

REPORT OF
The Strategic Director for Service Reform

TO
Procurement Board

ON
25 November 2020

TITLE: Approval to Award the Contract for Key Cities Policy and Media Support Services

RECOMMENDATION:

That Procurement Board approve the award of the Contract for Key Cities Policy and Media Support Services as detailed in the table below:

Detail required	Answers
Title/Description of Contracted Service/Supply/Project	Key Cities Policy and Media Support Services
Name of Successful Contractor	ING Media
Supplier Registration Number <i>(to be supplied by Corporate Procurement)</i>	3800985
Type of organisation <i>(to be supplied by Corporate Procurement)</i>	Private Limited Company
Status of Organisation <i>(to be supplied by Corporate Procurement)</i>	SME
Contract Value	£270,000 Full Project
Contract Duration	36 months
Contract Start Date	01/01/2021
Contract End Date	31/12/2023
Optional Extension Period 1	6 months
Optional Extension Period 2	N/A
Who will approve each Extension Period?	Strategic Director (extension < £150k)
Contact Officer (Name & number)	Jacque Russell

Lead Service Group How the contract was procured? <i>(to be supplied by procurement)</i> Framework Details (where applicable) (procurement body, framework reference & title, start/ end date Funding Source Ethical Contractor	Service Reform & Development	
	Open Tender	
	N/A	
	External Funding Source (please identify below)	
	Mayor's Employment Charter Committed to sign up to charter	<input type="checkbox"/>
	Accredited Living Wage Employer	x

EXECUTIVE SUMMARY:

The purpose of this report is to seek approval for the award of the above-mentioned contract.

BACKGROUND DOCUMENTS:

- [Approval to go out to tender at Procurement Board - 11 March 2020](#)
-

KEY DECISION: No

DETAILS:

1. Background

1.1 Key Cities is the recognised democratic and authentic voice of urban Britain, with 23 member cities spanning the length and breadth of England and Wales and representing a collective population of over 6.5 million people.

1.2 Salford City Council is a member of the group and the position of Chair is held by the council's Deputy City Mayor (Cllr John Merry). As a result, the council serves as the Key Cities secretariat and acts as the lead authority for Key Cities business including the procurement of goods and services.

1.3 The network is supported by external public relations, communications, policy development and research support. This enables relationships with

Government (ministers and civil servants) to be developed and national events and conferences to be held that influence and shape national policy and funding developments. The current contract for these services expires on 31 December 2020.

- 1.4 As Secretariat, the council has lead responsibility for re-commissioning these services which will underpin increased awareness and influence of Key Cities and its activity.
- 1.5 Key Cities aims to be a 'go to' national network that significantly shapes and informs economic and social policy with both the UK Government and devolved administrations. The services to be commissioned will be critical to achieving this goal, and will include:
 - Public relations activity – including proactive and responsive press releases, social media campaigns and securing a wide range of media and specialist press opportunities to highlight the work of the network.
 - Development of policy position statements and consultation responses in response to emerging national issues or driven by specific Key Cities' needs.
 - Facilitation of an All-Party Parliamentary Group, including arranging and facilitating quarterly meetings, identification of key themes, securing involvement of members of Parliament from all parties and cities, arranging guest speakers, and managing all practical arrangements.
 - Creation of engaging and thought-provoking online content such as opinion pieces to be published on the Key Cities website and social media channels.
 - Organising and facilitating themed policy conferences on behalf of the Key Cities membership at least twice per year in agreement with the Chair and Secretariat.
- 1.6 The capacity to deliver this work does not exist within the Council, or across the Key Cities Network. Therefore, agreement to go to tender was obtained from the Key Cities Executive (Cabinet) to ensure capacity is in place to enable Key Cities to continue to function and enable us to explore alternative organisations able to deliver these services.
- 1.7 Key Cities activity is funded by membership fees paid by each member of the network. There is no financial draw on Salford City Council over and above our in-kind contribution to the Network.

2. **The Procurement Process**

- 2.1 The contract opportunity was advertised as an Open Tender via the Chest and the Official Journal of the European Union (OJEU). There were 54 expressions of interest and 11 on time submissions were received.
- 2.2 The independent evaluation panel consisted of members from Salford City Council, Medway Council and Bournemouth Council.

- 2.3 The tender was evaluated in two parts, Selection and Award Stage. Bidders could only be evaluated for the Award Stage if they had passed the Selection Stage. One bidder did not submit a compliant bid and three bidders did not meet the Selection Stage criteria and were therefore excluded from further evaluation.
- 2.4 At Award Stage the published criteria were 40% Price and 60% Quality, and a summary of the scores achieved by the remaining seven bidders are shown in the table below:

Bidder	Quality Score	Price Score	Total Score	Rank
1	38%	26%	64%	6
2	43%	28%	71%	4
3	37%	35%	72%	2
4	43%	25%	68%	5
5	47%	26%	73%	1
6	42%	22%	64%	7
7	47%	24%	71%	3

- 2.5 Bidder 5 achieved the highest score and therefore submitted the most economically advantageous tender and is the preferred bidder.

3. Social Value

- 3.1 Within the procurement process, all suppliers were asked how they would maximise the economic, social, and environmental benefit from the contract for Key City members. The question was given a maximum weighting of 10%.
- 3.2 In their tender submission, the preferred bidder provided good examples of current initiatives that contribute towards delivering positive social value outcomes that will be extended to benefit members of the network if successful in the tender process. This will include:
- Providing a paid work placement programme including apprenticeships and internships to help people from disadvantaged backgrounds. This will be offered on a rolling series of two to four-week work placement opportunities for disadvantaged young people from any area of the Key Cities membership.
 - Ensuring all employees are paid at least the London Living wage rate in recognition of the real costs of living.
 - As an equal opportunities employer, the supplier has made the commitment to always instinctively look for a diverse intake of new recruits, collaborators and influencers and have pledged to:

- Only take part in events where gender and racial diversity is evident and will recommend this approach as part of organising and attending events as part of the contract.
- Ensure that 50% of interns are recruited from a BAME background.
- Recommend BAME-led collaborators and suppliers to clients including Key Cities.

KEY COUNCIL POLICIES:

EQUALITY IMPACT ASSESSMENT AND IMPLICATIONS:

See Social Value section of the report.

ASSESSMENT OF RISK: LOW

The current policy and media support services contract expires on 31 December 2020. Therefore, if a new contract is not in place by 1 January 2021, there could be a reputational risk for Key Cities in terms of not being able to respond effectively to future media opportunities or national policy announcements. This will negatively impact on the work of the network.

SOURCE OF FUNDING:

Funded from within the Key Cities budget (see financial implications)

LEGAL IMPLICATIONS: Supplied by: The Shared Legal Service

When commissioning contracts for the procurement of goods, services or the execution of works, the Council must comply with the provisions of the Public Contracts Regulations 2015 as well as its own Contractual Standing Orders (CSO's), Financial Regulations and the duties of Best and Social Value. In addition, the PCR require that contracting authorities treat candidates equally and in a non-discriminatory way and act in a transparent manner, failing which the award of a contract may be subject to legal challenge.

The procurement procedure undertaken in this matter including publication on the Chest portal appears robust and compliant with the requirements of CSO's and PCR. The appointment of the provider for the Key Cities Policy and Media Support Services contract follows an open tender process which is outlined within the body of the report, with bidders being evaluated on the most economically advantageous tender, resulting in the proposed award of the contract to ING Media.

Having undertaken the open tender exercise process set out in the report, the Council and other member authorities of the Key Cities network may take some comfort that

value for money has been obtained and periodically tested, with open competition maintained.

FINANCIAL IMPLICATIONS: Submitted by: The Finance Team

To be funded by the Key Cities budget which is provided by the annual contributions made to Salford City Council by members for the management of Key Cities.

PROCUREMENT IMPLICATIONS: Supplied by: The Corporate Procurement Team

In accordance with Salford City Council's Contractual Standing Orders (CSOs), this contract opportunity was advertised in the Official Journal of the European Union, Contracts Finder and the Chest.

The procurement and evaluation process were robust and compliant with all the requirements of CSOs and EU Procurement Regs.

HR IMPLICATIONS: Supplied by: Not applicable

CLIMATE CHANGE IMPLICATIONS: Supplied by: Not applicable

OTHER DIRECTORATES CONSULTED: Not applicable

Wider involvement of the Key Cities membership in the evaluation and selection process. Preferred bidder has been approved by Key Cities Executive (e.g. Cabinet) on 13 November 2020.

CONTACT OFFICER: Jacquie Russell
TELEPHONE NUMBER: 0161-793-3577

WARD(S) TO WHICH REPORT RELATE(S): None
