

# Portfolio Holder Decisions/Leader Decisions

Date: Friday 13 November 2020

Time: 12.00 pm

## **Membership**

Councillor Peter Butlin

Items on the agenda: -

### **1. Media Advertising & Associated Services**

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**Monica Fogarty**  
Chief Executive  
Warwickshire County Council  
Shire Hall, Warwick

## Disclaimers

### Disclosures of Pecuniary and Non-Pecuniary Interests

Members are required to register their disclosable pecuniary interests within 28 days of their election of appointment to the Council. A member attending a meeting where a matter arises in which s/he has a disclosable pecuniary interest must (unless s/he has a dispensation):

- Declare the interest if s/he has not already registered it
- Not participate in any discussion or vote
- Must leave the meeting room until the matter has been dealt with
- Give written notice of any unregistered interest to the Monitoring Officer within 28 days of the meeting

Non-pecuniary interests must still be declared in accordance with the Code of Conduct.

These should be declared at the commencement of the meeting

The public reports referred to are available on the Warwickshire Web

<https://democracy.warwickshire.gov.uk/uuCoverPage.aspx?bcr=1>

### Public Speaking

Any member of the public who is resident or working in Warwickshire, or who is in receipt of services from the Council, may speak at the meeting for up to three minutes on any matter within the remit of the Committee. This can be in the form of a statement or a question. If you wish to speak please notify Democratic Services in writing at least two working days before the meeting. You should give your name and address and the subject upon which you wish to speak. Full details of the public speaking scheme are set out in the Council's Standing Orders.

## Proposed Decision to be made by the Portfolio Holder for Finance & Property

### Media Advertising & Associated Services

<b>Portfolio Holder</b>	<b>Lead Member</b> Councillor Peter Butlin
<b>Date of decision</b>	<b>Decision Date</b> 13 November 2020
	<b>Signed</b>

#### 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 collaborative 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 decision

The total contract value will be in excess of £300,000 pa, for a contract period of 3 years (with options to extend), which would normally require Cabinet approval.

##### OPTIONS

a) 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.

b) WCC participation in a collaborative procurement offers the benefits of aggregating expenditure across several 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. Coventry City Council as the lead authority has undertaken some benchmarking of the available contracts and is proposing to undertake the mini competition using the Yorkshire Purchasing Organisation (YPO) framework.

This is the recommended option.

### Reasons for Urgency

The current contract expires on 31<sup>st</sup> November 2020.

### Background information

1. Since 2010, Warwickshire County Council (WCC) has been a participant in a collaborative contract lead by Coventry City Council for the provision of a media advertising service primarily used for the publication of statutory public notices but also for the publication of job advertisements where this is deemed appropriate. This contract is also used for the advertising of job opportunities within Warwickshire schools.
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.
3. The existing collaborative contract is due to expire on 30/11/2020 and no further contract extensions are available. Coventry City Council is currently preparing to re-tender this service on a collaborative basis with a new contract expected to be in place from 01/12/2020.
4. The Council continues to have a legal obligation to give "notice of proposals" (Public Notices "in a newspaper circulating in the area which is impacted".
5. The advertising of Public Notices makes up the majority of the Council's spend under this contract and although there have been suggestions in the past that the requirement to use newspaper media may be replaced by the use of digital media, this change has not yet taken place and the Council will therefore continue to have a requirement for this service for the foreseeable future.
6. As result of continuing requirement for PN's, during 2019/20 the Council has reformatted style and content of PN's, resulting in reduction of column centimetres used by 25%.

## Financial implications

1. The table below shows the Council expenditure in this area for past 3 years: -

Year	£
2018/19	£358,286
2019/20	£383,766
2020/21 (Forecast)	£356,000

2. 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 under existing contract: -

Calendar Year	Public Notices		Recruitment / other Advertising	
	Value	Percentage	Value	Percentage
2018/19	£296,418	83%	£61,868	17%
2019/20	£330,947	86%	£52,819	14%
2020/21 (YTD)	£151,232	99%	£819	1%

3. Public Notice expenditure is expected to continue at 2020/21 levels (£300,000 per annum). Recruitment & other advertising expenditure, forecast to remain at 2019/20 levels.
4. The current and future contract spend can be met from existing budget resource.

## Environmental implications

None

### Report Author

Lead Officers:  
Nikki Bagworth (HR&OD)  
Mark Randell (Legal)

### Assistant Director

Sarah Duxbury

### Lead Director

Rob Powell

### Lead Member

Lead Member

### Urgent matter?

Yes

### Confidential or exempt?

No

### Is the decision contrary to the budget and policy framework?

No

## List of background papers (If applicable)

None

**Members and officers consulted and informed**

Portfolio Holder – Councillor Peter Butlin

Corporate Board – Sarah Duxbury

Legal – Jane Pollard

Finance – Virginia Rennie

Equality – Keira Rounsley

Democratic Services – Helen Barnsley

Councillors –

Councillor? (For consent to Urgency) – n/a

Local Member(s):