

Report for: Cabinet Member Signing – 16 June 2022

Title: Establish a Dynamic Purchasing System for Design, Print, Marketing Collateral and Advertising Provision

Report authorised by: Claire McCarthy, Assistant Director for Strategy, Communications, and Delivery

Lead Officer: Eleri Salter, Commercial and Operations Manager, Strategy & Communications

Report for: Key Decision

1. Describe the issue under consideration

1.1 This report seeks the Leader of the Council's approval to establish a Dynamic Purchasing System (DPS) for the design, print, marketing collateral and advertising for a period of 4 years with an option to extend for a further 2 years by placing an advert on Contracts Finder And the Find A Tender Service.

1.2 The DPS will be for the use of Haringey Council and access to the DPS will be granted to other local authorities and public sector organisations.

1.3 There is no cost to the council for establishing the DPS.

2. Cabinet Member Introduction

N/a

3. Recommendations

The Leader is asked:

3.1 To approve the request for the Council to establish a Dynamic Purchasing System for the provision of print, design, marketing and advertising for a period of 4 years from 25 June 2022 – 24 June 2026, with an option to extend for a further 2 years.

3.2 To note that there is no additional cost to establish the Dynamic Purchasing System and that the set-up and ongoing administration will be met from existing Communication budgets. The total value of the Dynamic Purchasing System over the period including the extension is £3,300,000. The value of the Dynamic Purchasing System is inclusive of spend undertaken by other local authorities and organisations who will use the Dynamic Purchasing System.

4. Reasons for decision

- 4.1** The current DPS agreement expired in March 2022; this will be to replace the DPS in place. This will ensure a route to market that the organisation can use to procure any design, print, marketing, or advertising requirements.
- 4.2** The Council is increasingly seeking opportunities to generate income, by encouraging other authorities to join the agreement we can therefore contribute towards achieving the savings targets set in the medium-term financial strategy. A joining fee is payable by all authorities who decide to undertake their sourcing via this DPS

5. Alternative options considered

5.1 Do nothing

This was not an option as this platform supports the communications team in the procuring of design, print and marketing.

5.2 Use of Frameworks

This was not considered as an option as there were no Framework Agreements that accommodated this provision.

6. Background information

- 6.1** The current DPS has been in situ for the last 6 years. It aids and supports the communications team in the delivery of all design, print, marketing, and advertising requests from across the organisation.
- 6.2** The previous DPS allowed additional authorities to pay a fee to join the DPS platform and several authorities have paid the fee to use the platform.
- 6.3** The platform will ensure that we continue to deliver high quality print, design, marketing, and advertising support for the organisation, with an additional income for selling the DPS to additional authorities to join.

7. Contribution to strategic outcomes

- 7.1** The establishment of the DPS will contribute to achieving income to the Authority. Moreover, the contract allows the Council to procure services in a more cost effective and efficient way.

8. Statutory Officers comments

8.1 Finance

- 8.1.1. There are no additional costs to re-establish a DPS for the provision of print, design, marketing and advertising. The set-up and ongoing administration of the DPS will be met from existing Communication budgets.
- 8.1.2. The DPS will help to ensure value for money procurement as well as continuing to provide opportunities for additional income generation from other Local Authorities wishing to join the DPS platform.

8.2 Strategic Procurement

- 8.2.1. The DPS will be established in accordance with Public Contract Regulation 2015, Reg. 34.
- 8.2.2. The Head of Procurement has given approval for the use of a DPS for this category in accordance with CSO 9.04.1 and 9.04.2.
- 8.2.3. Strategic Procurement support the establishment of this DPS.

8.3 Legal

- 8.3.1. The Head of Legal and Governance (Monitoring Officer) has been consulted in the preparation of the report.
- 8.3.2. Pursuant to Contract Standing Order 16.02 and Contract Standing Order 7.04.(a) a Cabinet Member with the relevant portfolio responsibilities has authority to approve the recommendations in the report.
- 8.3.3. The Head of Legal and Governance (Monitoring Officer) sees no legal reasons preventing the Leader of the Council from approving the recommendations in the report.

9. Equalities (if applicable)

- 9.1. There are no direct equalities implications from establishing the DPS.

10. Use of Appendices

- 10.1. Not applicable

11. Local Government (Access to Information) Act 1985

- 11.1. Not applicable