

STRATEGY AND RESOURCES COMMITTEE

27 JANUARY 2016

Tender process and conclusion

The Communications team identified and approached 12 organisations. These included the current and previous provider, companies and organisations that had approached the Council about the possibility of producing Borough Insight, businesses in the Borough who it was felt had the capability to produce the magazine and others recommended by colleagues in Surrey Councils.

The requirement is to take content (copy and images) and basic layout from the Council and to design, produce, print and deliver the magazine plus market and manage the advertising.

The 12 organisations approached were (in no particular order):

- MCR Print
- Ruxley Communications
- Print Solutions Epsom
- EM Communications
- Big Blue Print
- Frontline
- Tunbridge Wells Borough Council
- Sustain Communications
- Kalligraphic Design
- Mail boxes etc
- Rowcolour Limited
- Artful Dog

Three of the organisations formally declined at this stage. Following exchanges over the nature of the requirement, four organisations formally expressed an interest in tendering for the requirement:

- Frontline (the current supplier, based in Sussex)
- Big Blue Print (with offices in Epsom and production facilities in Redhill)
- Rowcolour Limited (based in Epsom)
- Artful Dog (based in South London)

Of those that formally declined, reasons given were two fold; the inability to make a reasonable profit from what the Council required or a lack of expertise in one or other elements of the tender requirements.

Two companies subsequently submitted tenders for the contract (Frontline and Big Blue Print).

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The two tenders were then evaluated against key criteria:

- Price (50%)
- Quality and deliverability (50%)
 - Project Plan
 - Design
 - Evidence of capability
 - Meeting our required timetable
 - Sustainability
 - Distribution
 - Advertising

The organisation 'Frontline' has been selected - it was marginally cheaper than Big Blue Print and was either equal to or superior to the quality and deliverability elements.

Frontline is a commercial design house which has been established for 21 years. One of the company's specialities is the production and distribution of Council literature and they produce the residents' magazine for the Surrey Borough and District Councils of Woking, Surrey Heath, Tandridge and Mole Valley and for a number of other councils in the south east.

Frontline is the incumbent supplier, who has good knowledge of our needs. They have a robust relationship with Royal Mail (for distribution) and have shown that they can manage the advertising requirement successfully.

Costs

The cost of the printed Borough Insight will be in the region of £32,000 annually.

This comprises of the costs **per issue** from the successful tenderer i.e.

- Design/reprographics/proofs/printing £6,478
- Delivery £3,500
- Advertising revenue (£2,100)

Plus costs associated with use of copyright material (eg image library), postage costs, separate artwork, corrections to final proofs and contingency.

Advertising is completely managed by the selected organisation with advertising limited to four pages. The organisation determines the advertising rates and guarantees the income – if it fails to generate this income this is at their risk and the Council does not lose out financially.

The costs of e-borough Insight (which has 645 subscribers and is issued 11 times a year) are approximately £500 per year, comprising hosting on a third party site,

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charges relating to using the third party service and costs associated with use of copyright material (e.g. image library).

Officers will continue to supply content/overall design - the costs above do not include Officer's time.