

This notice in TED website: <http://ted.europa.eu/udl?uri=TED:NOTICE:306636-2016:TEXT:EN:HTML>

**United Kingdom-Liverpool: Advertising and marketing services
2016/S 170-306636**

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: <https://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:

Communication Services.

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: 90

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 11 400 000 and 42 000 000 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).

The Communication Services Framework will appoint agencies capable of providing discrete communication services and products. These could be stand alone projects, regional campaigns or work subcontracted to provide services to support wider campaign delivery. This framework is sub-divided into 11 Lots.

The Framework duration is initially for two (2) years with the option to extend by a further one (1) year plus one (1) further year period(s). Any extension period will be at the sole discretion of the Contracting Authority.

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

79340000, 22100000, 22462000, 30213100, 30213200, 32232000, 32320000, 32321200, 32321300, 39154000, 48445000, 64212300, 72313000, 72412000, 72413000, 72416000, 72420000, 72421000, 72422000, 72590000, 79311000, 79341000, 79341100, 79341200, 79341400, 79342000, 79342100, 79342200, 79342300, 79342321, 79413000, 79415200, 79416000, 79416100, 79416200, 79430000, 79821100, 79822300, 79822500, 79933000, 79950000, 79951000, 79952000, 79952100, 79956000, 79961000, 79962000, 92100000, 92112000, 92200000, 92211000, 92221000, 92312211, 92621000, 92622000

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: yes

Tenders may be submitted for one or more lots

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 Communication Services.

The Framework Agreement will consist of 11 Lots.

The Contracting Authority is seeking to award to the following number agencies:

Lot 1 — Specialist Consultancy Services — 15

Lot 2 — Events — 10

Lot 3 — Channel Strategy and Planning — 8

Lot 4 — Public Relations (Specialist and Regional) — 10

Lot 5 — Proposition Development — 6

Lot 6 — Creative Development and Delivery — 8

Lot 7 — Digital Marketing and Social Media — 8

Lot 8 — Data Strategy and Management — 5

Lot 9 — Production — 6

Lot 10 — Editorial — 6

Lot 11 — International — 8

The Authority will award a Framework Agreement to additional Potential Agencies where their Final Score is within 1 % of the original awarded last place position only. In such cases, Potential Agencies who are tied with the same score in the last position for each Lot shall be deemed to be 1 agency for the purpose of calculating the maximum number of agencies for each Lot.

The agency must deliver innovative, best practice communications to achieve Government's goals. These shall be in line with the Government Communication Service professional standards, as referenced in the 2016/17 Government Communications Plan (see: <https://gcs.civilservice.gov.uk/wp-content/uploads/2016/05/gov-comms-plan-2016-17.pdf>) (which is updated from time to time).

The purpose of this Framework Agreement is to provide central government (and the wider public sector) with a new and improved way to purchase Communication Services, giving the public sector access to a wide range of the best creative agencies and providing best value for the taxpayer.

Agencies must be willing and capable of working in partnership with agencies on any of the other Crown Commercial Service agreements under the 'Public Sector Communications' group of frameworks, other agencies and specialists to deliver fully integrated campaigns for government. This includes RM3774 Campaign Solutions for the provision of specific single services and products. Government defines campaigns as a planned sequence of communications and interactions that use a compelling narrative over time to deliver a defined and measurable outcome.

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**

Information about lots

Lot No: 1

Lot title: Specialist Consultancy Services

1) **Short description**

Agencies and Specialists shall offer new and innovative communications ideas and consultancy on subjects including (but not limited to) thought leadership, behavioural science and neuroscience.

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

79340000, 79341100, 79413000

3) **Quantity or scope**

Estimated value excluding VAT:

Range: between 1 000 000 and 3 000 000 GBP

4) **Indication about different date for duration of contract or starting/completion**

5) **Additional information about lots**

Lot No: 2

Lot title: Events

1) **Short description**

The agency shall deliver a wide range of events services from strategic and tactical event programme management to supply of event equipment. Event requirements may be based in international locations.

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

79952000, 79951000, 32320000, 30213200, 79342300, 22462000, 64212300, 92622000, 79952100, 79956000, 32321200, 79950000, 39154000, 32321300, 30213100, 92621000

3) **Quantity or scope**

Estimated value excluding VAT:
Range: between 2 000 000 and 7 000 000 GBP

4) **Indication about different date for duration of contract or starting/completion**

5) **Additional information about lots**

Lot No: 3

Lot title: Channel Strategy and Planning

1) **Short description**

The agency shall translate communications strategy into actionable, effective, cost efficient and measurable communications channel plans. This may be across all relevant channels, including online, offline, owned and earned, as well as paid-for media.

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

79340000, 79341100, 79413000

3) **Quantity or scope**

Estimated value excluding VAT:
Range: between 1 000 000 and 3 000 000 GBP

4) **Indication about different date for duration of contract or starting/completion**

5) **Additional information about lots**

Lot No: 4

Lot title: Public Relations (Specialist and Regional)

1) **Short description**

The agency shall be capable of providing audience specific or regional public relations services and products either as a sole service element or bringing together different elements into one sustained campaigning approach. The services may be required on a regional or specialist basis and range from development of public relations themes and tactics to reputation management. In this Lot agencies can bid for 'Specialist' or 'Regional' or both.

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

79416000, 79430000, 79416200, 79416100

3) **Quantity or scope**

Estimated value excluding VAT:
Range: between 2 000 000 and 3 000 000 GBP

4) **Indication about different date for duration of contract or starting/completion**

5) **Additional information about lots**

Lot No: 5

Lot title: Proposition Development

1) **Short description**

The agency shall produce concepts and communications propositions across all channel options, developing and testing new communications ideas prior to production. The services may include development of creative propositions across both art and copy.

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

79340000, 79341100, 79933000, 79822500, 79415200

3) **Quantity or scope**

Estimated value excluding VAT:

Range: between 1 000 000 and 4 000 000 GBP

4) **Indication about different date for duration of contract or starting/completion**

5) **Additional information about lots**

Lot No: 6

Lot title: Creative Development and Delivery

1) **Short description**

The agency shall provide a full design service across all types of project. The services may include elements of creative design and management, branding requirements and design concepts suitable across all media channels.

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

79340000, 79933000, 79341100, 79821100, 79415200, 79822500, 79822300

3) **Quantity or scope**

Estimated value excluding VAT:

Range: between 1 000 000 and 4 000 000 GBP

4) **Indication about different date for duration of contract or starting/completion**

5) **Additional information about lots**

Lot No: 7

Lot title: Digital Marketing and Social Media

1) **Short description**

The agency shall provide digital marketing services and products both as sole services/products and to integrate with wider campaigns. In addition to the creation of specific products, the agency shall be capable of managing all aspects of production for all digital platforms. This may include web design, development and build.

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

79340000, 79342321, 72416000, 64212300, 72420000, 72412000, 72421000, 79342200, 72413000, 79342100, 72422000, 72590000

3) **Quantity or scope**

Estimated value excluding VAT:

Range: between 2 000 000 and 3 000 000 GBP

4) **Indication about different date for duration of contract or starting/completion**

5) **Additional information about lots**

Lot No: 8

Lot title: Data Strategy and Management

1) **Short description**

The agency shall provide data services. This may include data strategy development, database development, database management and analytics/modelling.

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

79340000, 79342321, 48445000, 72313000, 79341100, 79311000, 72300000, 72590000, 79341400

3) **Quantity or scope**

Estimated value excluding VAT:

Range: between 1 000 000 and 3 000 000 GBP

4) **Indication about different date for duration of contract or starting/completion**

5) **Additional information about lots**

Lot No: 9

Lot title: Production

1) **Short description**

The agency shall provide development and production services on a stand-alone basis. The production requirements may include moving picture and video, sound — including radio fillers, out-of-home advertising and stock imagery.

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

32000000, 79342200, 92100000, 32353000, 92221000, 92200000, 22462000, 79961000, 22312000, 92112000, 22315000, 92211000

3) **Quantity or scope**

Estimated value excluding VAT:

Range: between 500 000 and 1 000 000 GBP

4) **Indication about different date for duration of contract or starting/completion**

5) **Additional information about lots**

Lot No: 10

Lot title: Editorial

1) **Short description**

The agency shall provide a wide range of editorial services across multiple media; this may include copy writing for advertising, copy production/checking for leaflets and technical writing for specialist audiences.

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

22100000, 79821100, 92312211, 22462000

3) **Quantity or scope**

Estimated value excluding VAT:

Range: between 500 000 and 1 000 000 GBP

4) **Indication about different date for duration of contract or starting/completion**

5) **Additional information about lots**

Lot No: 11

Lot title: International

1) **Short description**

The agency shall deliver communications campaigns overseas, using a multi-channel approach. This may include delivering in major economic markets and areas where the media landscape is limited or non-existent.

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

79952000, 79956000, 79340000, 92211000, 72590000, 30213100, 79961000, 22315000, 72420000, 79416200, 92100000, 92112000, 32321300, 92221000, 72421000, 32353000, 22100000, 32321200, 92622000, 79822500, 79342300, 32000000, 79933000, 92621000, 79952100, 72412000, 79416000, 30213200, 79821100, 72422000, 79822300, 32320000, 92200000, 79342321, 92312211, 79430000, 79341100, 39154000, 79342100, 79413000, 72413000, 79342200, 79415200, 72416000, 79951000, 64212300, 79416100, 22462000, 79950000, 22312000

3) **Quantity or scope**

Estimated value excluding VAT:

Range: between 5 000 000 and 10 000 000 GBP

4) **Indication about different date for duration of contract or starting/completion**

5) **Additional information about lots**

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 Crown Commercial Service'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@crownccommercial.gov.uk

Your email must clearly state: the name and reference for the procurement you wish to register for; 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 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 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@crownccommercial.gov.uk

A full copy of the ITT documentation for this procurement will be available for full, unrestricted and direct access, free of charge on the CCS website

<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 may 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 the 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 may have regard to any of the following means in its assessment:

(a) 2 Individual contract examples comparable to the requirement of the applicable Lot; and

(b) Evidence within these contracts of a sufficient level of experience to carry out the requirement, either within your organisation; Consortium and/or named Sub-Contractors (where applicable).

(c) The contract examples can be from the public or private sector, where similar requirements to those sought under this Procurement have been performed.

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 or agreed equivalent. Potential Agencies must provide this assurance prior to the award of the first Call-Off Contract.

Potential Agencies must provide assurance, prior to the 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 in the specifications, in the invitation to tender or to negotiate or in the descriptive document
- 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 3796
- 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**
30.9.2016 - 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 — August 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 Agencies 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:**

31.8.2016