



RECORD OF DECISION TAKEN UNDER DELEGATED POWERS OUTLINED IN THE CONSTITUTION – Part 3 Section 16

DELEGATED OFFICER DECISION TAKEN BY:	Dean Langton
PORTFOLIO AREA:	Finance and Governance

SUBJECT: Contract for Print & Design (Printed Business Stationery and Associated Items and Creative Design, Marketing and Associated Services), also incorporating photography, videography and promotional items.

1. DECISION

That the Director of Finance (S151) approves a move to the Sheffield procured Dynamic Purchasing System (DPS) framework to process all administration aspects of the Council's print and design requirements for up to a 3 year period.

2. REASON FOR DECISION

The Council procured its own framework for printed business stationery and associated items, via OJEU tender and creative design, marketing and associated services via invitation to quote in 2016 which now needs replacing.

As the business needs of the Council for this supply area continue to evolve, we feel that the Sheffield DPS offers us more advanced options - through a wider supplier base, to support increasing the Council's flexibility to adapt, as required by the business through this continued evolution.

A DPS route is considered to be a more effective approach over a traditional framework agreement as it provides greater flexibility and the ability to respond to changes in supplier markets, this also offers new suppliers the ongoing opportunity to join the framework at any time. This means there is an opportunity for more suppliers in the Borough / Pennine Lancashire area to apply to join the framework. Following qualification (this process is completed by Sheffield Council), they then have the opportunity to compete for the print and design requirements of not only BwD but also those of Sheffield and other Council's using the same DPS framework.

This route will give the Council an opportunity to continue to maintain the current level of savings being achieved and reduce costs further via us paying an annual fee to Sheffield CC compared to procuring our own frameworks. This is due to the fact that Sheffield CC have the resource to meet the demands of the administration aspect of a DPS in comparison to BwD.

In addition, the high level of expenditure for Sheffield further drives down costs and further supports competitiveness through buying power which the Council can benefit from too.

There are 22 lots on the Sheffield Council DPS Framework – which allows us to demonstrate compliance in other areas of Council spend that we have not had resource to complete separate procurements for (for example - promotional / marketing goods, videography, photography, elections printing).

3. BACKGROUND

We procured our own frameworks for printed business stationery and associated items, via OJEU tender and creative design, marketing and associated services via invitation to quote, both in 2016 following the end of the partnership agreement with Capita.

The Council currently uses software provided from Panacea to process all administration aspects of our print and design which is the same software that is used by Sheffield which will make the transition to the new framework easier.

Spend for the Authority has reduced significantly from circa £500k per year pre 2016 to circa £124k per annum for the combined spend categories above through a combination of factors;

- i) the competitiveness of the framework suppliers
- ii) through the formal corporate contract management / collaborative process in place between procurement and communication team officers contractually and operationally in probing via positive challenge for print and design enquiries made across the wider Authority on achieving the most efficient and cost effective outcome to achieve the overall objective (eg some items now produced in house where low volume copies used, moving to more cost effective print production from previous and moving away from a hard copy printed product and to an electronic solution etc).

Calculating savings on Creative Design, Marketing and Associated Services is not possible due to unique aspect of each specific project / job. Although we do have a couple of repeat jobs where savings can be demonstrated having been achieved through the mini-competition process.

The volume of creative design work is low in comparison to printed business stationery and so the mini competition process has worked satisfactorily but we feel that improvements can be achieved in this area too via the Sheffield CC DPS.

4. KEY ISSUES AND RISKS

- The current contract is at an end and needs to be replaced to keep the Council compliant with procurement rules.
- The Council needs an effective route to market for the print, design, advertising, marketing and public relations services for services which cannot be delivered in-house.
- Currently local suppliers are not on our print and design framework and therefore cannot compete for majority of our business.

5. FINANCIAL IMPLICATIONS

By procuring our own framework previously this meant that we could drive down costs to the Council with estimated savings being £170k for the period October 16 to March 2021.

In order to look at the cost effectiveness of the Sheffield solution an analysis was undertaken on 40 jobs that had been undertaken on the Councils framework against those done on the Sheffield framework. This showed that of the £33k spent on our framework the costs would have been £23k on the Sheffield one giving a £10k saving. The amount of works going through this side of the framework has fluctuated between £57k pre pandemic and £116k through the pandemic. We would therefore

estimate that a minimum of £20k savings could be realised potentially higher if spend levels stay high and savings from other elements on the framework.

As the Sheffield framework has multiple other services available through it then further savings should be made due to the enhanced level of competition in these areas.

The cost of joining the Sheffield framework is £7.5k per annum, this will be funded through a top slice of print and design budgets from portfolios across the Council.

6. LEGAL IMPLICATIONS

The procurement process used by Sheffield complies with the regulations of the Council's Contract and Procurement rules and the Public Contract Regulations 2015. All contracts and contract variations will be in a form approved by legal officers in the Commissioning and Procurement team.

7. OPTIONS CONSIDERED AND REJECTED

Re-procure existing framework – We have learned over the existing framework that the nature of core printed items changes constantly which makes it difficult for the Council to effectively tender for all scenarios without considerable work. This means that the majority of works have to be run via mini competition, which is resource intensive for the Communications Team and increases lead time for completion / delivery of printed items. The number of suppliers on the framework is also limited which effectively makes it very difficult for local suppliers to be successful due to their size.

Procure Own DPS – Although the Council could procure its own DPS similar to Sheffield this would be very resource intensive to set up and run and would cost the Council more than joining the Sheffield framework.

Crown Commercial Services Framework (CCS) for Print Management Framework – This has 6 companies on it which still limits competition and does not include provision for creative design and the wider range of services offered by the Sheffield DPS and could potentially become more resource intensive and not return the value for money currently being achieved.

CCS Print Marketplace framework – This is a single supplier framework and would only cover off the printed requirements potentially (not the creative design / marketing and other aspects we also require).

Do nothing – This is not an option due to aggregated spend in terms of needing to comply with the Contract Procedure Rules of the Authority.

Further information is available from the report author

8. DECLARATION OF INTEREST

All Declarations of Interest of the officer with delegation and the any Member who has been consulted, and note of any dispensation granted should be recorded below:

VERSION:	1
CONTACT OFFICER:	Maxine Edwards
DATE:	28/02/2021

BACKGROUND DOCUMENTS:	None
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Director	Date:
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