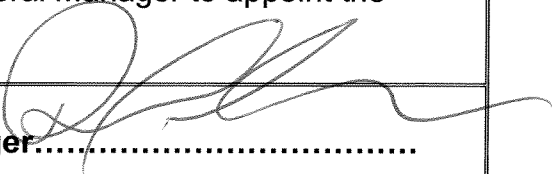


Alexandra Palace & Park Board	On 26 th September 2008
Report Title: Consultancy Arrangements for the Charity - Press support	
Report of: David Loudfoot, General Manager	
<p>1. Purpose</p> <p>1.1 To note the General Manager's action and secure Board approval, in principle, to the engagement of PR consultants, appointment of an interview panel and delegation to it of selection of a PR support company to provide Press support for the Charity and authorise the General Manager to make an appointment.</p>	
<p>2. Recommendations</p> <p>2.1 That the Board notes the General Manager's decision to end the contract with Lexington Communications.</p> <p>2.2 That the Board agrees upon the need for engagement of PR consultants.</p> <p>2.3 That the Board authorises the General Manager to tender for services to be provided by PR consultants.</p> <p>2.4 That the Board appoints one or more trustees to sit on an interview panel alongside the General Manager to select a PR consultant/support company.</p> <p>2.5 That the Board delegates to and authorises the General Manager to appoint the selected PR consultant.</p> 	
Report Authorised by: David Loudfoot, General Manager	
Contact Officer: David Loudfoot, General Manager, Alexandra Palace & Park, Alexandra Palace Way, Wood Green N22 7AY Tel No. 020 8365 2121	
<p>3. Executive Summary</p> <p>3.1 The development project has been effectively ended by the preferred developer giving notice withdrawing it's interest in Alexandra Palace</p> <p>3.2 Lexington Communications were engaged to provide a range of services relating to the communications around the development process, this range of services is now not necessary and the current rates may not represent VFM going forward.</p> <p>3.3 It is proposed to manage procurement by inviting a number of skilled PR companies pre-selected as suitably experienced to provide the service of PR for the charity and interview them. The Board is invited to nominate one or more members to sit on the interview panel.</p>	

4. Reasons for any change in policy or for new policy development (if applicable)

4.1 N/A

5. Local Government (Access to Information) Act 1985

5.1 No specific background papers were used in compiling this report.

6. Report.

- 6.1 The APP Panel resolved on 13 October 2004 at APPA5 .2 to delegate to the General Manager the “decision making process” for appointment of PR consultants with at least one of the charity trustees at each of the interviews. As the General Manager reported to the Board on 11 January 2005, Lexington Communications were appointed to provide communications and public statements for the development team and the project. They have also for the last 12 months provided reactive PR advice services as the Charity had ended its previous press support in anticipation of the lease being completed.
- 6.2 The General Manager has informed Lexington Communications that with the effective end of the project, the current specification is no longer suitable for the continuation of the arrangements and that it is being terminated.
- 6.3 A number of companies have been identified as able to provide a suitable PR service and other communications expertise for the future requirements of the Charity. It is proposed to invite those companies to tender with formal fee schedules and to attend interview before a panel consisting of the General Manager and one or more trustees as nominated so a selection and appointment can be made.
- 6.4 The future PR needs of the charity will be further assessed during the course of the year and this appointment will be for a limited period of 12 months and will be placed on a ‘call off’ basis whereby specific parcels of work will be commissioned and ordered as the need arises.
- 6.5 At this stage, exact cost indications are not available since the work will be on a ‘call off’ basis, however, expectations are that the fees incurred will be under the EU tendering limits on expenditure and informal contact with a range of providers has suggested that a considerable saving on the hourly costs currently being experienced is achievable.
- 6.6 Adherence to the council standing orders will require a formal tender process be undertaken, it should be noted that the cumulative expenditure may well exceed £50k and at least three companies should be considered for this service so as to ensure robust competition and to enable a demonstration of value for money.
- 6.7 Expenditure on this service will be met from the charity’s existing overall budget provision and will be reported to the trustees as part of the normal budget reporting process.

7. Recommendations

- 7.1 That the Board notes the General Managers decision to end the contract with Lexington Communications.
- 7.2 That the Board agrees upon the need for engagement of PR consultants.
- 7.3 That the Board authorises the General Manager to tender for services to be provided by PR consultants.
- 7.4 That the Board appoints one or more trustees to sit on an interview panel alongside the General Manager to select a PR consultant/support company.
- 7.5 That it delegates to and authorises the General Manager to appoint the selected PR consultant.

8. Legal and Financial Implications

- 8.1 The LBH Chief Financial officer has been provided with a copy of this report. His comments are attached at appendix 1.
- 8.2 The trusts solicitor has been consulted in connection with the preparation of this report and his advice has been taken into account.

9. Equalities Implications

- 9.1 n/a

10. Use of Appendices / Tables / Photographs

- 10.1 appendix 1- Comments of LBH –CFO.

Appendix 1

Comments of the London Borough of Haringey Chief Financial Officer:

Gerald Almeroth LBH CFO has been supplied a copy of this report and provided the following comment:

“I concur with the decision to end the contract with Lexington Communications as a consequence of the ending of the current development process. I agree with the approach for general communications support on the basis outlined as this should offer better value for money.”