



Haringey Council

Agenda item:

Cabinet Procurement Committee

On 2 September 2008

Report Title: **Award of the contract for the design, print and distribution of Haringey People**

Forward Plan reference number (if applicable): **[add reference]**

Report of: Sharon Kemp, Assistant Chief Executive PPP&C

Wards(s) affected: All

Report for: Key Decision

1. Purpose

1.1 To seek member agreement to award the contract for the design, print and distribution of Haringey People

2. Introduction by Cabinet Member for Community Cohesion and Involvement

2.1 Haringey People is absolutely key to keeping our residents informed about Council Services. The new editioned versions will improve on the current service by providing locally based news and information.

2.2 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 That members agree to award the contract for the above project as allowed under Contract Standing Order (CSO) 11, in accordance with the recommendations in paragraph 14 of this report.

3.2 That the contract be awarded for a period of two years with the option to extend to a third.

Report Authorised by: Sharon Kemp, Assistant Chief Executive PPP&C

Contact Officer: Mike Browne, Head of Communications and Consultation

4. Chief Financial Officer Comments

4.1 The Chief Financial Officer can confirm the available budget as outlined in section 9.1 and concurs that proposed actions to address the slight shortfall against tendered price look reasonable and achievable. Although not the lowest price tendered, company E scored highest on all other aspects so overall appear to offer best value.

5. Head of Legal Services Comments

5.1 The contract has been advertised in the Official Journal of the European Union (OJEU) and an open tender procedure followed, in compliance with the Public Contracts Regulations 2006.

5.2 It is proposed to award the contract to the contractor named in the Appendix to the report.

5.3 The award is proposed on the basis of most economical tender in accordance with CSO 11.01 (b).

5.4 As the value of the contract is in excess of £250,000 the award must be made by the Cabinet Procurement Committee in accordance with CSO 11.03.

5.5 CSO 11.04 provides that the award of any contract valued above £500,000 is a key decision and must be in the Council's Forward Plan. The Head of Communications and Consultation has confirmed that this has taken place.

5.6 The Head of Legal Services confirms that there are no legal reasons preventing Members from approving the recommendations in the report.

6. Head of Procurement Comments

6.1 This procurement process has been carried out in line with the Procurement code of Practise. A value for money evaluation criteria has been applied to ensure a high quality value for money outcome is achieved. Contract monitoring has been put in place to ensure that any risk of non compliance is minimised.

7. Local Government (Access to Information) Act 1985

7.1 This report contains exempt and non-exempt information. The exempt information is contained in the Appendix to the report and is **NOT FOR PUBLICATION**.

7.2 The exempt information is under the following category (identified in the amended Schedule 12A of the Local Government Act 1972):

(3) information relating to the financial or business affairs of any particular person (including the authority holding that information).

8. Strategic Implications

8.1 *Haringey People* spearheads the council's communications strategy. Its purpose is to help raise the council's reputation and satisfaction ratings by keeping residents accurately and well informed about our services and priorities.

8.2 The core focus of *Haringey People* is connecting each household with a wide range of services by ensuring they have a comprehensive package of clear and branded information ten times a year.

8.3 The 2007 annual residents' survey shows that *Haringey People* is well read, keeping residents informed and raising satisfaction ratings:

- Our informed rating rose by seven per cent to 74 per cent. This is ten per cent above the London average and contrasts sharply with a national figure of 42 per cent.
- 59 per cent named *Haringey People* as their number one source of information about the council – placing it above 18 others.
- It is also the preferred source of information about the council. On both measures it is more important than the borough's four local newspapers combined.
- Our value for money rating increased by eight per cent, compared to the year before, our efficiency rating by ten per cent and those residents believing we are doing a good job by six per cent.

9. Financial Implications

9.1 The budget resources available to this project for the year 2008/09 are £357,600. This is funded by £243,900 from the Communications and Consultation Unit budget, with an offset of £113,700 revenue from advertising. The budget for the year 2007/08 was £348,800.

9.2 Only one tender came within the budget resources for this project. The recommendation of awarding the contract to company E gives a shortfall during the 2008/09 financial year of £7,348. It is proposed that this would be made up of a permanent virement from the Media & PR budget. During the year 2009/10 the further shortfall of £10,862 would be made up from increased advertising revenue of one half page per edition.

10. Legal Implications

10.1 See paragraph 5 of the report.

11. Equalities Implications

11.1 Haringey has a diverse population. The news and pictures in the magazine reflect this, and delivery to all households ensures that all sections of the population are informed about the council's policies and actions.

11.2 Haringey People also includes a translation and interpretation panel to ensure that the magazine is accessible in different community languages and formats.

12. Consultation

12.1 Focus groups were conducted with a cross section of borough residents recruited from the Resident Survey mailing list in order to review the design and content of the magazine. This information will be used to supply a more detailed specification for the magazine's designer.

13. Background

13.1 In 2005 the magazine was re-designed and, to raise awareness of the magazine following reports of distribution problems, we began delivering entirely by direct mail to every household – one of few UK local authorities to do so.

13.2 The magazine, which has a total print run of 102,000, is written and edited in-house to ensure that messages are fully integrated with our other corporate communications channels and campaigns and reflect our key business objectives and resident needs.

13.3 The October 2008 edition of the magazine will be the last under the current design, print and distribution contract.

13.4 The new contract was advertised in the OJEU and UK trade publications in June 2008, as well as being posted on the Haringey website and the CMS e-tendering system. The open tender procedure was followed. The closing date for bids was 23 July 2008.

13.5 As with the current arrangements, organisations were asked to tender for the full service of design, print and distribution, with the intention of reducing production costs and the production management problems experienced by using separate contractors. The pre-tender estimate was £340,000 per year.

13.6 The contract will be monitored through regular meetings with the supplier to ensure that they are providing an effective design, print and distribution service in line with their contractual obligations.

13.7 The council received 63 requests for the invitation to tender and seven were returned for evaluation, as referred to in paragraph 8.2 of the exempt report.

13.8 All companies were invited to present their visuals, costs and processes for producing and delivering Haringey People. The companies were awarded a mark out of five based on a scale of 1 (below expectations) to five (exceeds most expectations)

with the scores weighted according to the table below and as outlined in the Invitation to Tender:

Selection criteria	Weight
Price	20
Ability to meet required deadlines	25
Ability to meet all the requirements of the contract	40
Environment and Sustainability	10
Quality of the proposal submitted	5

The organisations' scores in each category and weighted total was as follows:

Company	Price	Deadline s	Requirement s	Environmen t	Proposal Quality	Weighte d total
A	1	1	1	2	1	110
B	4	4	3	4	3	355
C	1	2	1	4	3	165
D	1	3	4	2	2	285
E	3	4	4	4	4	380
F	1	2	1	2	1	135
G	1	2	3	3	2	230

14. Conclusion

14.1 The recommendation to award to company E represents best value to the council. Although there is one cheaper tender, the evaluation of the ability to meet all the contract requirements and the quality of the proposal submitted make this the preferred option to ensure the continued excellent service the magazine provides for the residents of Haringey.

15. Use of Appendices / Tables / Photographs

15.1 Appendix A: Tender evaluations