

## **The Vale of Glamorgan Council**

### **Cabinet Meeting: 3 July 2017**

#### **Report of the Leader**

#### **National Procurement Service (NPS) Framework Contract for Corporate Media \ Buying, Integrated Marketing Campaign & Public Relations Framework**

##### **Purpose of the Report**

1. To seek authorisation to enter into a National Procurement Service (NPS) Framework Contract for the provision of Media Buying including the purchase of advertising placement service and support in accordance with the NPS all Wales collaborative framework agreement.

##### **Recommendation**

1. That Cabinet give delegated authority to the Head of Legal Services in consultation with the Leader, the Head of Finance and the Head of Human Resources to enter into and utilise a framework contract for the corporate purchase of advertising, placement service and support (Lot 1, Media Buying).

##### **Reason for the Recommendation**

1. To enable the Council to enter into a National Procurement Service (NPS) Framework Contract for the corporate purchase of advertising placement service and support (Lot 1, Media Buying) to reduce future advertising and production costs.

##### **Background**

2. In April 2009 the Council approved the appointment of Golley Slater, an advertising agency, to place recruitment advertisements and provide basic advice and support. This appointment was facilitated through Value Wales and in particular the "all Wales" collaborative programme for recruitment advertising services. This contract expired under the terms of the programme during May 2013.
3. Prior to the expiry of the above contract a new framework was established by Value Wales effective from 21st May 2013, for a period of four years for the provision of media advertising. The framework was split into three distinct "Lots" which covered Media Buying, Creative Campaigns and Specialist Recruitment Campaigns. The Council determined to enter solely into Lot 1 of the framework agreement (the

provision of Media Buying) primarily on the basis that there was no significant projected external marketing/recruitment campaign requirement.

4. Golley Slater were retained by the Council in accordance with the terms and conditions of Lot 1 of the current all Wales Framework agreement (2013/17).
5. The duration of the existing Media Buying framework agreement has recently been temporarily extended by the National Procurement Service (Wales) NPS from the 21st May 2017 until 31st July 2017 to enable responses to an on-going tendering exercise which is currently being undertaken by the NPS for the renewal of this service.
6. The Council has already committed its support to the National Procurement Service (NPS) for a 5-year period as agreed in Cabinet on the 19th November 2012 by utilising NPS frameworks (where applicable) which now supports the 2015 Welsh Government procurement initiative setting out the 10 Principles of Welsh Public Procurement Policy. The NPS frameworks allow Welsh Councils to benefit from a co-ordinated approach to procurement in areas of common and repetitive spend throughout Wales.

### **Relevant Issues and Options**

7. Under the existing Media Buying framework agreement the Media Buying service is currently provided by Golley Slater. The service involves the external sourcing of advertising and the placement of recruitment advertisements and public notices which are currently predominantly placed through the press and on line publishing providers (houses).
8. The above service includes access to basic advertising advice and guidance on which media to use to enable the intended audience to be targeted, to maximise coverage and the response to recruitment adverts as appropriate at minimal cost. The current framework agreement has given the Council access to defined discounts against the publisher's rate card/advertisement charges as set out in the Framework agreement.
9. It is anticipated that the new framework agreement will be effective and available to the Council from the scheduled revised "go live" date of the 17th July 2017 following conclusion of the selection process and the declaration of the successful tenders by the NPS.
10. In line with the existing framework the new agreement will also be for a period of four years (July 2021) with Break Clauses allowing the NPS to terminate the Agreement at its absolute discretion at the end of years two and three. All the companies that have responded to the tender have been asked to provide existing clients with a transition period to assist the migration from their current provider to the new provider should this be necessary.
11. Award of the service under each part of the framework agreement will either be by Call off, Direct Award or further competition, depending on the requirements and which Lot(s) are determined for adoption by each participant party to the new framework agreement. The new framework agreement will cover the supply of the following lots:

**Lot 1 Media Buying** - a function for buying media space and the placing of adverts, Public and Legal Notices and recruitment advertising in the chosen media, with the provision of basic design and typesetting.

**Lot 2 -Integrated Marketing Campaigns** - provides clients access to quality agencies capable of providing creative solutions/advice and campaign management right through from concept creation to execution.

**Lot 3 -Public Relations (PR) Services** - provides clients access to quality agencies capable of providing experienced and skilled PR specialists for specific campaigns and on-going PR support.

12. It is understood that twenty five companies have responded to the NPS tender for one or more of the above Lots available under the new framework agreement.
13. As part of the NPS procurement exercise, respondents to the tendering exercise have been invited to state their compliance with the Welsh Government's vision and commitment to help build a Wales that people want to work, invest and trade in; now and into the future and have looked at the 7 key strategies and goals laid out in the Well-being of Future Generations (Wales) Act 2015 to be incorporated into their Corporate Social Responsibility goals and initiatives This includes their commitment to the Welsh Language standards and their commitment and adherence to maintain equalities obligations.
14. At this juncture, it is recommended that the Cabinet confirm the use of delegated powers to receive and consider the NPS framework agreement tender outcome and if appropriate to enter into and thereby continue the purchase of Media Buying and support under Lot 1 of the NPS Media Buying, Integrated marketing Campaign & Public Relations Framework agreement.
15. The services available under Lot 2 and Lot 3 are not expected to be required by the Council at present given the current low demand for external marketing support and the availability of the Council's internal Communications service which deliver a successful and respected public relations service on behalf of the Council. However, should the need arise in the future to access or supplement the services under Lot 2 and 3 a mini competition could be undertaken between the suppliers to identify a provider for those services.
16. The Council should consider continuing the Lot 1 NPS framework agreement provision for the corporate purchase of advertising placement service and support (Media Buying) as this will continue to provide economies of scale and ensure a more efficient media procurement process.
17. On conclusion of the on-going NPS tender process a financial analysis of the Lot 1 tender outcome will be conducted which will be used to help those involved in the delegated powers process to determine the cost/benefit of continuing procurement through the NPS framework agreement or otherwise.
18. By committing to the NPS framework contract the Council would be able to continue to be able to call on the specialist services provided by the successful advertising agency(ies) and moreover to access the discounts achieved through the NPS procurement/tendering process.

### **Resource Implications (Financial and Employment)**

19. The Council has spent approximately £105,000 on advertising (including Rights of Way notices) in 2015/16 and approximately £82,000 in 2016/17 in connection with the procurement of advertising to the current service provider. The bulk of these costs would be in respect of the costs of advertisement which would be paid by the agency to the actual publishing houses.

20. It is anticipated that the size of the Council's advertising spend will continue to decrease as a result of the increasing move to digital/on line advertisements and the wider review of recruitment/advertising spend as being commissioned by the Council's internal Insight Board.
21. Members will also note that the new Employee Services Centre (as part of the recent review of the HR Service) will have a focus on recruitment in order to be able to provide dedicated advice to managers, extend the effectiveness of recruitment practices and help to reduce costs.
22. The Revenue Budget of each service makes provision for the purchase of recruitment advertising and/or publicity as appropriate.

### **Sustainability and Climate Change Implications**

23. There are no sustainability and climate change implications arising from this report.

### **Legal Implications (to Include Human Rights Implications)**

24. The Council will be required to participate in a framework contract (Lot 1) to facilitate the corporate purchase of advertising, placement service and support (Media Buying).

### **Crime and Disorder Implications**

25. There are no specific crime and disorder implications associated with this report.

### **Equal Opportunities Implications (to include Welsh Language issues)**

26. There are no specific equality implications associated with this report.

### **Corporate/Service Objectives**

27. The utilisation of this framework agreement will ensure the management of the Council's money efficiently and effectively in order to maximise its ability to achieve service aims and the service objective of providing sound financial management.

### **Policy Framework and Budget**

28. This is a matter for Executive decision by Cabinet.

### **Consultation (including Ward Member Consultation)**

29. No specific consultation has been necessary with Elected Members.

### **Relevant Scrutiny Committee**

30. Corporate Performance & Resources

### **Background Papers**

None

### **Contact Officer**

Adrian Unsworth

## **Officers Consulted**

Head of Finance  
Head of Legal Services  
Head of Human Resources  
Operational Manager Exchequer Services  
Operational Manager Accountancy  
Procurement Officer  
Lawyer - Legal Services

## **Responsible Officer:**

Reuben Bergman, Head of Human Resources