

CITY OF PLYMOUTH

Subject: Advertising Services

Committee: Cabinet

Date: 9 February 2010.

Cabinet Member: Councillor Bowyer

CMT Member: Director for Corporate Support

Author: Clive Woodley, Product Portfolio Manager, Strategic Procurement.

Contact: Tel: (01752) (30) 5425
e-mail:clive.woodley@plymouth.gov.uk

Ref: Tender / contract number 09208

Part: I

Executive Summary:

This contract is to be awarded in accordance with the Public Contracts Regulations 2006 and applicable EU law. It is a legal requirement that the Council competitively tenders its high value contracts. This report identifies the processes employed and subsequent recommendations for its contract award.

This contract award will be for the following services:-

- Recruitment advertising – The production and placement of a range of advertising media in support of the Human Resource department for single or multi-recruitment campaigns.
- Statutory notices, customer information publications - The production and placement of public information notices.

Corporate Plan 2009 - 2012:

This contract award will support the objectives of the Council by managing and where possible reducing spend on Advertising Services in a managed professional manner. Effective communications to the public are critical for the Council to portray itself as a responsible authority. This contract is intended to be the vehicle for the management of the advertising budget across the Council.

Implications for Medium Term Financial Plan and Resource Implications: Including finance, human, IT and land

As the Council's budgets come under increased pressure, this contract will aid the efficient control of advertising budgets by ensuring the targeting of the best media to meet our needs whilst eliminating those adverts that are not required and do not enhance or support our Corporate objectives.

Other Implications: e.g. Section 17 Community Safety, Health and Safety, Risk Management, etc.

No other implications for this contract award have been identified.

Recommendations & Reasons for recommended action:

Recommendations.

The tendering team recommend that Euro RSCG Riley ('Euro Riley'/'Riley') is awarded a contract for the Advertising Services across the Council. The contract should be for three years with an option for the Council to extend for a further two, following a review and approval from main stakeholders.

Reasons.

During the extensive evaluation process Euro Riley obtained top marks in each of the three categories: commercial considerations, cost of service and technical ability. The other 4 tenderers delivered professional, competent submissions. However Riley's not only demonstrated an in depth knowledge of the Councils needs and progressive future objectives, but also the total cost of service was 8% less than the nearest price tendered Full evaluation breakdown is available in the Part II Report.


Alternative options considered and reasons for recommended action:

A breakdown of the service into recruitment, managed by HR, and public notices & informative campaigns, managed by Communications, was considered. This would allow smaller companies the ability to tender. However, even local SMEs canvassed for their views eliminated this option as an inefficient solution. It would have caused confusion for internal stakeholders and added cost to the service. Hence the only efficient solution was a single supply contract.

Background papers:

Report of action taken under delegated authority by a Cabinet member Councillor Bowyer – reference FPPG 2 09/10 - including full evaluation strategy.
OJEU notice 2009/S 161-234327 placed 22nd August 2009.
PQQ evaluation and full tender documentation and evaluation process.

Sign off:

Finance	MC 0910.01 5	Legal	HB 1092	HR		Corp prop	N/R	IT	N/R	Strategic Proc	JK 235
Originating SMT Member: Malcolm Coe											