

Media monitoring and associated services

RM6134

Customer guidance



Crown
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Service

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1. Introduction

1.1. Purpose of the guide

This guide provides information on three key areas to help you use and understand the framework:

- It gives you an overview of the services and solutions that are available alongside key benefits.
- It sets out how to use the agreement to buy services, and the process for putting a contract in place.
- It shares tips for developing your brief, how to get the most of your contract and best practices in supplier management.

1.2. Who can use the framework?

This agreement can be used by all UK public sector bodies including: Central government departments, arm's length bodies and agencies, devolved administrations, NHS bodies, the wider public sector; local authorities, universities and the third sector such as charities.

The full list of public bodies can be found on the 'Authorised Customer List' under the documents tab.

1.3. Is the agreement free to use?

The framework is **free to use**.

However for Central Government bodies using this framework we collect a management charge for Government Communication Service (GCS). The charge has been in existence since 2013, approved by the Civil Service Board and Ministerial Board with the agreement of all Directors of Communications. The 1% management charge is collected by the appointed supplier on behalf of GCS and is added to the total net value of each invoice. This charge is not payable by wider public sector organisations.

1.4. Can CCS run my procurement?

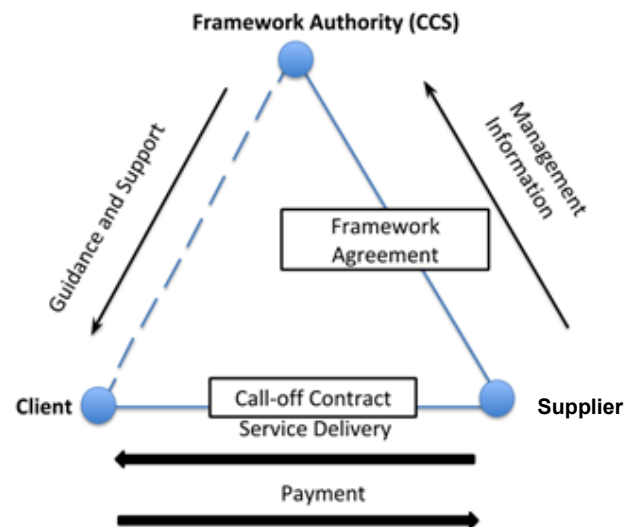
For this framework you may apply a direct award or run a further competition. CCS may be able to offer help with running your procurement, which is offered on a demand and capacity basis. If you are able to give reasonable notice or a pipeline of activity in advance CCS will be able to plan in the resource to deliver this. We provide a managed service for the Cabinet Office and HM Treasury.

Please email cs.procurements@crowncommercial.gov.uk to seek advice at your earliest opportunity.

1.5. The role of CCS

CCS' role is to provide you with advice and guidance on how to get the best out of this agreement. We can help with any technical queries you may have such as the best way to hire a supplier and get the best value from them. CCS manages the overarching contract and the agencies at framework level. This includes managing the framework contract KPIs, supplier insurances and certification. All suppliers' financials were tested at framework stage and they are monitored throughout the framework duration.

You are responsible for managing your contract with the supplier at call-off contract level for each project, but CCS can help with any issues you may have that require escalating.



1.6. The role of GCS

The [Government Communication Service](#) Central Campaigns team is the professional body for people working in communications roles across government. GCS has a range of [templates/ toolkits](#) you can use and can offer support from a communications perspective. There are [regional networks of GCS members](#) and communicators across government, ALBs, Local Authorities and other public services, who help improve professional development, which you can reach out to.

1.7. Project Assurance

If you work in Central Government or in an arm's length body, you must have professional assurance (PASS) approval for your communications spend, where the total annual expenditure is over £100,000 before using this framework.

If you have not yet done this or need some assurance on additional communication services/ projects you can get help on this by contacting the [Communications Controls Mailbox](#).

You can access approval templates and [more information on the GCS](#) website. If you work for other public sector bodies you should follow your own organisation's guidelines.

2. Agreement overview

2.1. What does it offer?

This is a multi-supplier agreement, and covers the monitoring and analysis of media coverage to enable the management and evaluation of public communications activity and campaigns.

The agreement is a comprehensive set of bespoke terms and conditions for media monitoring and associated services. They incorporate the Government standard terms and conditions for service contracts in the form of the Public Sector Contract.

2.2. Scope of the agreement

The agreement has one lot for the provision of press, online, social media and broadcast monitoring; and human-driven evaluation and analysis of the monitored media. Customers may choose to contract with a supplier for any or all of the following core services:

- **Press monitoring** - monitoring of specified keywords and topics within print content.
- **Online media monitoring** - monitoring of news website content including non-written content like infographics and images.
- **Social media monitoring** - monitoring of social media content on feeds including Twitter, LinkedIn or Facebook.
- **Broadcast monitoring** - monitoring content on television, radio and web broadcasts.
- **Human-driven media evaluation and analysis** – the selection, evaluation and analysis of the results of monitoring through human review.

Optional services:

Suppliers can also provide optional services to customers buying one or more of the above core services including:

- automated media evaluation and analysis
- forward planning database
- media contact database
- social media monitoring and analysis tool
- parliamentary monitoring

A list of the optional services offered by all suppliers is available at [Appendix 4](#).

2.3. Who are the suppliers?

The suppliers on this agreement are:

- Cision Group Ltd
- LexisNexis (RELX UK Limited trading as LexisNexis)
- Media Measurement Limited
- Precise Media Monitoring Ltd
- Press Data Ltd

Contact details for all suppliers can be found on our [website](#).

2.4. How does the pricing work?

There are set maximum framework prices for this agreement. The pricing rate cards detail the suppliers maximum prices for the various services and reports, these rates are the most that can be charged under this framework and any call-off contract. Suppliers may reduce their prices as part of a competition process, but prices are fixed for a direct award.

You can use this to check your bids against and assess any discounts which have been offered.

The prices are fixed for the first 2 years of the framework and can be reviewed yearly thereafter between CCS and the supplier. Any requests to increase prices will need to be justified and will be subject to review and acceptance by CCS.

Rate cards are commercially sensitive and are only accessible by specific request from: info@crownccommercial.gov.uk. Please ensure that this commercial information is treated as such.

3. How to use the agreement

3.1. Ways to appoint a supplier

There are two ways to appoint a supplier on this framework:

Further competition - This is the award method for any contract on this framework worth more than £20,000.

Direct award - Contracts can be awarded without competition if worth less than £20,000 a year, where all of the terms of the proposed contract are laid down in the framework and the call-off terms do not require amendment or any supplementary terms and conditions.

If you are using the direct award route, please email us at info@crowncommercial.gov.uk for a copy of our direct award pack.

3.2. Before you begin

Before using this agreement you should ensure you have received all necessary spend approvals. You should also consider the following:

- Consider whether you need to aggregate any smaller requirements, either across your team or for a longer term; and request that agencies respond to the overall requirement.
- The more time you set aside for running your procurement, the better. When planning a competition, consider how long it will take to write your specification and complete the further competition, and how much time the successful supplier will need to plan and set up your requirement.
- Make sure further competitions are proportionate to the size and complexity of the requirement - consider the time the agencies will need to spend preparing their submission, and how long you will need to assess the responses.
- All agencies have signed non-disclosure agreements (NDA). If you have a sensitive requirement don't forget to reference this.
- Check with the agencies that they are not currently engaged delivering work for other clients which may cause you or them a conflict of interest.

3.3. Do you have the relevant licences?

Newspaper Licensing Authority (NLA)

In order to share and re-use newspaper content, you need to ensure that your organisation has a NLA licence, details on applying for a licence can be found on the NLA website at

<https://www.nlamediaaccess.com/>

Copyright Licensing Authority (CLA)

If you wish to photocopy, scan and re-use content from magazines, books, journals, electronic and online publications, as well as press cuttings or documents need to ensure that you have a CLA licence in place. CLA has agreed a number of licensing options to cover central government departments and the NHS. More information can be found at

<https://www.cla.co.uk/public-sector>.

3.4. Shaping your brief

Statement of requirements

Before beginning a further competition you need to produce a clear description of the products/ services that you wish to purchase. Developing a comprehensive statement of requirements (often referred to as a 'brief') at the outset of the project is essential to the smooth running of the procurement. The statement of requirements should include:

Objectives – including how they will be measured.

Performance measurement – including any specific service levels (SLAs) or key performance indicators (KPIs) for your requirement.

Services required – where applicable, make clear which aspects of your requirements are essential and those that might be desirable subject to cost.

Budgets and timescales - include an indicative budget and clearly set out the timescales for the further competition process. This will enable suppliers to consider any time constraints and plan their response.

You must allow sufficient time for potential suppliers to respond to a further competition. A reasonable period would be 4-6 weeks but as an absolute minimum three weeks should be allowed from date of issue to award.

Please consider the complexity of your requirement and the length of time suppliers will need to prepare a proposal when planning your timescales. The timing should allow a period for clarification questions, where suppliers can ask questions relating to the opportunity.

The following table is an example of the stages for which outline timescales should be provided to suppliers:

RFP published	Insert date
Clarification question and answer period	Insert start date – insert end date
RFP response deadline	Insert date
Evaluation	Insert start date– insert end date
Suppliers notified of outcome	Insert date
Contract awarded (after standstill period)	Insert date

Contract duration - the statement of requirements should stipulate the contract duration including any break clauses. Please note, the maximum duration for a call-off contract under the framework agreement is four years, however you may wish to include break points at the end of each year for flexibility.

Evaluation of media coverage - if your requirement includes evaluation of your media and social media coverage, you should reference which metrics you want to use to evaluate mentions of your organisation or selected topics. See appendix 4 for further information.

Supplier performance measurement - include any specific service level agreements (SLAs) or key performance indicators (KPIs) to measure the successful supplier's performance beyond those agreed at framework level.

Social value requirements - the framework set out a number of social value priorities for media monitoring, which suppliers have committed to helping customers deliver against:

- Reducing environmental impact
- Delivering a diverse supply chain
- Fair, inclusive and ethical employment practices & skills development

At call-off, you can either:

- ask the suppliers to outline what they can deliver to help meet the priorities set out at framework level, including a commitment to targets that they set
- set specific targets based on the framework social value priority statement and ask suppliers to deliver these targets through their call-off contract
- include new social value measures based on the specific priorities of your organisation which are aligned to the policy areas set out in the agreement specification, and then adopt approach a) or b) above

3.5. Pricing

The pricing evaluation at call-off **must be aligned to the agreement pricing structure but be specific to your requirements**. You should state the specific services that you need in the pricing template, for suppliers to insert their prices against. Suppliers must not exceed the maximum framework prices. Example pricing matrices are available at appendix 6.

3.6. Evaluation criteria and weighting

You must include evaluation criteria and weightings for quality and cost in the Request for Quote document. Please note all suppliers on this agreement have already been evaluated based upon Most Economically Advantageous Tender (MEAT) criteria at a high level.

This took account of both quality and price. Criteria such as financial standing, business continuity and previous experience have also been evaluated at agreement level and therefore do not need to be re-assessed.

The questions asked of suppliers during the framework tender are set out in the procurement documents available in the documents section on our website. Your evaluation criteria should focus on the suppliers' capability and cost in relation to your specific requirements.

You may wish to seek your own internal procurement or communications team advice when selecting the overall criteria and percentage weightings between quality and price. Identify the quality criteria, related questions, weighting and scores.

It is up to you to decide the overall weightings, however they must fall within the ranges stipulated in the framework agreement – see table below. If you would like further advice on weightings please email marcommsandresearch@crownccommercial.gov.uk.

Criteria	Relative weighting percentage
Quality, including but not limited to: <ul style="list-style-type: none"> • Added value / innovation • Delivery of Social Value • Approach to delivery of the services • Implementation & timescales • Use of supply chain / partners 	65% - 85%

Price	15% - 35%
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3.7. Evaluation process

You need to include the process you intend to follow to evaluate the bids in the tender documentation (i.e. who will undertake the evaluation, when this will be carried out, how the ultimate decision to award a contract will be made).

This will ensure there is a robust audit trail in place, helping to secure fairness and transparency and reduce the risk of challenge when you award the contract.

The evaluation procedure must be defined and should include:

- The criteria against which you will assess the responses for both quality and price and the scores that you will apply to rate compliance against each criteria.
- Where appropriate, the weighting methodology, which will ensure there is a balance in overall scores that reflects the relative importance of each criteria you are using.
- The overall basis for determining which supplier response is the most economically advantageous offering. Normally this is the bid with the highest overall mark.

It is important to ensure that at all stages of the process you can demonstrate it is being conducted in a fair and transparent manner to all suppliers.

4. Running your call-off award procedure

Procurement rules require contracting bodies awarding call-off contracts under this agreement using the standard terms and conditions set out in the agreement. Customers may choose a supplier with whom to enter into a call-off agreement through **further competition or direct award**. You may wish to seek your own internal legal advice when carrying out either procedure.

If you need suppliers to develop proposals to meet your requirements, or you need to amend or refine the template call-off terms, then you must issue a further competition to all suppliers.

More information on each award method can be found under **Framework Schedule 7 (Call-Off Award Procedure)**, is located under 'Documents' on the RM6134 Media monitoring and associated services webpage or contact the team via info@crownccommercial.gov.uk

When running your further competition some key points to think about are:

- Do you know exactly what you need or do you need some help? Consider a Request For Information (RFI) to the suppliers.
- Can you get the right supplier from the written evaluation alone or do you need suppliers to pitch presentations as part of your competition? If yes, build these dialogue stages into your process and time plan. Allow yourself time and flexibility to be able to adapt your brief as you glean more information from the suppliers that may ensure your brief will deliver what you need.
- Have you considered the complexity of your requirements against your tender deadline, be sure to give your teams and the suppliers enough time to consider and respond. Iteration will normally lead to a better and stronger delivery, either in terms of agility or quality of outcome / output.
- Keep an audit trail for your evaluation.
- Use the consensus comments (from your evaluation) to provide unsuccessful suppliers with feedback in relation to the reasons why their tenders were unsuccessful.
- Use your insights from the process to inform self and others internally. If you have access to the GCS Knowledge Hub upload and share a case study at the relevant point for others to learn from.
- If you intend to change any of the standard terms and conditions you must carry out a further competition, and you should identify any changes in your competition documents (see section 5.2 for more information on changing the T&Cs).

You can use the CCS eSourcing tool free of charge to run your further competition and pre-market engagement with agencies:

- [register for the CCS eSourcing tool](#)
- [log in to the CCS eSourcing tool](#) if you are already registered
- [read guidance about the eSourcing tool](#)

4.1. Evaluation

You will need to evaluate each supplier's response in accordance with the evaluation criteria and procedure that was published in the RFP documentation.

Standard evaluation procedures should always be followed. All information provided by suppliers in their responses must be kept in a secure, locked place, with access strictly controlled and monitored. Our eSourcing tool offers this functionality. For information on how to do this please refer to the user guidance [here](#).

It is recommended that at a minimum, a team of three evaluators should review the responses to support a fair consensus. Responses should not be discussed outside of the evaluation team and pricing information should be treated as commercially sensitive.

Customers will need to define the appropriate scoring bands to be applied and the questions or sub-criteria that will fall under each headline criterion. Evaluator comments should be objective and link back to the scoring criteria. This information can be used when feeding back the outcome to suppliers.

4.2. Demonstrations and trials (optional)

As part of your procurement process, you may require a demonstration or trial of the services available under the agreement. To ensure a fair and open procurement process, we recommend you request demonstrations of the services suppliers offer under the framework rather than a trial.

We advise you to keep the demonstrations as non-evaluated and for information only, however, if you do wish to evaluate them, you must ensure that all suppliers are invited and that:

- demonstrations are only for the services that are included within scope of the framework agreement
- you have clearly defined criteria on which you will assess the demonstrations
- you are following standard evaluation procedures, in line with procurement regulations

5. Awarding your call-off agreement

Following completion of the evaluation process and seeking any required internal approval you can now notify all participating suppliers of the outcome of the evaluation process. You should provide written feedback to all participating suppliers including a full breakdown of their scores against the stated evaluation criteria.

You should consider allowing a standstill period (of 10 days) before awarding the agreement; this will allow the participating suppliers the opportunity to request further feedback where necessary.

If you have issued an RFP via our eSourcing tool you can use the system to issue this feedback and manage any clarification questions.

You can now award a call-off contract to the successful supplier.

5.1. Completing the call-off contract

Both the customer and the supplier are obliged to duly observe all obligations and terms of the call-off agreement.

The call-off agreement as provided on the CCS website must be completed by the customer prior to being sent to the Supplier as follows:

Section A

Complete with the date and order reference number for the call-off, and the full organisation name, contact name, full address including postcode, telephone number and email address of both the Supplier and the contracting body (customer)

Section B

Complete the call-off start and end dates, along with any potential extension period.

Complete with details of your requirement, including:

1. a description of the services
2. dates and locations for delivery
3. implementation plans (if required)
4. standards, service levels and performance monitoring
5. security, business continuity and disaster recovery
6. exit management procedures

Complete with details of any issues raised by the supplier in respect of sites, customer assets or customer property being unsuitable for the provision of services, and any actions to be taken; and any information that should be treated as Commercially Sensitive.

Add any customer responsibilities additional to Part B of call-off schedule 4.

Complete with details of the call-off contract charges and payment terms. Insert the total estimated spend for the call-off agreement (this will be the total estimated spend for year 1 of the call-off agreement), and the undisputed sums limit to be used.

Section C

Consider the list of further contractual requirements set out in this section, as indicated in each sub-paragraph and the footnotes included. Complete this section with details of which - if any- of these requirements are to be used

Include any other amendments and/or refinements to the template call-off terms prior to those becoming the call-off terms.

To be completed and signed by representatives of both the supplier and the customer to form the call-off.

5.2. Amendments to the standard call-off terms

Within your call-off agreement, you may only “supplement or refine” the agreement terms and conditions “to reflect particular circumstances” (i.e. of the service requirement) in a way permitted under the agreement, the OJEU Contract Notice and in accordance with the Public Contracts Regulation 2015. Only comments in square brackets [] can be amended and this is to be agreed by the supplier and you, the customer (buyer).

The application of special terms is subject to the following:

- Special terms may be proposed only by the customer
- Agreement to special terms may be sought only under the further competition procedure.
- Special terms must not be used to substantially alter the framework terms and conditions
- Special terms must be notified in advance to all suppliers involved in the RFP.

You may not make, accept or enter into negotiations with suppliers regarding the possible acceptance of substantial amendments to the agreement. The call-off agreement will refer to the media monitoring and associated services agreement terms and conditions and will constitute the entire understanding between you and the supplier relating to the services ordered. Both you and the supplier are obliged to duly observe all obligations and terms of your contract.

If you add to or amend any aspect of any call-off schedule, then **you must send the updated schedule** with the order form to the supplier.

6. Managing your agreement

6.1. Crown Commercial Service's role

We will closely monitor supplier performance at framework level to ensure that your requirements are being met through:

- Strategic management of the supplier
- Management of agreement performance and utilisation through the collection and analysis of monthly management information
- Monitoring market developments
- Maintaining and improving agreement value (i.e. benchmarking)

6.2. Customer role

Once the supplier has started to provide services you should manage the supplier to ensure they are performing to meet your requirements in line with any specific service levels (SLAs) or performance indicators (KPIs) set out within your Call-Off agreement.

Set clear expectations:

- Provide clear timelines on the services required and for each phase of work
- Agree frequency of feedback/ milestone updates and what these look like for example, a report, face to face meetings, or quarterly business reviews
- Set Key Performance Indicators (KPI) on what success looks like, project milestones can help with this
- Abide by payment terms and the Prompt Payment Code - late payments can build up and have a financial impact on suppliers.

Talk to each other

- Meet with your supplier on a regular basis to discuss progress against deliverables and their performance
- If you're not happy promptly address any issues with your supplier, if they don't know they can't improve
- Respond to the supplier rather than having missed phone calls and delayed emails
- If you feel like things are going wrong:

- Raise the issue, set concerns and agree on an action plan.
- Put clear deadlines in place and work with them to meet these.
- If the issue is not resolved by the agreed deadline escalate to your board level supplier contact.
- If you have carried out all reasonable steps to rectify the issue and allowed time for recourse; contact the CCS framework manager for support and escalation on info@crownccommercial.gov.uk

6.3. Customer satisfaction

At regular intervals, you will be asked to fill in a simple customer satisfaction form. It's really important that this captures your feedback to support the continuous improvement of the agreement.

If you have any other feedback that you wish to provide in addition to this, please contact one of the Marketing, Communications and Research category team at CCS (details on the website).

Appendix 1: glossary

Term	Definition
Alcatel (standstill) period	Period of at least ten calendar days between the notification of an award decision and the contract being signed with the successful supplier. Its purpose is to allow unsuccessful bidders to review the decision before the contract is signed; it is not mandatory at call-off but it is recommended.
Authority	Refers to the Crown Commercial Service (CCS)
Agreement	This is the Crown Commercial Service framework agreement for media monitoring and associated services (RM6134).
Brief	This is the equivalent of a statement of requirements and forms part of the Invitation to tender pack.
Buyer	Refers to you, the customer, in a contractual relationship with an agreement supplier.
Buyers	Refers to the public sector bodies able to use this agreement.
Call-off	A legally binding agreement for the provision of services made between a client and a supplier. This is completed following a further competition.
Capability assessment	An optional stage of the process which allows suppliers to indicate whether they would like to be invited to participate in an upcoming further competition. This is also commonly known as an RFI (Request for Information).
Clarification period	A defined period when bidders' questions can be answered.
eSourcing tool	Our eSourcing tool enables you to run further competitions using templates to help reduce procurement lead times and commercial risk; and improve transparency and data quality. It is available to all customers free of charge
Further competition	Is undertaken to establish which of the suppliers can offer the best value for your specific needs, by asking participating suppliers to respond to questions and bid prices. This may be referred to as ITQ (Invitation to Quote), ITT (Invitation to Tender), RFP (Request for Proposal), or RFQ (Request for Quote).
Lot	A group of goods or services which an agreement has been divided into and under which a further competition can be carried out. In this case there is just one lot - media monitoring and associated services
Professional Assurance	(formerly ERG) stands for the group which works in partnership with HM Treasury and government departments to deliver efficiencies, savings and reforms on behalf of UK taxpayers.
Specification of Requirements	This is a document used during a further competition process to inform suppliers of what a customer's requirement entails. This is commonly known as a brief.

Appendix 2: call-off agreement

The call-off agreement template is available to download from our [website](#).

Appendix 3: specification

The specification of requirements is available to download from our [website](#).

Appendix 4: optional services

The optional services offered by the framework suppliers are as follows:

Supplier	Media Contact Database	Forward Planning Database	Automated Evaluation & Analysis	Social Media monitoring tool	Parliamentary monitoring
Cision Group Ltd	◆	◆	◆	◆	
Media Measurement Ltd	◆	◆	◆	◆	◆
Press Data Ltd	◆	◆	◆	◆	◆
Precise Media Monitoring Ltd	◆	◆	◆	◆	◆
RELX (UK) Ltd t/a LexisNexis	◆		◆	◆	

Please note that Cision Group's forward planning database is only available alongside the media contact database.

Details of the optional services offered to frameworks customers by each supplier are available upon request from marcommsandresearch@crownccommercial.gov.uk.

Appendix 5: media evaluation metrics

The table below provides an insight into the metrics you may wish to use to evaluate mentions in order to receive the relevant desired outcomes.

Basic outputs	Outputs v Outtakes	Outtakes v Outcomes
Counting press clippings	Unique visitors	Influence
Audience	Views	Impact
Reach	Likes	Awareness
Target audience reach	Followers	Attitudes
Impressions	Fans	Perceptions
Opportunities to see (OTS)	Clickthroughs	Trust
Share of voice	Downloads	Loyalty
Cost per thousand (CPM)	Comments	Reputation
Hits	Tone	Relationships
Visits	Sentiment	Return on Investment (ROI)

Appendix 6: example pricing matrices

Example 1

Customer requirement

The customer requires a press monitoring service with a short summary from national and regional media. Previously the customer received 3000-4000 press items per month and expects the volumes will be similar going forward. One set of press cuttings must be delivered on a daily basis to an address in inner London. A journalist contact database is required and the customer requires 20 licenses. Human driven evaluation and analysis up to 10 metrics is required but the volumes required are not yet known.

Pricing matrix

Service	Volumes	Cost
Press Monitoring Service including a Summary of each item - UK Regional and National Press	Fixed setup fee	
	Price per item	
Press Monitoring Service - print, postal and courier charges of Hard Copy Press items	Courier charge Inner London: price per packet couriered	
	Paper and Printing charge: price per page printed	
	Postal charge: price per packet posted	
Media Contact Database	5+ licenses: price per license	
Human Driven Evaluation and Analysis Service (6-10 metrics): Press items evaluation and analysis	Fixed setup fee	
	Price per item evaluated	

Example 2

Customer requirement

The customer requires a press monitoring service with a short summary and an online monitoring service with a short summary – both for national, regional and international media. Previously the customer received 2500 national and regional press items per month and 1000 regional and national online items per month and expects the volumes will be similar going forward. The customer received 1500 international press items per month and 600 international broadcast items per month and expects the volumes will be similar going forward.

Pricing Matrix

Service	Volumes	Cost
Online Monitoring Service including a Summary of each Item - Regional and National Online Media	Fixed setup fee	
	Price per item	
Press Monitoring Service including a Summary of each item - Regional and National Press	Fixed setup fee	
	Price per item	
Fixed Monthly Fee for Online AND Press Monitoring Service including a Summary of each item - Regional and National Press	Fixed setup fee	
	2001+ items per month: fixed monthly fee	
Online Monitoring Service including an Editorial Summary of each item - International Online Media	Fixed setup fee	
	Price per item	
Press Monitoring Service including a Summary of each item - International Press	Fixed setup fee	
	Price per item	

Pricing on the rate cards exclude VAT.

Appendix 7: frequently asked questions

1. What if I only want optional services?

Optional services are only available where customers are purchasing core services under the agreement. It is not possible to contract with a supplier for optional services as standalone requirements. When contracting for core services, you must not choose a supplier on the basis of the optional services that they may offer.

2. How long will it take from identifying my requirement to making an award, and how long can I contract for?

If you are undertaking further competition, you should plan for a minimum of six weeks to allow sufficient time for the suppliers to respond to your request. Call-offs can last for a maximum of 4 years under this agreement.

3. Can I bring on board more than one supplier?

It is not possible to award a call-off contract to multiple suppliers. If you wish to have separate suppliers for individual services, you will need to run separate competitions (and award separate call-off agreements) for each requirement.

We recommend aggregating your media monitoring requirements into one call-off contract where possible. The agreement has been structured to gain best value for money through the combination of multiple requirements, and combining your requirements will also save you the time and cost of managing multiple suppliers and contracts.

4. I have an existing contract for media monitoring - what should I do?

Where you have existing contracts, you should check what (if any) break clauses are included and whether these can be activated. We recommend that you plan your procurement to allow you to move to a new contract as your existing contract is due to expire - this means your new contract will need to be awarded with enough time to allow for setup and testing, etc. before the expiry date, to avoid a gap in provision.

5. How do I know I'm getting value for money with the new framework?

The rates which form the agreement prices formed part of a competitive tender process, meaning these rates are competitive within the market. Framework prices are the maximum prices available under the agreement - which means there may be an opportunity for additional price reductions through a further competition process.

6. Are the rates available to view?

Yes, you can access the agreement prices by emailing info@crownccommercial.gov.uk and quoting the agreement reference number RM6134.

7. Can I amend the call-off terms and conditions, or do I need to get my legal team to review the documents and call-off?

If you choose to complete a further competition process, you may only “supplement or refine” the agreement terms and conditions “to reflect particular circumstances” (i.e. of the service requirement) in a way permitted under the agreement, the OJEU Contract Notice and in accordance with the Public Contracts Regulation 2015. More information on amendments to the call-off is available in the “award call-off agreement” section of this document.

8. Where can I find information on the scope of services?

The full scope of the services covered by the agreement is included in the Schedule of Requirements, which is available in Appendix 2: Schedule of Requirements

9. Can I still buy hard copy press cuttings?

Yes, hard copy press cuttings are available upon request under this agreement. We would encourage you to use electronic cuttings where possible, to reduce the additional costs hard copy cuttings can incur, e.g. courier charges, and limit the environmental impact of the agreement. Full details of the services included in the scope of the agreement are available in Appendix 2: Schedule of Requirements.

10. Has social value been included in the agreement?

Yes, the agreement sets out some social value priorities for media monitoring, and the suppliers are required to commit to helping public sector organisations deliver social value in these areas. Suppliers were tested on supply chain diversity at framework evaluation, and we have built in flexibility for you to select an off-the-shelf social value option for call-off or focus on your own specific priorities.

At call-off, you can either:

- A. ask the suppliers to outline what they can deliver to help meet the priorities set out at framework level, including a commitment to targets that they set
- B. set specific targets based on the framework social value priority statement and ask suppliers to deliver these targets through their call-off contract
- C. include new social value measures based on the specific priorities of your organisation which are aligned to the policy areas set out in the agreement specification, and then adopt approach a) or b) above

Suppliers must report on social value priority areas such as fair and ethical employment practices and environmental sustainability at framework level and call-off level.

Further information

If you require any further information please contact

info@crowncommercial.gov.uk

0345 410 222

You can also learn more about Crown Commercial Service at:

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