

Report for:	Cabinet Procurement Committee 18 th December 2012	Item number	
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Title:	Award of Print and Associated Services Framework Agreement
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Report authorised by :	Stuart Young Assistant Chief Executive Signed <u>Stuart Young</u>
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Lead Officers:	Bobbi Virgo, Senior Procurement & Contract Officer Tel 0208 489 3348 Bobbi.virgo@haringey.gov.uk Lesley Gordon, Head of Marketing, Tel 0208 489 6943 Lesley.gordon@haringey.gov.uk
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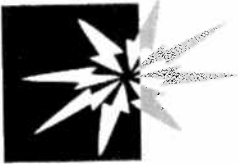
Ward(s) affected:	Report for Key/Non Key Decision: key
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1. Describe the issue under consideration

To obtain Members approval to award a framework agreement for Print and Associated Services.

2. Cabinet Member Introduction

The framework for Print and Associated Services enables us to achieve a coherent and standardised approach to the purchasing of these services for the council. Having a number of suppliers for each type of work ensures competition and drives down prices.



The continued use of a framework alongside the web based project management system, which aids in the outcome of reducing costs, ensures that council achieves best value for these services and will continue to assist us in achieving cashable savings year on year.

I am satisfied that the procurement process has been followed correctly and would recommend the award as outlined in the report.'

3. Recommendations

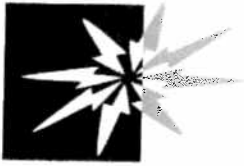
- 3.1 To award the framework agreement for Print and Associated Services to the Contractors identified in the exempt appendix, for a period of 4 years from 1 February 2013 to 31 January 2017, as allowed under CSO 9.07 as the most economically advantageous tenders.
- 3.2 The contract will be monitored by the Council's Communications and Marketing Team via key performance indicators in relation to jobs delivered on time, proportion of jobs declined as well as speed/response to complaints.
- 3.3 Service will continue to receive value for money as Contractors can ensure their prices remain competitive as they are able to update their prices to take advantage of price changes in materials e.g. cost of paper. Additionally, all jobs requested will be automatically subject to mini-competitions via a web-based management system, so best prices per job are obtained on an ongoing basis.

4. Alternative options considered

- 4.1 No other options were available as this is a Part A or 'priority service' and as such is subject to the full requirements of European Union Procurement Regulations. Current suppliers could, therefore, not continue without a tender process taking place.

5. Background information

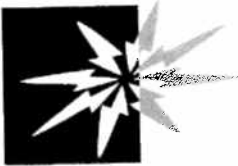
- 5.1 The Marketing Communications team explains the work of the council and the services available to people through the full range of marketing media. They plan, develop and manage all of the council's corporate integrated marketing campaigns, ensuring media and pr, web communications and consultation input where necessary, and give advice on and organise events. They work closely with a variety of suppliers both internally and externally to ensure that jobs are completed on time and offer real value for money. In order to do this successfully they have to procure services that include print and associated services.



- 5.2 The current print framework has 11 contractors. The framework has been in place since July 2008 and has run for 3 years with a one year extension. The contractors on the framework currently use the web-based management system to manage their prices ensuring we get instant prices for print work. This eliminates the need to seek individual quotes from suppliers. This process ensures that the council chooses the cheapest quote from the 11 contractors depending on the type of job,
- 5.3 The current framework expired in July 2012, under EU Procurement Regulations it cannot be extended. A restricted, 2-stage tender process was employed in order to replenish contractors and maintain competitive pricing and EU compliance

The Tender Process

- 5.4 On 11th June the Central Procurement Unit (CPU) placed an advert on Competefor the Council's e-procurement portal for suitably qualified print and associated suppliers to complete a Pre Qualification Questionnaire, (PQQ). It was also advertised in the Official Journal of the European Union as required by EU Regulations. The advert enabled the use of the framework by all London Boroughs. 79 organisations expressed an interest in delivering the services as outlined in 11 lots (see appendix i)
- 5.5 By the return date, 11th July, 53 organisations had completed the online PQQ and submitted requisite supporting information. Evaluations were carried out by officers from Central Procurement Unit, Business Continuity, Health and Safety and the Communication and Marketing teams on the following areas in order to test bidders' experience and ability to deliver the services required:
- Health and safety
 - Quality Management System
 - Equalities
 - Environmental
 - Technical and competency questions
 - Finance
- 5.6 A total score of 520 points was available. Bidders were eliminated if they did not achieve a minimum score in financial evaluation or if failed to achieve 60% of points available for quality management and technical and competency questions.



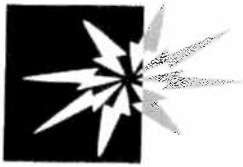
- 5.7 Following evaluation 16 organisations were eliminated either on the basis of finance (3 organisations) if assessed as high or maximum risk as per an Experian credit rating or they did not achieve the minimum score required in technical and competency questions (13 organisations). A further 7 were eliminated as they were not within the top 10 scorers for the lots they applied for.
- 5.8 On 15th August, the remaining 30 organisations were invited to tender via Delta esourcing electronic tender site. Bidders were also given access to a web based project management system 'Panacea' with a site specifically created for the tender process to enable them to upload their prices via price matrices for each lot/s they wanted to bid for. Bidders had the opportunity to test and amend their prices on site prior to the deadline for final prices on tender return day
- 5.9 By tender return date 19th September, 21 bids were received from the organisations identified in the exempt appendix (table 1)
- 5.10 The results of bid Evaluation are contained in the exempt appendix (appendix iii)

6. Comments of the Chief Financial Officer and financial Implications

- 6.1 As part of an earlier value for money review, print and design budgets were centralised within the Communications business unit and this budget is now managed via an annual corporate communications plan. The available budget is just over £0.5m.
- 6.2 The recommended framework agreement should ensure that continued value is delivered to the Council in this area as Contractors can ensure they remain competitive as they are able to update their prices to take advantage of price changes in materials e.g. cost of paper. Additionally, all jobs requested will be automatically subject to mini- competitions via a web-based management system that the Council uses, so best prices per job are obtained on an ongoing basis.
- 6.3 This should support the delivery of further cashable savings to the Council over the lifetime of the contract.

7. Head of Legal Services and Legal Implications

- 7.1 Print Services is a priority activity service and so must be advertised in Europe in accordance with one of the procedures set out in the Public Contracts Regulations 2006 (the Regulations) .
- 7.2 The Council's Assistant Chief Executive Directorate (the Directorate) followed a restricted tender procedure for appointment to a Framework



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Agreement. for Print and Associated Services. This procedure is compliant with the Regulations

- 7.3 The Directorate now wishes to award the framework agreement to the contractors named in the exempt appendix. Because of the value of the award, Cabinet needs to approve it in accordance with CSO 9.07.1 d (contracts valued at over £250,000).
- 7.4 The award criterion is based on that of most economically advantageous tender (see CSO 9.07.1 b).
- 7.5 The value of the Framework Agreement is over £500,000 and as such is a key decision and must be included in the Forward Plan. The Directorate has confirmed that that has taken place.

8 Equalities and Community Cohesion Comments

- 8.1 All bidders were asked to submit their Equalities policies, to ensure that they meet Council requirements in demonstrating a commitment to Equal Opportunities and provision of the Equality Act 2012.

9 Head of Procurement Comments

- 9.1 This Restricted Tender process had been carried out in line with the EU Regulations and the Procurement code of Practise.
- 9.2 The recommendation follows a competitive process and has tested the market to achieve a Value for Money outcome.
- 9.3 The Council will continue to obtain best value throughout the life of the contract by the use of mini competition; the web-based project management system returns the cheapest price for all print jobs requested.
- 9.4 Contract management arrangements and the use of key performance indicators have been put into place to ensure the speedy identification and resolution of any non compliance issues.

10 Policy Implications

- 10.1 The framework will ensure that the council continues to pay competitive rates for these services and will continue to deliver value for money; not only in terms of achieving cashable efficiencies, but also in reducing resources.



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11 Reasons for Decision

11.1 To award a framework agreement for print and associated services

12 Use of Appendices

12.1 Contained in Part B for exempt information.

13 Local Government (Access to Information) Act 1985

13.1 This report contains exempt and non-exempt information. Exempt information is contained in Part B and is not for publication. The information is exempt under the following category (identified in the amended Schedule 12A of the Local Government Act 1972):
Information relating to the financial or business affairs of any particular person (including the authority holding that information) (Ground 3).