

## **Decision to be taken by the Portfolio Holder – Finance & Property on or after 16 September 2016**

### **Media Advertising & Associated Services**

#### **Recommendations**

- 1) That the Portfolio Holder for Finance & Property approves proceeding with an appropriate procurement process for the provision of Media Advertising & Associated Services on a sub-regional basis with Coventry City Council leading the procurement
- 2) That the Portfolio Holder for Finance & Property approves and authorises the Strategic Director for Resources to enter into all relevant contracts for the provision of Media Advertising & Associated Services on behalf of the Council.

#### **1.0 Key Issues**

- 1.1 Since 2010, Warwickshire County Council (WCC) has been a participant in a sub-regional (Coventry City Council (CCC), Solihull Metropolitan Borough Council (SMBC), WCC) contract lead by CCC for the provision of a media advertising service primarily used for the publication of job advertisements and statutory public notices. This contract is also used by Warwickshire schools.
- 1.2 The decision to participate in a collaborative contract was taken to protect the Council's media discount levels at a time when there was a definite and continuing trend of reducing expenditure in this area due in the main to a reduction in recruitment advertising and the shift towards advertising job opportunities on specialist job-boards and the Council's internet site. Participation in the sub regional contract has had the intended result of protecting the Council's media discount s at previous levels.
- 1.3 The existing sub-regional contract is due to expire on 30/11/2016 and no further contract extensions are available. The sub region is therefore preparing itself to re-tender this service on a collaborative basis with a new contract expected to be in place from 01/12/2016.
- 1.4 WCC has a legal requirement to give "notice of proposals" (Public Notices) "in a newspaper circulating in the area which is impacted". This requirement is included in legislation such as:
  1. The Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996
  2. The Road Traffic (Temporary Restrictions) Procedure Regulations 1992

3. Highways Act 1980
4. School Organisation (Establishment and Discontinuance of Schools) Regulations 2013/3109
5. School Organisation (Prescribed Alterations to Maintained Schools) (England) Regulations 2013/3110

1.5 In the age of the internet there continues to be a debate at a national level about the need to publish 'public notices' in the written (newspaper) media however there is still no clarity on where this debate will land and we are therefore planning on the basis that newspaper advertising will remain a requirement for public notices, certainly in the short to medium term.

1.6 The table below shows the significant decline in Council expenditure in this area since 2007: -

<b>Calendar Year</b>	<b>Total Spend (including Schools)</b>
2007	£1,217,001
2014	£287,508
2015	£348,933
2016 (year to date)	£181,591

1.7 The table below shows the split of expenditure (by value and as a percentage of total spend excluding schools) between public notice advertising and recruitment advertising for the last 3 years: -

<b>Calendar Year</b>	<b>Public Notices</b>		<b>Recruitment Advertising</b>	
2014	£192,398	66.92%	£95,110	33.08%
2015	£219,506	62.91%	£129,427	37.09%
2016 (year to date)	£113,367	62.43%	£68,224	37.57%

## 2.0 Options

2.1 WCC could undertake its own local procurement exercise to satisfy its own requirements. However given the much lower levels of WCC spend, the risk to current media discount levels is such that working in collaboration with others maximises our potential to safeguard what we already have. On this basis, this option has been rejected.

2.2 WCC participation in a sub-regional collaborative procurement offers the benefits of aggregating expenditure across 3 local authorities and should provide the scale of spend to protect existing media discount levels. In order to reduce the time and cost associated with the procurement process, the preferred route to market is to undertake a further competition under an existing framework contract. CCC as the lead authority has identified three existing framework contracts that are in place and accessible to the Councils to use with the necessary scope to satisfy the service requirements: -

- ESPO Framework 3a – 2016
- YPO Framework 'HR Services & Solutions'
- Crown Commercial Services Framework RM1051

The various merits of each framework are still being considered and no final decision has yet been taken on which of these frameworks will be utilised.

### 3.0 Proposal

- 3.1 That the Council participates in a sub-regional procurement process (lead by CCC) for the provision of media advertising and associated services under an existing framework contract for a period not to exceed 4 years with effect from 1<sup>st</sup> December 2016. The exact framework to be determined once the work to consider the various merits of each framework has been concluded.

### 4.0 Timescales associated with the decision/Next steps

- 4.1 Procurement process September 2016 – November 2016  
 4.2 New contract commences – December 2016

### Background Papers

None

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The report was circulated to the following members prior to publication:

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