

Decision Record – Media Advertising & Associated Services

Cabinet Portfolio Holder taking the decision	Cllr Alan Cockburn (Finance & Property)
Date of Decision (not before 16 September 2016)	19/09/2016

Decision Taken

- (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.

Reasons for Decisions

Contract Standing Orders as set out in the Council's Constitution require the approval of the Portfolio holder for procurement processes for contracts over £1,000,000

Background Information

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. 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 discounts at previous levels. 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.

Financial Implications

As set out in the report

Report Author	Natasha Meadows
Head of Service	Sue Evans
Strategic Director	David Carter
Portfolio Holder	Councillor Alan Cockburn

Checklist

Urgent matter?	No
Confidential or Exempt? (State the category of exempt information)	No
Is the decision contrary to the budget and policy framework?	No

List of Reports considered

Link to published proposed decision report:

<https://democratic.warwickshire.gov.uk/cm5/CalendarofMeetings/tabid/128/ctl/ViewMeetingPublic/mid/645/Meeting/3822/Committee/585/Default.aspx>

List of Background Papers

None

Members and officers consulted or informed – please include any comments

Portfolio Holder – Councillor Alan Cockburn
 All Strategic Directors
 Legal – Jane Pollard
 Finance – Virginia Rennie
 Equality – Claire Bonnet
 Democratic Services – Paul Williams

Resources and Fire & Rescues OSC – party spokes:

Councillors Matt Western, Neil Dirveks, Peter Fowler and Nicola Davies