

Members' Library Service Request Form

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| Date of Document | 28/10/13 |
| Originator | David Russell |
| Originator's Ref (if any) | Communications Manager |
| Document Title | Contract for the design and print production of East Lothian Council's residents' newspaper |

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Additional information:

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| Authorised By | Monica Patterson |
| Designation | Depute Chief Executive |
| Date | 01/10/13 |

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| For Office Use Only: | |
| Library Reference | 251/13 |
| Date Received | 11/12/13 |
| Bulletin | Dec 13 |

REPORT TO: Members' Library Service

MEETING DATE:

BY: Depute Chief Executive - Partnerships and Services for Communities

SUBJECT: Contract for the design and print production of East Lothian Council's residents' newspaper

1 PURPOSE

- 1.1 To report on tender arrangements and the awarding of the contract for the design and print production of the Council's civic newspaper, *Living*.

2 RECOMMENDATIONS

- 2.1 To note the decision to award the contract for the design and print production of the East Lothian *Living* residents' newspaper to Connect Communications (Scotland) Ltd. for a period of 1 year from 1 December 2013 with an option to extend the contract for up to two further years beyond this date, ending in November 2016.
- 2.2 To note that the price tendered by Connect Communications (Scotland) Ltd was £25,851, this being the lowest price tendered of the two received. The contract was awarded on 14 October 2013.
- 2.3 Subject to budget and service considerations which may impact on publication dates (for example, election periods), it is proposed that *Living* will continue to be published in newspaper format, three times a year.

3 BACKGROUND

- 3.1 East Lothian Council's three-year contract for the design and print production of its civic newspaper, *Living*, ended in August 2013. Competitive tenders were sought during September 2013 for a new contract, initially for a period of 1 year, concluding with the production of the 3rd issue of the newspaper in October/ November 2014, with the option to extend the contract for up to two further years beyond this date, ending in November 2016.

- 3.2 The successful agency is expected to lay out each issue, providing editorial support and design, helping organise photography, arranging print, and liaising with our door-to-door distribution company, Royal Mail.
- 3.3 Agencies tendering were required to quote for a similar layout to the current newspaper, retaining the full-colour tabloid format and using newsprint with a high recycled content and, as an alternative option for future consideration, a new design for the newsletter in A4, full-colour magazine format.
- 3.4 The tender was conducted through Public Contracts Scotland using the Quick Quote method. Four organisations were invited to bid, with only 2 submitting a response. They were evaluated on the following criteria:

| Requirement | Weighting |
|--------------------|------------------|
| Quality | 70% |
| 2A Paper Quality | |
| 2B Design | |
| 2C Methodology | |
| Price | 30% |

- 3.5 The overall scores were as follows:-

| | Quality | Price | Total |
|---------------|----------------|--------------|--------------|
| Connect | 50.5 | 35.00 | 85.50 |
| Creative Link | 46.0 | 26.23 | 72.23 |

- 3.6 The Evaluation Panel consisted of representatives from Procurement and Communications and Marketing. An overview of the Evaluation record for the ITT stage is attached as an appendix.

4 POLICY IMPLICATIONS

- 4.1 None

5 EQUALITIES IMPACT ASSESSMENT

- 5.1 This report is not applicable to the wellbeing of equalities groups and an Equalities Impact Assessment is not required.

6 RESOURCE IMPLICATIONS

- 6.1 Financial – the production costs for East Lothian *Living* in 2013/14 will be met from the existing Communications and Marketing budget.

- 6.2 Personnel - none

6.3 Other - none

7 BACKGROUND PAPERS

7.1 None

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| DATE | 28 October 2013 |