

## Commissioning and Procurement Sub-Committee – 13 April 2021

<b>Subject:</b>	Nottingham City Council Design and Print Framework		
<b>Corporate Director(s)/ Director(s):</b>	Clive Heaphy, Director of Strategic Finance		
<b>Portfolio Holder(s):</b>	Cllr David Mellen, Portfolio Holder for Regeneration, Schools and Communications.		
<b>Report author and contact details:</b>	Ruby Bhattal, Head of Communications and Marketing, <a href="mailto:Ruby.bhattal@nottinghamcity.gov.uk">Ruby.bhattal@nottinghamcity.gov.uk</a>		
<b>Other colleagues who have provided input:</b>	Legal, Finance, Procurement, Equality and Diversity		
<b>Key Decision</b>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<b>Subject to call-in</b>
			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Reasons:</b>	<input checked="" type="checkbox"/> Expenditure	<input type="checkbox"/> Income	<input type="checkbox"/> Savings of £1,000,000 or more taking account of the overall impact of the decision
			<input checked="" type="checkbox"/> Revenue <input type="checkbox"/> Capital
Significant impact on communities living or working in two or more wards in the City			<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Total value of the decision: £3,000,000 over a four year period</b>			
<b>Wards affected: Citywide</b>	<b>Date of consultation with Portfolio Holder(s):</b>		
<b>Relevant Council Plan Key Theme:</b>			
Nottingham People			<input checked="" type="checkbox"/>
Living in Nottingham			<input type="checkbox"/>
Growing Nottingham			<input checked="" type="checkbox"/>
Respect for Nottingham			<input type="checkbox"/>
Serving Nottingham Better			<input checked="" type="checkbox"/>
<b>Summary of issues (including benefits to citizens/service users):</b>			
<p>The decision being taken is to give authority to Communications and Marketing to undertake a compliant open tender process to set up a new goods and services framework contract to undertake the Authority's external design and printing requirements awarding to the most economically advantageous and value for money tender.</p> <p>In addition to the Authority's design and print requirements, the Design and Print Team use providers on the framework to undertake related work required to support advertising bookings from organisations who wish to use the City's advertising space – this generates an income.</p> <p>The current Print Contract is due to expire in July 2021 and it is the intention to set up a new contract and to aggregate some standalone contracts to become the Assorted Printing, Design and Media Creative Services Framework. The new contract will see the incorporation of Design Services and the printing of lamppost banners.</p> <p>Design and Print is an important element in communicating council business and service information to stakeholders, particularly citizens. Using design and print to communicate Council business and service information is not exclusive to marketing and promotional activities. Therefore the new framework will be clearly communicated and promoted within the Council and to Council companies for wider benefits. All Council print should come through the new framework.</p> <p>Corporate expenditure on design and print is reducing and we expect further reductions in spend on design and print throughout the life of this framework as a result of increased usage of digital channels and rising cost of paper.</p> <p>Bus Literature and Vehicles Graphics will continue to be under this Design and Print Framework. We will continue to collaborate with Nottingham City Homes (NCH) to maintain buying power and</p>			

deliver savings to across both organisations.

**Exempt information:**

**State 'None' or complete the following.**

None

**Recommendation(s):**

- 1 To undertake a compliant tendering process for the procurement of a multi-supplier framework for design and print services, through the Council's tendering system, noting that this framework is for four years and has an estimated value of £3,000,000.

## **1 Reasons for recommendations**

- 1.1 This council wide design and print framework will continue to seek to include the requirements of Nottingham City Homes together with the design and print requirements across the City Council and other Council owned companies during the four year period. A single corporate design and print framework will also facilitate the overall embedding of the corporate standard for design and print across the Council. It will also help to reduce design and print production where possible by working in a more efficient manner with suppliers (such as combining orders and requests where possible.)
- 1.2 The procurement process also has the potential to increase opportunities for local suppliers as far as the procurement rules allow. The framework is to be divided into a number of lots for differing design and print requirements. This is a method of making the requirement more attractive to small and medium, enterprises (SMEs).

## **2 Background (including outcomes of consultation)**

- 2.1 The Communications and Marketing Team has consulted with colleagues such as Major Programmes for SSE Health and Safety requirements and also colleagues in Transport and Fleet with regards to the design and print tender.

## **3 Other options considered in making recommendations**

- 3.1 It is necessary to have a design and print framework so Nottingham City Council can benefit from value for money that the framework offers. The option of not having a design and print framework would be inefficient for the Council and would not provide consolidation of aspects like bus literature, vehicle graphics and lamppost banners. It is also a legal requirement to have such a framework.

## **4 Finance colleague comments (including implications and value for money/VAT)**

- 4.1 This report seeks approval to undertake a compliant tendering process for the procurement of a multi-supplier framework for design and print services. The four year framework has an anticipated spend of £3.000m. The decision value is a ceiling amount and will not be contractually committed.

- 4.2 The annual amount of the anticipated framework spend is in line with the average design, print and advertising spend over the past 4 years across Nottingham City Council.
- 4.3 Budget for associated spend from this framework is across all Nottingham City Council Departments. Individual services should only spend off this framework where spend is essential and/or where there is a financially viable business case. Any spend off this framework should be done within existing Medium Term Financial Plan budgets. No financial pressure or overspends in Departments can materialise as a result of using this framework.
- 4.4 Any contracts entered following the establishment of this framework need to adhere to the current approval process and delegated approval limits.
- 4.5 Establishing this framework will support the achievement of value for money due to the maximised buying power and competition.
- 4.6 VAT will be treated in accordance with HMRC guidance.

Phil Gretton, Strategic Finance Business Partner - 29 March 2021

## **5 Legal and Procurement colleague comments (including risk management issues, and including legal, Crime and Disorder Act and procurement implications)**

- 5.1 Procurement comments: Procurement are working with the Comms and Marketing Team to establish detailed tender documents and undertake a compliant tender process which meets the requirements as detailed in the NCC Financial Regulation and PCR 2015. The contract will be advertised through Find a Tender Service (FTS) and Contract Finder. There are no concerns with this procurement.

Advice provided by Louise Dobson, Procurement Officer on 24 March 2021

- 5.2 Legal comments: Given the total estimated value of the scheme over its whole life, the proposal would comply with public contract procurement rules and the Council's Contract Procedure Rules by the Council establishing a framework agreement for the call off of services and deliverables as and when required during the period of the framework not exceeding the total value of the decision.

S O'Bradaigh, Legal Services 26/03/21

## **6 Social value considerations**

- 6.1 Procurement Regulations 2015 to secure best value for the Council and the citizens and local SMEs/businesses it represents.

## **7 Regard to the NHS Constitution**

- 7.1 Not applicable

## **8 Equality Impact Assessment (EIA)**

- 8.1 Has the equality impact of the proposals in this report been assessed?

No

An EIA is not required because:  
(Please explain why an EIA is not necessary)

Yes



Attached, and due regard will be given to any implications identified in it.

**9 List of background papers relied upon in writing this report (not including published documents or confidential or exempt information)**

9.1 None

**10 Published documents referred to in this report**

10.1 None