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**United Kingdom-Liverpool: Advertising and marketing services  
2015/S 235-426494**

**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  
Contact point(s): Campaign Solutions PIN  
L3 9PP Liverpool  
United Kingdom  
Telephone: +44 3450103503  
E-mail: [campaignsolutions@crownccommercial.gov.uk](mailto:campaignsolutions@crownccommercial.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**

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

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

Campaign Solutions.

**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:**

Government Communications has seen significant changes in recent years. The pace is ever increasing against a background of spending challenges.

The current CCS Strategy and Planning (RM1011) and Creative Solutions frameworks (RM988) are due to expire in 2016. This presents an opportunity to review government's future communications needs.

Working with Government Communication Service (GCS) we are taking the opportunity to review how our arrangements can work better for us. We will be undertaking a range of engagement activities over the coming months with customers, suppliers and the wider market.

We are looking to procure a new and innovative contracting solution for provision of these services and active market engagement is integral to our understanding of the marketplace and dynamics. We are open to consideration of alternative approaches that may expand or modify the current projected scope.

Crown Commercial Service (CCS) is looking to provide Public Sector customers with access to an innovative, quality and value for money approach to buying communications.

The aim of the Campaign Solutions agreement is to provide Public Sector customers with access to an innovative, quality and value for money approach to buying communications that takes advantage of dynamic changes within the marketplace.

Public sector customers include Central Government departments as well as Wider Public Sector organisations and their arms length bodies.

The intended range of services under consideration include but are not limited to the following potential requirements:

- Marketing and Communications Strategy Development.
- Communications Channel Strategy and Planning.
- Creative Marketing Communications and Related Services.
- Direct Marketing and Related Services.
- Digital Marketing and Related Services.
- Public Relations and Related Services.
- Campaign Evaluation Services.
- Contact Centre Services.

We envisage that this will be a multi supplier multi lot award.

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

Prior to this, Crown Commercial Service is proposing to undertake market engagement with potential suppliers. The purpose of this PIN is to communicate our proposed requirements and encourage suitable suppliers to participate in our consultation exercise and make contact with 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 [campaignsolutions@crowncommercial.gov.uk](mailto:campaignsolutions@crowncommercial.gov.uk) stating 'Campaign Solutions 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.

A number of pre-market engagement events will also be held in the following locations:

— Edinburgh — 12 noon – 2 pm on 11 December: Government Communication Service Scotland Office, 1 Melville Crescent, EH3 7HW. Register here: <https://www.eventbrite.co.uk/e/uk-gov-creative-agency-event-edinburgh-tickets-19754676770>

— Liverpool — 12 noon – 2 pm on 15 December: Chamber of Commerce, 1 Old Hall Street, L3 9HG. Register here <https://www.eventbrite.co.uk/e/uk-gov-creative-agency-event-liverpool-tickets-19818206790>

— Bristol — 11am – 1 pm on 16 December: Temple Quay House, 2 The Square Temple Quay, BS1 6PN.

Register here <https://www.eventbrite.co.uk/e/uk-gov-creative-agency-event-bristol-tickets-19818147613>

Potential suppliers can also take part in the pre-market engagement by visiting <https://www.surveymonkey.com/r/3NRP89V>

and completing the Consultation Pack.

Suppliers are encouraged to review the information contained in this Prior Information Notice and participate in the consultation process.

Estimated cost excluding VAT:

Range: between 180 000 000 and 300 000 000 GBP

#### **Lots**

This contract is divided into lots: yes

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

79340000, 22462000, 72412000, 72413000, 72416000, 72420000, 72421000, 72422000, 72590000, 79311000, 79341000, 79341100, 79341200, 79341400, 79342000, 79342100, 79413000, 79415200, 79416000, 79416100, 79416200, 79430000, 79512000, 79821100, 79822300, 79822500, 79933000, 79961000, 79962000, 92100000, 92200000, 92312211

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

3.4.2016

#### 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: Campaign Solutions

#### 1) **Short description:**

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- Campaign Evaluation Services.
- Contact Centre Services.

We envisage that this will be a multi supplier multi lot award.

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

79340000, 72422000, 79342100, 79341000, 79822300, 79311000, 79512000, 79341200, 79416000, 79416100, 72420000, 22462000, 92200000, 79416200, 72413000, 72590000, 92312211, 79821100, 79342000, 79341400, 79933000, 79413000, 79961000, 79430000, 92100000, 79341100, 79962000, 72421000, 72412000, 79822500, 79415200, 72416000

5) **Additional information about lots:**

**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:**

Government Communications has seen significant changes in recent years. The pace is ever increasing against a background of spending challenges.

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9. Contact name.

10. Contact phone number.

11. Contact email.

12. Contact address.

13. Organisation website link.

14. Organisation turnover.

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and completing the Consultation Pack.

Suppliers are encouraged to review the information contained in this Prior Information Notice and participate in the consultation process.

The upcoming procurement will be managed electronically via the Crown Commercial Service's e-Sourcing Suite. To participate in this upcoming procurement, participants must first be registered on the e-Sourcing Suite.

If you have not yet registered on the eSourcing Suite, 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:

<http://ccs.cabinetoffice.gov.uk/i-am-supplier/respond-tender>

Note that, by registering for the eSourcing Suite in this way, you will then be in a position to express an interest in any future procurements run by Crown Commercial Service.

Once you have registered on the eSourcing Suite, a registered user can request access to the Market Engagement. This is done by emailing: [expressionofinterest@ccs.gsi.gov.uk](mailto:expressionofinterest@ccs.gsi.gov.uk)

Your email must clearly state: the name and reference for the Market Engagement; the name of the registered supplier; and the name and contact details for the registered individual sending the email. Crown Commercial

Service will process the email and then enable the supplier to access the Market Engagement online via the e-Sourcing Suite. The registered user will receive a notification email to alert them once this has been done.

As a user of the e-Sourcing Suite you will have access to Emptoris email 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 emails on a regular basis to ensure you have sight of all relevant information.

For technical assistance on use of the e-Sourcing Suite please contact the Crown Commercial Service Support Desk email: [eEnablement\\_desk@ccs.gsi.gov.uk](mailto:eEnablement_desk@ccs.gsi.gov.uk)

From 2.4.2014 the Government is introducing its new Government Security Classifications (GSC) classification scheme to replace the current Government Protective Marking Scheme (GPMS). A key aspect of this is the reduction in the number of security classifications used. All potential suppliers should make themselves aware of the changes as it may impact on this Requirement. The link below to the Gov.uk website provides information on the new GSC:

<https://www.gov.uk/government/publications/government-security-classifications>

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:**

2.12.2015