



Communications Marketplace

Customer guidance notes

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Glossary

Here is a definition of the key terms used throughout these guidance notes:

OJEU	The Official Journal of the European Union (OJEU) is a central database for European public sector tenders. EU Procurement Directives require public sector organisations to advertise their requirements in the OJEU when they are spending over a certain amount of money. For central government departments this threshold is currently €134,000, and for wider public sector this is €207,000.
Framework Agreement	A framework agreement is an overarching agreement which public sector bodies can use to call-off a contract against for their requirements instead of undergoing the full procurement process. These are referred to as “agreements” in this document.
Communications Marketplace	This is a directory of suppliers specifically designed to satisfy the sub OJEU requirements of the UK public sector (formerly known as Agile Route to Market)
SME	Small and Medium Enterprises
MI	Management Information

Introduction

The purpose of this document is to provide high-level guidance to customers on how to access Communications Marketplace for sub-OJEU communications services.

The guidance notes will be updated on a regular basis and therefore should be reviewed frequently.

This document provides guidance for Communications Marketplace only and is not a contractual document.

Separate guidance documents are available for accessing the different communications agreements.

Background

Crown Commercial Service

The Crown Commercial Service has brought together Government's central commercial capability into a single organisation, amalgamating Government Procurement Service with other commercial teams from the Cabinet Office and central government departments.

We are an executive agency of the Cabinet Office and operate as a trading fund under the Government Trading Funds Act 1973. Our remit is to work with both departments and organisations across the whole of the public sector to ensure maximum value is extracted from every commercial relationship and improve the quality of service delivery.

Our goal is to become the "go-to" place for expert commercial and procurement services. With both service delivery and advisory capability, services include contract management and supplier performance management to ensure that the Government acts as a true, single customer; freeing up individual organisations to focus their procurement expertise on what is unique to them.

Communications Marketplace

We have developed a centralised approach to support the communications needs of central and local government, the health sector and organisations across the UK public sector. It is recognised that this area of spend is well serviced by SMEs and as such our approach comprises of a number of agreements covering key communication areas, complemented by Communications Marketplace.

Communications Marketplace provides customers with a route to market for sub OJEU / low value work (up to £100,000). It provides customers with easy access to suppliers including small agencies and sole traders, and reduces the cost and time burden on suppliers when competing for government and public sector business.

Communications Marketplace is **not an agreement or contract**, but a route specifically for sub OJEU work.

In order to use Communications Marketplace, you must be registered on the Government eMarketplace. Guidance on how to register is available on our [website](#).

Overview of Communications Marketplace

Scope

Communications Marketplace provides access to a full range of communication services and is divided into the following categories:

1. Integrated Marketing
2. Public Relations
3. Events and Exhibitions
4. Production Services
5. Brand and Design
6. Writing and Editorial
7. Photography
8. Digital Marketing
9. Direct Marketing
10. Parliamentary Monitoring
11. Media Forward Planning

Each category is divided further to contain specialist service areas. Full details of the structure and descriptions of the category areas are available in Appendix A.

The type of communications projects that should typically be sourced through Communications Marketplace are:

- Lower value
- Smaller project-based work
- Short term
- Niche / Specialist skilled

How to access Communications Marketplace

Communications Marketplace can be accessed via the **Contracts Directory**. It is available for use by UK public sector bodies, including (but not limited to) central government departments and their agencies, non departmental public Bodies; NHS bodies and local authorities.

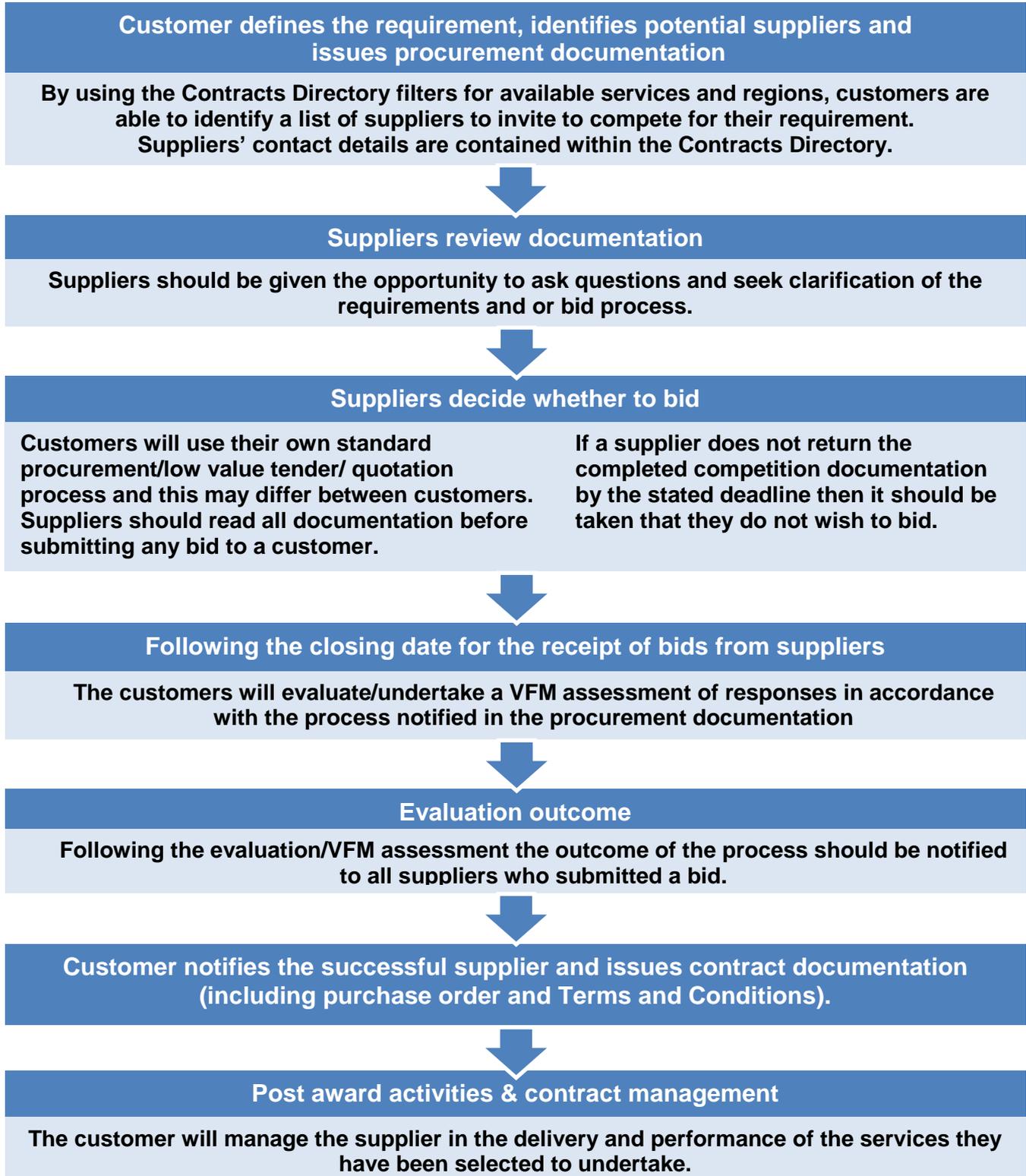
When using Communications Marketplace you should follow your own internal procurement/ tendering/quotation/processes. This will determine, for example, how to select a supplier and how many suppliers to involve in the proposed invitation to quote/tender exercise. You must use your own organisation's procurement documentation including contractual terms and conditions, tender/procurement documentation and purchase orders.

There are a number of options available to you when issuing procurement documents. The Contracts Directory is available for use (free of charge). Alternatively you can use your own standard procurement/ low value tender/ quotation process which may be in hard copy format (involving the submission of paper tender/quotation documentation and receipt of paper bids) or electronic format (involving the use of your own e-tendering system or email process).

In all cases you should apply a value for money (VFM) test to determine the successful bid.

Competition Process

The process map below outlines how projects will be sourced through Communications Marketplace.



Supplier requirements

Management Information

Suppliers are required to complete and return a quarterly management information template which will outline their activities and invoices raised under Communications Marketplace.

Management Charge

Our role is to:

- Manage the performance of Communications Marketplace through the collection and analysis of management information
- Review, maintain and as necessary amend/update Communications Marketplace supplier lists
- Monitor market developments
- Provide support and guidance to customers on accessing Communications Marketplace

We levy a management charge on all suppliers based on the value of business transacted by the individual supplier via Communications Marketplace. The management charge is payable by suppliers (not customers) and is 0.5% of all charges for services invoiced to customers in each quarter. As a trading fund, we use this management charge positively and transparently to fund our operational costs.

Appendix A: Communications Marketplace – Specialist service areas

Category	Specialist service areas available
Integrated Marketing	Integrated Marketing services
Public Relations and related services	Public Relations and related services
Events and Exhibitions	End to end managed services
	Specialist services
	Delegate management services
Production Services	Film Productions
	TV Production
	Video Production
	Radio Production
	All Production Services
Brand and Design	Complex/conceptual design
	Brand creation/development
	Simple design
	Typesetting
	Illustrations
Writing and Editorial	Copywriting
	Journalism/Speech writing
	Magazine editing
	Proof reading
Photography	Bespoke Photography services
	Image Buying
Digital Services	Web design and content management
	Accessibility and user experience
	Hosting
	Application development
	Viral marketing
	Search engine optimisation
	Online content development
	Social Media
	Webcasting
	Web videos
	Content management systems
Direct Marketing	Proposals and delivery of direct marketing campaigns
	Contact Centre services
	Data collection
	Email/web/social media services
	Direct mail and fulfilment services
Parliamentary Monitoring	Parliamentary Monitoring services
Media Forward Planning	Media Forward Planning services

Appendix B: Frequently Asked Questions

Who is the Contracting Authority?

Communications Marketplace is a directory of suppliers for communications services. Customers contract directly with suppliers for the delivery of their requirements, using their own Terms and Conditions; as such the customer is the Contracting Authority.

Who can access Communications Marketplace?

Communications Marketplace is for use by UK public sector bodies, including (but not limited to) Central Government Departments and their Agencies, Non Departmental Public Bodies; NHS Bodies and Local Authorities.

Which suppliers can register on Communications Marketplace?

Communications Marketplace aims to open up government and public sector business to SMEs however it is not solely available to SMEs. Suppliers of any scale can register. The aim of Communications Marketplace is to attract specialist suppliers who can satisfy the lower value / niche requirements of the public sector but without the need for a lengthy procurement process.

What is the difference between Communications Marketplace and the communications agreements?

Communications Marketplace and the communications agreements are designed to complement each other and therefore cover similar services areas. The table below shows the differences and the type of projects that are likely to go through each route:

Communications Marketplace	Communications Agreements
Lower Value	High Value
Smaller project-based work	Large Campaigns
Short term	Longer term
Niche/specialist skills	Broader, potentially multi-disciplinary skill-set

What is the difference between Communications Marketplace and the Agile Route to Market?

The key changes are:

- Communications Marketplace is set up on Contracts Directory, where customers can transact directly with suppliers
- Suppliers are able to promote themselves using individual profile pages
- Customers are able to search for suppliers based on key criteria such as location and capabilities

- Access to an extended range of marketing disciplines or lots, offering a wider sub-OJEU communications offering for customers.

What is the scope of Communications Marketplace?

Communications Marketplace provides access to a full range of communication related services and is divided into the following categories:

- Integrated Marketing
- Public Relations & Related Services
- Events and Exhibitions
- Production Services
- Brand and Design
- Writing and Editorial
- Photography
- Digital Marketing Services
- Direct Marketing Services
- Parliamentary Monitoring
- Media Forward Planning

Each category is divided further to contain specialist service areas. Full details of the structure and descriptions of the category areas are available in Appendix A.

How much will it cost customers to access Communications Marketplace?

Contracts Directory is available for use (free of charge) and full guidance notes are available [here](#).

Do suppliers have to pay to join Communications Marketplace?

There is no fee for suppliers to join Communications Marketplace, however suppliers will pay a small management charge based purely on the value of the sales they receive through Communications Marketplace. As a trading fund, we use our supplier commission positively and transparently to fund our operational costs. The management charge payable by suppliers is 0.5% of all charges for services invoiced to customers.

How do customers determine which suppliers should be invited to bid for a project?

When using Communications Marketplace customers should follow their own internal procurement/ tendering/ quotation processes. This will determine, for example, how to select a supplier and how many suppliers to select at the issue stage.

Customers should then use their own internal procurement documentation such as terms and conditions, tender/procurement documentation and purchase order and seek advice from appropriate procurement personnel within their own organisation prior to accessing Communications Marketplace.

What selection process did suppliers go through when registering to be on Communications Marketplace?

To register for Communications Marketplace, suppliers completed a simple registration document. There was no evaluation of supplier registration information and no limit to the number of suppliers who could apply during the registration period.

Are suppliers guaranteed to receive work?

Being listed on Communications Marketplace does not guarantee that suppliers will successfully win any particular volume of business, but it provides a tool for public sector organisations to invite suppliers to bid for their requirements.

Where can customers find supplier contact details on Communications Marketplace?

Supplier contact details for Communications Marketplace are available within the Contracts Directory system. Each supplier has an individual profile page (including contact details) which they are responsible for maintaining.

Who should we contact when experiencing problems with service, delivery, quality etc.?

In the first instance problems should try to be resolved between the parties involved. Customers are advised if problems persist to invoke the terms within their Contracts relating to poor performance.

Contact details

General enquiries

Call us on:

0345 410 2222

or email

info@ccs.gsi.gov.uk

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Capital Building
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