

	CHIEF OFFICER IN CONSULTATION WITH COMMITTEE CHAIRMAN DELEGATED POWERS REPORT
Title	Award of Film Liaison Services concession contract to FilmFixer
Report of	Assistant Chief Executive, in consultation with Councillor Richard Cornelius, Chairman, Policy and Resources Committee
Wards	n/a
Status	Public, with separate exempt report By Virtue of Schedule 12A Local Government Act 1972 define exempt, (Paragraph 3) Information relating to the financial or business affairs of any particular person or body (including the authority holding that information).
Enclosures	No
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Summary

Following authorisation by the Policy and Resources Committee to carry out a procurement process for Film Liaison Services This report seeks authorisation to award a contract to FilmFixer to provide the Council's film liaison services concession contract for a three-year period from 1 April 2018 to 29 March 2021, with the option to extend for a further two years. This follows authorisation from the Policy and Resources Committee on 5 December 2017 for the procurement process to proceed as per the procurement forward plan considered by the committee.

Decisions

- 1. Authorisation to award the Film Liaison Services Concession Contract to FilmFixer, in consultation with the Chairman of Policy and Resources Committee. The contract will be for a period of three years, with the option to extend for a further two years.**
- 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 Council wishes to appoint a sole Concessionaire to promote, market and manage film liaison services in the boundaries of London Borough of Barnet. The arrangements with the current provider, Reel Film Locations Ltd, will come to an end on Saturday, 31 March 2018.
- 1.2 These services are intended to ensure that filming and related activities in Barnet are regulated and controlled to minimise risk, disturbance and disruption to residents, local businesses and visitors.
- 1.3 The service will be run at nil cost to the Council and the Concessionaire will provide a percentage split of the income generated from filming activity taking place in the borough.

2. REASONS FOR RECOMMENDATIONS

- 2.1 On both quality and price, FilmFixer submitted the winning bid.
- 2.2 Following evaluation of a service delivery submission, FilmFixer is well placed with the expertise necessary to provide high quality film liaison services, while at the same time working to promote and market Barnet as a filming location, and maximise revenue to the Council from filming.

3. ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED

- 3.1 Film Liaison Services in Barnet are currently provided by Reel Film Locations Ltd. This provider will cease providing these services on 31 March 2018.

- 3.2 The alternative option to procuring a replacement is to provide film liaison services in-house. This option was rejected, as film liaison services require particular expertise in working with the film industry. This would therefore require the development of an in-house service which would be resource intensive, and could result in the loss of potential income to the Council from filming activity.

4. POST DECISION IMPLEMENTATION

- 4.1 Letters will be released to the winning bidder, FilmFixer, 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 FilmFixer 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 the provision of film liaison services will enable the generation of income to the Council from filming activity in Barnet, and thus provide value for money for residents.

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

5.2.1 Finance

- 5.2.2 The concession contract is provided at nil cost to the Council with the Concessioner required to provide a percentage split of the income generated from filming activity taking place in the borough.
- 5.2.3 The total value of the contract over five years is estimated to be £250,000. This figure has been determined based on the total contract revenue generated in each of the last three years which was Circa £50,000. The ambition is that this revenue target will be exceeded with the Concessioner developing plans to maximise revenue to the Council from filming.
- 5.2.4 Based on the response to the pricing element of the procurement specification, Film Fixer achieved the maximum score of 50% based in the percentage income offer to the Council.

5.3 Procurement

- 5.3.1 The procurement process commenced on 16 January 2018 with release of a contract notice ref 206550 on Contract Finder My Tender. This resulted in four expressions of interest and two submissions.

5.3.2 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:

Quality 50%		% out of 100	% out of 50	Bidder A Film Fixer	Bidder B
A. Film Liaison Services		35	17.5	%	%
1	Approach to providing high quality film liaison services.	20	10	8	10
2	Cataloguing and presentation of the portfolio of filming locations.	5	2.5	2	2.5
3	Assessment of present portfolio of locations.	5	2.5	2	1.5
4	Implementation plan.	5	2.5	2	2
B. Promotion		35	17.5		
1	Marketing plan.	30	15	15	9
2	Media opportunities.	5	2.5	1.5	1.5
C. Growth of Service		25	12.5		
1	Plans to continuously grow and sustain the service.	20	10	8	6
2	Income growth year-on-year considered achievable.	5	2.5	2	1.5
D. Social Value		5	2.5		
1	Social value.	5	2.5	2	2.5
TOTAL Quality 50%				42.5	36.5
Price 50%					
Price Income Offer				50	50
TOTAL Price 50%				50	50
GRAND TOTAL 100%				92.5	86.5

5.3.3 The evaluation identified FilmFixer as the winning bidder.

5.4 Social Value

5.4.1 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 detailing how they would meet these requirements. The contract will support the delivery of social value including identification of social value opportunities.

- 5.4.2 The winning bidder demonstrated how it will deliver social value through the contract. This includes the upskilling of staff, offering apprenticeships/work experience, local employment/training opportunities, recruiting volunteers and organising film visits for local schools, both primary and secondary.

5.5 Legal and Constitutional References

- 5.5.1 Legal are satisfied that a competitive procurement procedure has been carried out in accordance with The Public Contracts Regulations 2015. The procurement undertaken is in accordance with the Council's Constitution Article 10 Table B (Contract Procedure Rules (CPR's) December 2017).

The procurement activity has been authorised by the Procurement Forward Plan and for procurements at this value a Chief Officer in consultation with the Chairmen of the relevant Thematic Committee has authority to award a contract where it is within Budget.

5.6 Risk Management

- 5.6.1 Legal and Procurement advice has been sought to minimise risk related to this contract.

5.7 Equalities and Diversity

- 5.7.1 Not applicable to this contract award.

5.8 Corporate Parenting

- 5.8.1 Not applicable for this contract award.

5.9 Consultation and Engagement

- 5.9.1 Not applicable for this contract award.

5.10 Insight

- 5.10.1 Not applicable for this contract award.

6. BACKGROUND PAPERS

- 6.1 Policy and Resources Committee, 5 December 2017, item 11
<http://barnet.moderngov.co.uk/ieListDocuments.aspx?CId=692&MId=8739>

Chairman:

Has been consulted

Signed

8th March 2018

Date

Chief Officer:

Decision maker having taken into account the views of the Chairman

Assistant Chief Executive

Signed

Date

8th March 2018

REPORT CLEARANCE CHECKLIST

(Removed prior to publication and retained by Governance Service)

Note: All reports must be cleared by the appropriate Committee Chairman, Chief Officer, Legal, Finance and Governance as a minimum. Report authors should also engage with subject matter experts from other service areas where this is required (e.g. procurement, equalities, risk, etc.). The name and date that the chairman or officer has cleared the report must be included in the table below or the report will not be accepted.

Legal, Finance and Governance require a minimum of 5 working days to provide report clearance. Clearance cannot be guaranteed for reports submitted outside of this time.

AUTHOR TO COMPLETE TABLE BELOW:

Notes:

This report is for decisions with a value between £165k and less than £500k but excluding all key decisions – if in doubt please consult the Governance Team.

The report must not be implemented until cleared by both the relevant Committee Chairman and Chief Officer. Both names should be listed on the cover page in the 'Report of' section