



## Scottish Procurement and Property Directorate

### Buyer's Guide – Media Services Framework

Reference SP-20-002

The Media Services framework agreement covers the following services:

Lot 1:

- Print media service
- Broadcast service
- On-line news media service
- Social media service
- Evaluation and analytics service

Lot 2:

- News distribution and online news room service
- Enquiry management service

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## **1. Buyer's guide introduction**

This buyer's guide provides guidance to Scottish public sector organisations on accessing and using the Media Services framework.

## **2. Foreword and acknowledgements**

Scottish Procurement aims to deliver benefits to the people of Scotland through improved value for money for taxpayers, improved goods and services for all our citizens and economic opportunities for Scotland. This is achievable through effective collaboration throughout the procurement cycle.

## **3. Framework introduction**

Scottish Procurement has awarded a national framework to Precise Media Monitoring Ltd (as a single contractor) for the provision of media services, for both Lot 1 and Lot 2.

Lot 1 – press media, broadcast, online media, social media and analytics and evaluation services

Lot 2 – news distribution and newsroom services, and enquiry management services

This framework replaces the previous framework for the provision of media services (Ref: SP-16-003), with Precise Media Monitoring Ltd. This framework expires on 31 August 2021.

### **3.1 Access scope**

The framework agreement is accessible to all Scottish public bodies (for example central government, local authorities, higher and further education, health bodies and special health boards, police and fire and rescue), and Scottish third sector bodies (for example registered charities and voluntary organisations).

**NOTE:** It is the responsibility of any public body wishing to utilise the framework agreement, to satisfy itself that it is eligible to do so. Entitlement guidance on this can be found in Annex A of [Scottish Government Guidance on Framework Agreements](#). If there is any doubt, legal advice should be sought.

### **3.2 Commencement date and duration**

The framework agreement commences on 1 September 2021 and ends on 31 August 2025.

### **3.3 Procurement Reform (Scotland) Act 2014**

Buyers are reminded of the obligations contained in the [Procurement Reform \(Scotland\) Act 2014](#) in relation to the award of contracts valued equal to or greater than £50,000.00, including those awarded as a result of a framework

call-off and/or mini competition. In particular, buyers should note that in accordance with [Section 23\(2\)](#) the award of contracts must be publicised on the Public Contracts Scotland website and in accordance with [Section 35](#) contracts must be registered in the contracting authority's "contracts register".

### **3.4 Framework contract management**

Scottish Procurement will manage the framework agreement at a strategic, framework level. This incorporates a number of activities including management of contractor performance issues, collating management information for the framework as a whole, co-ordinating feedback, contractor reviews, user feedback groups and escalations.

Framework public bodies must manage all contracts awarded under this framework at a local level, and deal with day to day contractor issues with a view to resolving these locally in the first instance. Scottish Procurement will act as an escalation point should local resolution prove unsuccessful.

Framework public bodies utilising this framework must request their own management information and hold regular meetings with the contractor as necessary. The framework contractor is aware of the need to supply management information to individual framework public bodies as part of the agreed framework agreement terms and conditions.

### **3.5 Key performance indicators (KPIs)**

KPIs are detailed within the framework agreement document and framework public bodies utilising this framework must familiarise themselves with these.

### **3.6 Framework agreement participation**

Framework public bodies utilising the framework must agree in writing to operate the framework in accordance with the procedures set out in this document. Framework public bodies may access as few, or as many services, within each lot as they wish.

### **3.7 Sustainability benefits achieved under this framework**

As part of their sustainability commitment Precise (as part of the wider Kantar group in 2020):

- Achieved another year of being Carbon Neutral in all of their global operations
- Signed the *Business Ambition for 1.5° C* commitment letter as part of the Science Based Targets Initiative (SBTI)  
<https://sustainabledevelopment.un.org/partnership/?p=33482>
- Received a rating of A- for their environmental impact, in their first public disclosure
- Incorporated sustainability risk management into their global governance structure

Looking ahead, they have set the following targets:

- They aim to achieve Net-Zero Carbon status across all of their operations by 2030
- In line with their emission reduction targets, they are committed to reduce their Scopes 1 and 2 direct carbon Emissions by 90% by 2030
- They plan to convert 100% of our operations to renewable energy sources by 2021
- In 2019, 76% of their waste was diverted from landfills with a target of 90% by 2030
- Implement a global supplier ESG ratings methodology to incorporate sustainability into their supplier sourcing and management
- Develop mechanisms in combination with their employees to reduce Scope 3 business travel-related emissions

#### **4. Framework pricing**

Pricing for Lot 1 and Lot 2 can be found on the Scottish Government secure Knowledge Hub site. As indicated above, if you are not registered to access this site, and are eligible to utilise the framework, please complete the attached template <https://www.gov.scot/publications/scottish-procurement-knowledge-hub-membership-request-form/> and send to the Scottish Procurement contact detailed below.

Due to its commercial sensitivity, a copy of the framework pricing can only be obtained from the Scottish Government secure Knowledge Hub site. Should you require further guidance, please contact Scottish Procurement.

##### **4.1 Pricing schedules – Lot 1 and Lot 2**

The pricing schedules for Lot 1 and Lot 2 set out details of the pricing for all services as at the framework commencement date. All prices are in UK pounds sterling (£), excluding VAT and will be held firm and apply for the duration of the framework period (1 September 2021 – 31 August 2025) and for the period of any call-off contract awarded under the framework.

#### **5. Lot 1 – Service overview (full service details are set out in the framework agreement documentation)**

**Print media** – to provide a print media coverage service which identifies and supplies relevant content based on individual specifications set by individual Framework Public Bodies. This must include both online and hard copy edition coverage. The coverage will be required in electronic (and possibly paper) format and they must be delivered at agreed times each and every day of the year. Articles appearing in the online edition must be delivered immediately after publication. Article must be accessible across all sites, even if the site has a paywall. Coverage will be required from a wide range of UK and Scottish publications – national, regional, local, weekly professional and trade publications, taking into consideration news titles that have several regional editions. There may also be the occasional need to request international coverage. The coverage must be collated and

presented in a way that is quick and easy for users to view, while at the same time offering appropriate password and security controls. The service should offer a summary report and coverage provision must be Newspaper Licensing Agency (NLA) and Copyright Licensing Agency (CLA) compliant, whilst having the ability to circumvent paywalls where needed. The print media service must be delivered via electronic portal with full functionality available across all devices (laptop, mobile etc.). Must be searchable. Prominence of a story should be clear. Should be password protected, accessible in one or two clicks. Must be NLA and CLA compliant.

**Broadcast service** - To provide a broadcast monitoring and analysis service which identifies and supplies relevant coverage from all broadcast media across the UK and Scotland. The service is required in electronic format and it must be delivered at agreed times each and every day of the year. Coverage will be required from a range of national, local, terrestrial, satellite and digital broadcast media, and there may also be the occasional need to request international coverage. The service must be tailored to meet the needs of individual Framework Public Body and it should monitor coverage/comments expressed about their business and operational activities. The specific coverage and analysis required will be based on specifications set by the user organisations. Which would include media-tel figures on reach of content the content must be collated and presented in a way that is quick and easy for users to view, whilst at the same time offering appropriate password and security controls. The service will include the provision of transcripts, logs, an e-clipping broadcast tool and the occasional electronic file delivered via USB. Provision must be Copyright Licensing Agency (CLA) compliant.

**Online news media service** - To provide an online coverage monitoring product which identifies and provides coverage from a variety of online sources, including, but not limited to; Online news services, newspaper and magazine websites, trade and professional journals, TV, radio, and news syndication services.

**Social media service** - To provide a social media monitoring posting and scheduling product which covers a variety of social media sources including, but not limited to, Twitter, Facebook, LinkedIn, and Instagram.

**Analytics and evaluation service** - Elements of this service may actually be delivered as part of another service; for example where the contractor's social media service comes with its own analytical tool. If, however, it does not or it only provides limited data then additional facilities will be provided to assess coverage. There is also a requirement to integrate the information gathered from the other services to produce one comprehensive reporting facility/portal.

**NOTE:** Framework public bodies may purchase individual services from Lot 1, as their own operational requirements dictate. Accordingly, framework public bodies may not wish to purchase all services in Lot 1.

## 6. Lot 2 – Service overview (full service details are set out in the framework agreement documentation)

**News release distribution and newsroom service** - To provide a Media Release Distribution Service which is capable of sending media releases and information notices electronically to journalists and stakeholders in a straightforward, secure and effective manner. The system must be operational 24/7/365 and be able to handle embargoed material with appropriate timing controls. It must be quick and easy to use, whilst at the same time offering appropriate password and security controls. There should be a tracking facility to identify when releases are sent and read. There should be an integrated (Scottish, UK and International) journalist database, (which is updated on a weekly basis) and there should be the facility to manage various geographical and topic based distribution contact lists. The contractor must ensure this is UK GDPR compliant and the contractor must be able to assist in creating a DPIA

**Enquiry management service** - To provide an enquiry management service which allows media enquiries to be tracked from start to finish. It will allow users to record details of calls, emails or written enquiries in a database style system. It will provide the seamless linking of contact with journalists, contact data within the email distribution product (if purchased), media releases sent to those individuals and any articles written by those journalists. The service will allow easy integration with the social media accounts of journalists and contacts.

**NOTE:** Framework public bodies may purchase individual services from Lot 2, as their own operational requirements dictate. Accordingly, framework public bodies may not wish to purchase all services in Lot 2.

## 7. Framework contractor contact details

Framework contractor	Contact details
Precise Media Monitoring Ltd	Ms Larissa MacAskill
222 Grays Inn Road	Senior Account Manager
London	Email: <a href="mailto:Larissa.MacAskill@kantar.com">Larissa.MacAskill@kantar.com</a>
Greater London	Phone: 0207 264 4774
WC1X 8HB	

## 8. Scottish Procurement contact details

Scottish Procurement - Framework Contacts
David Bilton
Senior Portfolio Specialist
Victoria Quay – Edinburgh
Email: <a href="mailto:david.bilton@gov.scot">david.bilton@gov.scot</a>
Phone: 0131 244 3627
Colin Anderson
Portfolio Specialist
Victoria Quay – Edinburgh

Email: <a href="mailto:colin.anderson@gov.scot">colin.anderson@gov.scot</a>
Phone: 0131 244 5182

## 9. Call-off contract order forms

Once initial contact has been made by the framework public body with Precise Media Monitoring Ltd (the framework contractor) and a start date for using the framework confirmed, framework public bodies can award a contract (place an order) for the services required. (The attached example order form is available for framework public bodies to use should they wish to do so.) It should be completed along with Schedule 5 of the Framework Agreement document.

The process:

- 9.1 The framework public body shall complete part A of the order form (or their own order form), appending a services brief (if applicable), and send it by electronic mail to the framework contractor.
- 9.2 The framework contractor shall, if they are able to supply the media services set out in the order form, complete part B of the order form (or respond as requested by the framework public body, appending a brief response, and send it by electronic mail to the framework public body.
- 9.3 Subject to the framework public body notifying the framework contractor that their response has been accepted, the call-off contract shall be formed on the commencement date set out in the order form.

**MEDIA SERVICES FRAMEWORK  
REFERENCE: SP-20-002**

**EXAMPLE ORDER FORM - TO BE COMPLETED ALONG WITH SCHEDULE 5 OF THE FRAMEWORK AGREEMENT (DOWNLOADABLE FROM THE KNOWLEDGE HUB) BY THE FRAMEWORK PUBLIC BODY.**

**PART A – FOR COMPLETION BY FRAMEWORK PUBLIC BODY**

<b>CLIENT</b>	
<b>Contract manager and address for notices</b>	Name: Address: Phone: Fax: Email:  The contractor (framework contractor) will contact this individual to obtain and clarify the organisation's requirements.
<b>Invoice contact and address (if different)</b>	Name: Address: Phone: Fax: Email:
<b>Order number</b>	To be quoted on all correspondence relating to this order form:
<b>Order date</b>	

<b>REQUIREMENTS</b>	
<b>Contract start date:</b>	
<b>Contract end/completion date:</b>	
<b>Details of the media services required delete service(s) not required:</b>	
<b>Lot 1 - Press Cuttings Service</b>	
The contractor must provide a press cuttings service in accordance with this order and the terms of the framework agreement, reference SP-20-002 for the period xxxxx 20xx to xxxxx 20xx.	
<b>Lot 1 - Broadcast Service</b>	
The contractor must provide a broadcast service in accordance with this order and the terms of the framework agreement, reference SP-20-002 for the period xxxxx 20xx to xxxxx 20xx.	
<b>Lot 1 - Online News Media Service</b>	
The contractor must provide an online news media service in accordance with this order and the terms of the framework agreement, reference SP-20-002 for the period xxxxx 20xx to xxxxx 20xx.	
<b>Lot 1 - Social Media Service</b>	
The contractor must provide a social media service in accordance with this order and the terms of the framework agreement, reference SP-20-002 for the period xxxxx 20xx to xxxxx 20xx.	

<b>Lot 1 - Analytics and Evaluation Service</b>
<b>The contractor must provide an analytics and evaluation service in accordance with this order and the terms of the framework agreement, reference SP-20-002 for the period xxxxx 20xx to xxxxx 20xx.</b>
<b>Lot 2 – News Distribution and Newsroom Service</b>
<b>The contractor must provide a news distribution and newsroom service in accordance with this order and the terms of the framework agreement, reference SP-20-002 for the period xxxxx 20xx to xxxxx 20xx.</b>
<b>Lot 2 – Enquiry Management Service</b>
<b>The contractor must provide an enquiry management service in accordance with this order and the terms of the framework agreement, reference SP-20-002 for the period xxxxx 20xx to xxxxx 20xx.</b>
Disclosure Scotland requirements (if basic, standard or enhanced disclosure is required):
Other security requirements (for example security standards):
Service levels (refinement of framework agreement service levels) (optional):
Management information required: Selection of management information reports from the statement of requirements.
Additional information for monthly reports (if applicable, if any):
Additional Information:
<b>The call-off contract shall be awarded in accordance with this order form and the framework terms and conditions for the Media Services Framework, reference SP-20-002.</b>

**A service brief is appended.**

For and on behalf of the framework public body:

<b>Name and Title</b>	
<b>Signature</b>	
<b>Date</b>	

**Order form**

**MEDIA SERVICES FRAMEWORK  
REFERENCE: SP-20-002**

**Part B – for completion by the contractor**

<b>Contractor</b>	
<b>Contract manager and address for notices</b>	Name: Address: Phone: Fax: Email:

<b>Contractor's response</b>
Contractor's response to the brief:  <b>As per attached brief response.</b>
Price:
Commencement date:
Sub-contractors:

For and on behalf of the contractor:

Name and title	
Signature	
Date	