

Community Information Panels (CIPS) - G5373

[Note – bidder names removed from web version]

The deadline for the Community Information panel tender ended at 12noon on Tuesday 15 September. We received 2 bids, one from [Bidder One] and one from [Bidder Two].

There bids were:

[Bidder One] - Annual sum of £25k

[Bidder Two] - Annual sum of £90.75k

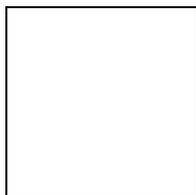
Both bids were evaluated this week in accordance with procurement guidelines and matrix scoring sheet and a TG2 form was presented to the procurement review panel for approval to award the contract to [Bidder Two]. The panel highlighted a discrepancy between the that the length of the contract (10 years – 7 + 3) advertised was different to the initial contract proposal of 5 years (3 + 2), on the documentation submitted at the Q2 2018/19 Contracts forward plan and thus would be subject cabinet and members approval before the contract can be awarded.

There are several reasons why the amended contract length would benefit the council:

- 1) Further market testing with advertising suppliers showed that a 10 year contract would be more viable, as the contract length would allow bidders to recoup the significant capital investment needed to mobilise both new digital advertising panels but also update existing static units.
- 2) We benchmarked the contract length with 2 other London local authorities, Brent and Haringey, who had both completed their CIPS procurement and had done so with 10 year contracts.
- 3) With the current advertising market in a significant downturn due to COVID and the extended lockdown – the length of contract allowed made the contract more attractive to potential suppliers, allowing the council to react in a more agile way to the current short term market slump – a 5 year contract would not be appealing to potential bids in current market conditions.

In addition to the above, we were also been asked to feedback the contract results to members for approval before awarding the contract and to confirm where the income will sit and how the proposed award will meet the councils strategic objectives - please see response from cabinet overleaf:





We have been given direction from the Chief Executive that the income will sit within the Communications service. Also, as part of the submission – suppliers were asked to submit additional social value benefits to the council which will benefit the council in economic terms (3 month paid work experience placement), environmental (participation in Big Clean Up activities) and social (sponsorship of a speakers charity event).

The reason we are seeking a timely decision by bringing this contract to MAB (11/11/20) requesting a decision at the next Cabinet meeting (25/11/20), is to be in a position to award the contract as soon as viable, allowing the Council to bring in income immediately. The timeline of the normal process of sign-off would result in a loss of 3 months of revenue.

