract or purchase(s)**

Crown Commercial Service as the contracting authority is putting in place a framework agreement for use by UK public sector bodies identified at VI.3) (and any future successors to these organisations), which includes Central Government Departments and their Arm's Length Bodies and Agencies, Non Departmental Public Bodies, NHS bodies and Local Authorities.

The Campaign solutions framework agreement will be a new and innovative contracting solution for the provision of campaign solutions services. Crown Commercial Service is looking to provide clients with a quality and value for money approach to deliver campaign requirements.

Campaign solutions has been developed by taking lessons learnt from the existing agreements and in response to extensive pre-market engagement, which has been carried out with existing agencies, the wider market, Trade Bodies and clients. The resulting single lot structure addresses the feedback received from this engagement. The Framework Agreement has been designed to facilitate collaborative working to solve problems, offer flexibility in respect of fully integrated, end to end campaign requirements, whilst enabling the parties tap into niche services, innovation and offering the opportunity to build long term strategic partnerships.

The Framework will include a range of Specialist Services.

A detailed description of the Services that the Potential Agency will be required to supply under this Framework Agreement is set out in section 2 (Services Offered) of the Framework Agreement.

II.1.6) **Common procurement vocabulary (CPV)**

79340000, 22462000, 72412000, 72413000, 72416000, 72420000, 72421000, 72422000, 72590000, 79311000, 79341000, 79341100, 79341200, 79341400, 79342000, 79342100, 79342200, 79342321, 79413000, 79415200, 79416000, 79416100, 79416200, 79430000, 79821100, 79822300, 79822500, 79933000, 79961000, 79962000, 92100000, 92200000, 92312211

II.1.7) **Information about Government Procurement Agreement (GPA)**

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

II.1.8) **Lots**

This contract is divided into lots: no

II.1.9) **Information about variants**

Variants will be accepted: no

II.2) **Quantity or scope of the contract**

II.2.1) **Total quantity or scope:**

Crown Commercial Service is seeking to establish a framework agreement for the supply of campaign solution services. The purpose of this framework is to deliver fully integrated end to end campaign solutions.

The framework agreement will consist of a single lot.

The framework agreement will include a range of specialist services that have been identified as the key elements for delivering fully integrated, end to end campaigns. The specialist services are listed below along with the minimum number of agencies that the contracting authority is seeking to appoint to each specialist service:

Strategy Development — 5;
Creative for Campaigns — 10;
Digital Marketing and Social Media — 8;
Public Relations — 8;
Direct Marketing — 5;
Partnership Marketing — 8.

The contracting authority is seeking to appoint a minimum of 20 agencies to the Framework Agreement. In the event that the minimum number of agencies required for a specialist service has been reached but the total number of agencies appointed to the framework agreement is less than 20, the contracting authority will appoint one (1) additional agency to each specialist service until the minimum number of agencies appointed to the framework exceeds 20.

A potential agency may submit a tender in its own name or as part of a consortium.

Potential agencies must note, that in order to tender for a particular specialist service you must be able to provide that specialist service in-house which means your own organisation must be able to demonstrate that, as the prime agency, you can deliver the requisite expertise to deliver end-to-end campaigns using your own resources, experience and capability (and not rely on any sub-contractors for the provision of that specialist service).

At the further competition stage an agency shall be required to demonstrate how they will deliver the fully integrated end to end campaigns, including whether the services will be delivered solely by their in-house capability or whether they intend to sub-contract some elements of their solution.

II.2.2) Information about options

Options: no

II.2.3) Information about renewals

II.3) Duration of the contract or time limit for completion

Section III: Legal, economic, financial and technical information

III.1) Conditions relating to the contract

III.1.1) Deposits and guarantees required:

Participants will be advised if this is necessary during the procurement. Parent company and/or other guarantees of performance and financial liability may be required by the contracting authority if considered appropriate.

III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them:

III.1.3) Legal form to be taken by the group of economic operators to whom the contract is to be awarded:

No special legal form is required but if a contract is awarded to a consortium, the contracting authority may require the consortium to form a legal entity before entering into the framework agreement.

III.1.4) Other particular conditions

The performance of the contract is subject to particular conditions: no

III.2) Conditions for participation

III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers

Information and formalities necessary for evaluating if the requirements are met: Candidates will be assessed in accordance with Section 5 of the 2015 Public Contract Regulations (implementing the Directive) on the basis of information provided in response to an Invitation to Tender ('ITT').

This procurement will be managed electronically via the contracting authority's Emptoris system. To participate in this procurement, participants must first be registered on the Emptoris system.

If you have not yet registered on the Emptoris system, this can be done online at <https://gpsesourcing.cabinetoffice.gov.uk> by following the link 'Register for CCS eSourcing'. Please note that, to register, you must have a valid DUNS number (as provided by Dun and Bradstreet) for the organisation which you are registering, who will be entering into a contract if invited to do so. Full instructions for registration and use of the system can be found at: <https://www.gov.uk/government/publications/esourcing-tool-guidance-for-suppliers>

Once you have registered on the Emptoris system, a registered user can express an interest for a specific procurement. This is done by emailing ExpressionOfInterest@crowcommercial.gov.uk

Your email must clearly state: the name and reference for the procurement you wish to register for; the name of the registered agency; and the name and contact details for the registered individual sending the email.

The contracting authority will process the email and then enable the agency to access the procurement online via the Emptoris system. The registered user will receive a notification email to alert them once this has been done.

As a user of the Emptoris system you will have access to the Emptoris system messaging service which facilitates all messages sent to you and from you in relation to any specific RFX event. Please note it is your responsibility to access these messages on a regular basis to ensure you have sight of all relevant information.

For technical assistance on use of the Emptoris system please contact Crown Commercial Service Support Desk email: eEnablement@crowcommercial.gov.uk

A full copy of the ITT documentation for this procurement will be available for full, unrestricted and direct access, free of charge via Crown Commercial Service website once it is available:

<http://ccs-agreements.cabinetoffice.gov.uk/procurement-pipeline>

Responses must be published by the date in IV.3.4).

III.2.2) **Economic and financial ability**

Information and formalities necessary for evaluating if the requirements are met: Candidates will be assessed in accordance with Section 5 of the 2015 Public Contract Regulations (implementing the Directive) on the basis of information provided in response to an Invitation to Tender ('ITT').

The ITT can be accessed at: <https://gpsesourcing.cabinetoffice.gov.uk> using the instructions detailed in III.2.1).

The contracting authority will take into account a potential agency financial risk report and may take into account any of the following information:

- a) a statement of your turnover, profit and loss account, current liabilities and assets, and cash flow for the most recent year of trading; or
- b) a statement of your cash flow forecast for the current year and a bank letter outlining the current cash and credit position; and/or
- c) an alternative means of demonstrating financial status if any of the above are not available (for example this might include, a forecast of turnover for the current year and a statement of funding provided by the owners and/or this might include bank, charity accruals accounts, or an alternative means of demonstrating financial status etc.).

Minimum level(s) of standards possibly required: As stated in the Invitation to Tender (ITT).

III.2.3) **Technical capacity**

Information and formalities necessary for evaluating if the requirements are met:

Candidates will be assessed in accordance with Section 5 of the 2015 Public Contract Regulations (implementing the Directive) on the basis of information provided in response to an Invitation to Tender ('ITT'). The ITT can be accessed at: <https://gpsesourcing.cabinetoffice.gov.uk> using the instructions detailed in III.2.1).

The contracting authority will take the following information into account in its assessment:

- a) 1 comparable contract example detailing a fully integrated end to end campaign that you have delivered;
- b) 1 comparable contract example for each specialist service for which you are tendering which demonstrates your in-house ability to deliver the specialist service(s);
- c) evidence within each contract example to demonstrate that an agency has the necessary technical experience to deliver the services required under this framework agreement;
- d) each contract example must have been performed over and at the most within the last 3 years prior to the publication of the OJEU Notice to be valid and can be from the public or private sector;
- e) must demonstrate that you have delivered a fully integrated end to end campaign;
- f) must demonstrate your technical ability in the specialist service for which you are tendering.

Minimum level(s) of standards possibly required:

As stated in the Invitation to Tender (ITT) Potential Agencies must hold a valid Cyber Essentials Plus certificate, or conformity with the ISO27001 standard where the Cyber Essentials Plus requirements have been included in the scope of that standard. Potential Agencies must provide this assurance prior to the award of the first Call-Off Contract.

Potential Agencies must provide assurance, prior to framework award, that they have appropriate insurance in place, as specified in the ITT.

III.2.4) **Information about reserved contracts**

III.3) **Conditions specific to services contracts**

III.3.1) **Information about a particular profession**

Execution of the service is reserved to a particular profession: no

III.3.2) **Staff responsible for the execution of the service**

Section IV: Procedure

IV.1) **Type of procedure**

IV.1.1) **Type of procedure**

Open

IV.1.2) **Limitations on the number of operators who will be invited to tender or to participate**

IV.1.3) **Reduction of the number of operators during the negotiation or dialogue**

IV.2) **Award criteria**

IV.2.1) **Award criteria**

The most economically advantageous tender in terms of the criteria stated below

1. Quality. Weighting 80
2. Price. Weighting 20

IV.2.2) **Information about electronic auction**

An electronic auction will be used: no

IV.3) **Administrative information**

IV.3.1) **File reference number attributed by the contracting authority:**

RM 3774

IV.3.2) **Previous publication(s) concerning the same contract**

Prior information notice

Notice number in the OJEU: [2015/S 235-426494](#) of 4.12.2015

IV.3.3) Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4) Time limit for receipt of tenders or requests to participate

5.9.2016 - 15:00

IV.3.5) Date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6) Language(s) in which tenders or requests to participate may be drawn up

English.

IV.3.7) Minimum time frame during which the tenderer must maintain the tender

in days: 120 (from the date stated for receipt of tender)

IV.3.8) Conditions for opening of tenders

Place:

Electronically, via web-based portal.

Section VI: Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: no

VI.2) Information about European Union funds

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

VI.3) Additional information

This framework agreement will be accessible for use by UK public sector bodies (and any future successor organisations) which includes Central Government Departments and their Arm's Length Bodies and Agencies, Non Departmental Public Bodies, NHS bodies and Local Authorities. As at the publication of this Contract Notice the latest list of these Contracting Authorities can be found in the Office for National Statistics' Public Sector Classification Guide — July 2016 spreadsheet found at:

<https://www.ons.gov.uk/economy/nationalaccounts/uksectoraccounts/datasets/publicsectorclassificationguide> (updated from time to time)

Entities which are not public sector bodies may also use the framework agreements if the authority is satisfied that: such entity is calling off services directly, solely and exclusively in order to satisfy contractual obligations to one (1) or more public sector bodies, all of which are entitled to use the framework agreements on their own account; all services to be called-off by it are to be used directly, solely and exclusively by such public sector body(ies); and it will pass the benefit of the Call-Off Contract to such public sector body(ies) directly, in full and on a purely 'pass-through' basis. Accordingly there must be no mark-up, management fee, service charge or any similar cost solely in relation to the Services, to the relevant public sector body(ies) who must be able to benefit from the terms of the framework agreements in a like manner and to the same extent as if using the framework agreements on its/their own account.

This framework agreement will also be accessible for use by any corporation established, or a group of individuals appointed to act together, for the specific purpose of meeting needs in the general interest, not having an industrial or commercial character, and

- (i) financed wholly or mainly by another contracting authority (listed above in this section VI.3) of this notice;
- (ii) subject to management supervision by another contracting authority (listed above in this section);
- (iii) an association of or formed by one (1) or more of the contracting authorities (listed above in this section VI.3) of this notice.

Potential providers should note that, in accordance with the UK Government's policies on transparency, the authority intends to publish the Invitation to Tender (ITT) document and the text of any framework agreement awarded, subject to possible redaction's at the discretion of the authority. The terms of the proposed framework agreement will also permit public sector contracting authorities, awarding a contract under this framework agreement, to publish the text of that contract, subject to possible redaction's at the discretion of the contracting authorities. The terms of the proposed framework agreement will also permit a public sector contracting authority, awarding a contract under this framework agreement, to publish the text of that contract, subject to possible redactions at the discretion of the contracting authority. Further information on transparency can be found at:

<https://www.gov.uk/government/publications/procurement-and-contracting-transparency-requirements-guidance>

The contracting authority expressly reserves the right:

(i) not to award any contract as a result of the procurement process commenced by publication of this notice; and

(ii) to make whatever changes it may see fit to the content and structure of the tendering competition; and in no circumstances will the Contracting authority be liable for any costs incurred by the candidates.

If the contracting authority decides to enter into a framework agreement with the successful agency, this does not mean that there is any guarantee of subsequent contracts being awarded. Any expenditure, work or effort undertaken prior to contract award is accordingly a matter solely for the commercial judgement of potential agencies. Any orders placed under this framework agreement will form a separate contract under the scope of this framework between the agency and the specific requesting other contracting body. The contracting authority and other contracting bodies utilising the framework reserve the right to use any electronic portal during the life of the agreement.

The duration referenced in Section II.1.4) is for the placing of orders.

The value provided in Section II.1.4) is only an estimate. We cannot guarantee to agencies any business through this framework agreement.

VI.4) **Procedures for appeal**

VI.4.1) **Body responsible for appeal procedures**

VI.4.2) **Lodging of appeals**

VI.4.3) **Service from which information about the lodging of appeals may be obtained**

VI.5) **Date of dispatch of this notice:**

9.8.2016