

	<p align="center">CHIEF OFFICER IN CONSULTATION WITH COMMITTEE CHAIRMAN DELEGATED POWERS REPORT</p>
<p align="center">Title</p>	<p>Award of Design and Creative Services contract to Good Impressions Ltd</p>
<p align="center">Report of</p>	<p>Stephen Evans, Assistant Chief Executive, in consultation with Councillor Richard Cornelius, Chairman, Policy and Resources Committee</p>
<p align="center">Wards</p>	<p>n/a</p>
<p align="center">Status</p>	<p>Public</p>
<p align="center">Enclosures</p>	<p>No</p>
<p align="center">Officer Contact Details</p>	<p>Johnathan Schroder, Internal Communications and Engagement Manager, 020 8359 7954 Katie Mayers, Assistant Director, Strategy and Communications, 020 8359 5313</p>

Summary

This report seeks authorisation to award a contract to Good Impressions Limited to provide the Council's graphic design and creative services for a three-year period from 1 March 2018 to 29 February 2020 with the option to extend for a further period or periods of up to one year subject to budget constraints and performance.

Decisions

- 1. Authorisation to award the design and creative services contract to Good Impressions Limited, in consultation with the Chairman of Policy and Resources Committee. The contract will be for three years, with the option to extend for a further year.**

2. Note that following this decision, a mobilisation plan will begin with the intention of the contract going live by 1 April 2018.

1. WHY THIS REPORT IS NEEDED

- 1.1 The rationale for this procurement exercise was set out in the report to Policy and Resources Committee on 10 October 2017. This report sets out the outcome of the subsequent procurement exercise and contract award to Good Impressions Limited.
- 1.2 The procurement process, under the OJEU open procedure has been undertaken and this report records the outcome of the exercise.

2. REASONS FOR RECOMMENDATIONS

- 2.1 On both quality and price, Good Impressions submitted the winning bid. In relation to price Good Impressions proposed a tiered pricing structure differentiating between artworking and concept development hourly charges.
- 2.2 Following evaluation of service delivery submission, Good Impressions are well placed to deliver quality improvement and increased efficiency, alongside better management information and more fully developed operational processes, which will create a better experience for internal customers and a more professional end to end service.
- 2.3 Awarding a contract to an external provider also minimises the risk of financial loss to the council from running a cost recovery internal design service. Analysis of management information over the last two years has shown there has been a decrease in income leading to a budget pressure.

3. ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED

- 3.1 Prior to the report to the 10 October Policy and Resources Committee, an option to continue with the current arrangement supported by a framework of suppliers was considered, but rejected. This is because to deliver the intended level of service provision through the existing team would have required significant service development and investment to make the current service fit for purpose.

4. POST DECISION IMPLEMENTATION

- 4.1 Letters will be released to the winning bidder, Good Impressions Limited, and all other bidders to confirm the council's decision. Then, following a statutory ten-day standstill period, the contract will be formally awarded.
- 4.2 Following this, a transition meeting will take place with Good Impressions Limited and a mobilisation plan will be formulated and agreed between both parties. At the latest, the contract should be fully mobilised by 1 April 2018.

5. IMPLICATIONS OF DECISION

5.1 Corporate Priorities and Performance

- 5.1.1 This decision supports the delivery of the Corporate Plan 2015-2020 as design and creative services will play a key role in supporting and communicating effectively the programme of change over the next two years.

5.2 Resources (Finance & Value for Money, Procurement, Staffing, IT, Property, Sustainability)

5.2.1 Finance

- 5.2.2 The proposed value of the contract was set at up to £200,000 per year. This value has been reached due to a number of factors:

- The broader range of design and creative services delivered through the appointed provider
- The fact that the contract will be open for our delivery partners to utilise
- to allow for a potential increase in hourly rate.

- 5.2.3 There will be no minimum spend threshold on this contract due to the discretionary nature of utilising design and creative services and the contract value does not represent guaranteed spend.

- 5.2.4 Based on the response to the pricing element of the procurement specification, Good Impressions Limited were the best value and achieved the maximum score of 40%, submitting the lowest costs for all three elements (concept creation, creative concept and graphic design/artworking).

- 5.2.5 These costs represent value for money when compared with market rates.

- 5.2.6 Procurement** - an open OJEU procedure, 2017/S 218-453322, commenced on 14 November 2017. This resulted in 45 expressions of interest, and four (4) submissions.

5.2.7 Evaluation was undertaken in accordance with Most Economically Advantageous Tender principles which were published in the tender documents. The table below summarises the outcome of evaluation:

		Bidder A	Bidder B Good Impressions	Bidder C	Bidder D	
Criteria	Weighting					
Quality 60%						
A. Design and Creative Services 24% (40% of 100%)						
Developing a Relationship with the Authority (10% out of 100%)	6	4.80	4.80	3.60	2.40	
Demonstrable Experience (10% out of 100%)	6	3.60	6.00	3.60	3.60	
Delivery Approach (10% out of 100%)	6	4.80	3.60	2.40	2.40	
Design (5% out of 100%)	3	1.80	2.40	1.80	0.00	
Delivery of Barnet First (5% out of 100%)	3	1.80	2.40	1.80	0.00	
B. Systems 9.6% (16% of 100%)						
Integrating Systems (4% out of 100%)	2.4	1.44	1.92	1.44	1.44	
Management Information Report (6% out of 100%)	3.6	2.16	2.16	2.16	2.16	
Technical Equipment and Systems (6% out of 100%)	6.4	2.16	2.16	2.16	0.72	
C. Project and Client Management 6% (10% of 100%)						
Outline Protocols and Processes (10% out of 100%)		3.60	4.80	3.60	2.40	
D. Staff and Recruitment 9% (15% of 100%)						
Current Proposed Staffing Model (5% of 100%)	8	1.80	1.80	1.80	1.80	
Professional Development (5% of 100%)	8	2.40	1.80	1.80	0.60	
Knowledge, Skills and Experience (5% of 100%)	8	1.20	2.40	1.80	1.80	
E. Business Implementation & Continuity 6% (10% of 100%)						
Business Continuity Plans (5% of 100%)	8	1.20	2.40	1.80	0.60	
Implementation Plan (5% of 100%)	8	1.80	1.20	1.80	0.60	
F. Social Value 3% (5% of 100%)						
Delivery of Social Value (5% of 100%)	8	1.80	2.40	1.80	0.60	
G. Contract Management 2.4% (3% of 100%)						
Contact List Details (2% of 100%)	3.2	0.72	0.72	0.72	0.48	
Adherence to KPIs (2% of 100%)	3.2	0.72	0.72	0.00	0.00	
Quality Total		37.80	43.68	34.08	21.60	
Price 40%						
Section 1: Concept creation/artwork/digital communications (20%)						
		19.20	20.00	20.00	0	
Section 2: Creative concept (10%)						
		1.52	10.00	4.41	0	
Section 3: Graphic design/artworking/digital communications (10%)						
		8.99	10.00	9.39	0	
Price Total		40%	29.70	40.00	33.81	0.00
Grand Total		100%	67.50	83.68	67.89	21.60

5.2.8 The evaluation identified contract award to Good Impressions Limited.

5.2.10 Staffing – The procurement exercise identified that TUPE may apply and delivery of the contract is to have regard to Transfer of Undertakings (Protection of Employment) (TUPE) Regulations. The requirements of TUPE will inform and be part of the contract mobilisation plan.

5.3 Social Value

5.3.1 The requirements on the council under the Public Services (Social Value) Act 2012 have been considered through the procurement process, and all bidders were asked to submit a response on how they would meet these requirements. The contract will support the delivery of

social value including identification of social value opportunities.

5.4 Legal and Constitutional References

5.4.1 Legal are satisfied that a competitive procurement procedure has been carried out in accordance with The Public Contract Regulations 2015 and the Council Constitution Article 10 Table B and the Council's Contract Procedure Rules.

5.5 Risk Management

5.5.1 Legal, Procurement and HR advice has been sought to minimise risk related to this contract.

5.6 Equalities and Diversity

5.6.1 Barnet is proud of the rich diversity of our residents and a key objective of this contract is to ensure that this is reflected in the work provided by Good Impressions Limited. The ability to celebrate borough diversity and to reflect our staff and residents in positive, inclusive, non-stereotypical and aspirational images will form part of ongoing contract delivery discussions with Good Impressions Limited.

5.6.2 As part of contemplating the impact this contract award will have upon the staff in scope we evaluated the practicality of completing an Equality Impact Assessment to review the impact upon the workforce. As the changes impact upon one casual worker the view was taken that it was not appropriate to compare the equality information of this individual against the wider workforce as doing so had the potential to identify sensitive personal information relating to this employee in a public document, and furthermore the fact that only one individual was involved made meaningful equality impact assessments impossible. We will however ensure that the individual continues to receive appropriate support during this process, and if any additional considerations need to be put in place to support them, we will seek to facilitate this.

5.7 Corporate Parenting

5.7.1 Not applicable for this contract award.

5.8 Consultation and Engagement

5.8.1 A project plan will be put in place to engage with all internal customers of the design service to introduce Good Impressions Limited to the organisation as corporate supplier for design and creative services.

5.8 Insight

5.8.1 Not applicable for this contract award.

6. BACKGROUND PAPERS

6.3 Design and Creative Services Procurement, Policy and Resources Committee,
10 October 2017.

Chairman:
Has been consulted

Signed
Chairman, Policy and Resources Committee

25.01.2018

Date

Chief Officer:
Decision maker having taken into account the views of the Chairman

Signed
Assistant Chief Executive

Date
24.01.2018
