

North Lanarkshire Council

Report

Policy and Strategy

approval noting

Ref SP/FT

Date 26/09/19

Recruitment Advertising and Public Information Notices: Contract for Approval

From Stephen Penman, Head of Strategic Communication

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Executive Summary

Committee is asked to approve the award of a contract to a supplier responsible for the management of Recruitment Advertising and Public Information Notices (the "Contract").

The Contract is for an initial two (2) years. The council has reserved the right to extend the Contract beyond the initial period for up to a further two (2) years.

The Contract value was estimated based on previous requirements (average annual spend of £170,000 per year), and the proposed Contract award value is up to £680,000.

The recommendation follows the completion of a procurement exercise, where the tender recommended for contract award has been evaluated as providing the most economically advantageous tender in terms of price and quality for the council.

Recommendations

Committee is asked to approve the award of a Contract up to a maximum period of four years and to a maximum value of £680,000.

The Plan for North Lanarkshire

Priority Improve North Lanarkshire's resource base

Ambition statement (25) Ensure intelligent use of data and information to support fully evidence based decision making and future planning

1. Background

- 1.1 The council has a statutory requirement to engage with the public in relation to information notices which can include, but are not limited to, road closures, planning applications, property notices and licensing, as well as to inform people of changes to services. While the council increasingly uses digital channels, it remains a legal requirement that many of these notices are placed in local newspapers. Due to the volume of this form of advertising, it is important that the council procures this space within specific timeframes while ensuring value for money.

- 1.2 In line with the council's recruitment requirements, promotion of council employment opportunities through a range of print and digital outlets sometimes require paid-for media support on websites, print supplements and specialist publications. There may also be ad hoc requirements for enhanced services to promote recruitment such as online and social media campaigns or broadcast media.
 - 1.3 To fulfil these requirements, the council uses a specialist external supplier to work with and on behalf of the council to plan, buy, book and manage media space for recruitment advertising and public information notices in Scotland and the UK. The current contract with the incumbent supplier is due to end, and a renewal procurement exercise has been carried out.
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2. Report

- 2.1 The average annual spend for public information notices and recruitment was £170,000 for the previous three years.
 - 2.2 Future requirements are forecast to be similar in volume and value, particularly given the statutory requirement to place certain notices in local newspapers. The proposed contract duration is an initial two years, with the option for the council to extend for up to a further two years based on satisfactory performance.
 - 2.3 The estimated spend for a proposed contract with a maximum duration of four years is £680,000; this value dictates that the procurement undertaken is in accordance with the Public Contracts (Scotland) Regulations 2015.
 - 2.4 Based on the criteria and scoring methodology set out in the procurement documents, an evaluation of tender responses has been completed by members of staff within the service with support from corporate procurement.
 - 2.5 Tenders received were checked for compliance with the tender instructions and requirements. Of the two bids received, one tenderer did not comply with the requirements for fixed pricing, and after clarification, the tenderer decided to withdraw their submission. The other tender received was compliant and passed for evaluation.
 - 2.6 The compliant tender was scored by the evaluation team and was deemed to represent best value for the council.
 - 2.7 Appendix 1 shows the evaluation of the tenders received, and Appendix 2 provides further details of the procurement process.
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3. Equality and Diversity

- 3.1 Fairer Scotland Duty
No impact under the Fairer Scotland Duty in relation to this report
 - 3.2 Equality Impact Assessment
No impact under the Fairer Scotland Duty in relation to this report
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4. Implications

4.1 Financial Impact

The rates proposed within the recommended tender represent a 3.12% saving over previous rates, and over the course of the maximum four year contract duration would represent a saving of £21,216 from a contract value of £680,000. This represents best value for the council.

4.2 HR/Policy/Legislative Impact

The procurement was carried out in accordance with the requirements of the Council's General Contract Standing Orders and pursuant to the Public Contract (Scotland) Regulations 2015.

4.3 Environmental Impact

There are no environmental impacts directly arising as a result of this report.

4.4 Risk Impact

There are no significant risk implications arising as a result of this report.

5. Measures of success

5.1 The proposed contract supports the council and service priorities

5.2 Best value is both demonstrable and achieved

6. Supporting documents

6.1 Appendix 1 – Summary of the Tender Evaluation Process

6.2 Appendix 2 – Summary of the Procurement Process



Stephen Penman
Head of Strategic Communication

Appendix 1 – Summary of the Tender Evaluation Process

Selection Stage Evaluation Outcome

Tenderer Name	Exclusion Grounds	Minimum Requirements – Insurances	Outcome of Selection Evaluation
Spiritmedia Scotland Ltd	Pass	Pass	Pass

Award Stage Evaluation Outcome

Tenderer Name	Price Score	Quality Score	Total Tender Score	Tender Rank	Recommended for Award?
Spiritmedia Scotland Ltd	70%	26.85%	96.85%	1	Yes

Appendix 2 – Summary of Procurement Process

Contract Reference:	CPT-NT-APS-19-002
Contract Title:	Provision of Recruitment Advertising & Public Information Notices
Initial Contract Period:	24 months
Contract period extension options:	option to extend for 24 months (12 months + 12 months)
Estimated Total Contract value including extension option:	£680,000
Governing UK Regulation:	The Public Contracts (Scotland) Regulations 2015
Procurement Procedure:	Open Procedure
Electronic communication:	<ul style="list-style-type: none"> • Public Contracts Scotland portal (PCS) to publish contract notice; and, • Public Tender Scotland (PCS-T) to administer contract award procedure
Evaluation approach adopted:	Most Economically Advantageous Tender
Basis of contract award:	Price 70% Quality 30%
Number of Tenders Received:	2
Number of Compliant Tenders:	1
Number of Tenders Evaluated:	1
Recommended Tenderer:	Spiritmedia Scotland Ltd