

Three Rivers District Council

Committee Report – Contract Award Communications Services

Date: 28/02/2024

**POLICY AND RESOURVES COMMITTEE
11 MARCH 2024**

PART I

**CONTRACT AWARD FOR PROFESSIONAL COMMUNICATIONS, BRANDING AND
MARKETING SERVICES
(DIRECTOR FOR CUSTOMER AND COMMUNITY)**

1 Summary

1.1 The report seeks approval to award a contract for Communications and Design Professional Services.

2 Details

2.1.1 To enable officers to deliver a number of critical projects (including but not limited to Organisational Development, the delivery of the National Heritage Lottery Fund programme at the Rickmansworth Aquadrome and the development of an economy strategy for the district), that fulfil objectives of the Councils Corporate Framework, they need access to a range of diverse and specialist services in the field of communications, branding and marketing to support the work of in-house officer teams. The Council procures these services under a variety of framework agreements which it can draw upon as and when required, one such Framework is the ESPO framework.

2.1.2 The Invitation to tender was issues under the ESPO Professional Consultancy Framework – 664 – Lot 9B.

2.1.3 The contract proposed will run for 6 months with potential to extend for up to 2 years at an estimated value of £60k – £120k. It will cover a wide range of communication and design services including the development of collateral to support the delivery of externally funded projects linked to the delivery of the Rickmansworth Aquadrome Management Plan.

Procurement Process

2.1.4 The contract was tendered via the ESPO Framework with the ITT published on 7th February 2024

2.1.5 Evaluation criteria set out in the ITT

Quality	60%
Methodology	25%
Evidence of Experience	15%
Staff	20%
Price	40%

2.1.6 Responses where required by Monday 26th February 2024

2.1.7 Two tender submissions where received and evaluations were carried out on Wednesday 28th February by the Head of Customer Experience, Head of

Leisure and Natural Infrastructure and the Associate Director for Customer and Community.

2.1.8 The price was based a schedule of rates within the tender. The lowest priced tender was awarded 40% and the higher priced tenders were awarded the percentage difference.

2.1.9 The outcome of the evaluation is shown below and shows that the outcome of the tender process indicates Contractor 1 as the winning bidder both in terms of price and quality.

Contractor	Score		Total
	Quality	Price	
Contractor 1	45%	40:00%	85%
Contractor 2	39%	22.12%	61.12%

2.1.10 Approval is required from Policy and Resources Committee for this contract to be formally awarded.

3 Options and Reasons for Recommendations

3.1 The option exists to deny contract award however this is not the recommended option as this would be detrimental to the projects that it has been commissioned to support. In addition failure to procure this resource would critically jeopardise delivery of the National Heritage Lottery funded programme which in turn would fundamentally prejudice any future grant awards from that body.

4 Policy/Budget Reference and Implications

4.1 The recommendations in this report are within the Council's agreed revenue budgets and/or are itemised expenditure within external grant award body agreements and investment plans.

4.2 The recommendations in this report are within and support the Council's agreed policies.

4.3 The recommendations in this report relate to and support the achievement of the following objectives within the Corporate Framework 2023 – 2026:

- Expand our position as a great place to do business
- Support and enable sustainable communities

5 Financial Implications

The majority of the works tendered for under the contract are externally funded via the Uk Shared Prosperity Fund and/or the National Lottery Heritage Fund and are time limited by that external funding. A small element of the proposed work (that linked to the corporate design guidelines and the council organisational development work stream) are within agreed council revenue budgets.

6 Legal Implications

6.1 The contract is a Professional Services Contract tendered under the ESPO Framework that includes the contractual arrangements required to cover this work.

7 Equal Opportunities Implications

7.1 The tender submissions contained and assessment included details of each contractors commitments to equalities and diversity in line with the council procurement policies. In addition the work undertaken as part of this contract will have its core communications with and representative of under-represented communities within the district. The overall outcome for equalities will be beneficial.

8 Climate Change and Sustainability Implications

8.1 A sustainability impact assessment has been undertaken resulting in a score of 3.11

9 Community Safety, Public Health, Customer Service Implications

9.1 None specific to this report

10 Staffing, Communications and Website Implications

10.1 The services and capacity provided through this contract will support and increase the existing capacity within the Communication Team. It is noted that some staff time will be needed within both the Communications and the Leisure and Natural Infrastructure services to act as client to the appointed agency, however this can be accommodated within existing staff resource and overall will benefit and add value to the service.

11 Risk and Health & Safety Implications

11.1 The subject of this report is covered by the Leisure and Natural infrastructure and Customer Experience service plans. Any risks resulting from this report will be included in the risk register and, if necessary, managed within those plans.

Nature of Risk	Consequence	Suggested Control Measures	Response (tolerate, treat, terminate, transfer)	Risk Rating Post mitigation)
Failure to deliver against the NHLF requirements	Inability to draw down the NHLF grant award	Award the contract as proposed	Treat	1
Lack of staff capacity to deliver required outputs	Failure to deliver externally funded project	Award the contract as proposed	Treat	1
Contract failure	Inability to deliver externally funded project	Contract properly tendered and awarded through recognised framework with robust contract management in place to monitor through contract life	Tolerate	1

- 11.2 In the officers' opinion none of the new risks above, were they to come about, would seriously prejudice the achievement of the Strategic Plan and are therefore operational risks. The effectiveness of the management of operational risks is reviewed by the Audit Committee annually.

12 Recommendation

That the Committee:

- 12.1 Approve contract award of the Communications, Branding and Marketing Consultancy Support contract to Contractor 1
- 12.2 Delegate authority to the Associate Director Legal and Democratic Services to complete and sign the associated contract.

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