



To: Executive Councillor for Customer Services and Resources: Councillor Julie Smith
Report by: Head of Human Resources
Relevant scrutiny committee: Strategy & Resources 14/10/2013
Scrutiny Committee
Wards affected: All Wards

PROCUREMENT OF RECRUITMENT ADVERTISING AND PLACING OF PUBLIC AND STATUTORY NOTICES
Not a Key Decision

1. Executive summary

- 1.1 This report sets out the background and reasons for a request to use an ESPO Framework to procure services for Recruitment Advertising and Public and Statutory Notices.
- 1.2 The current contract was originally procured through ESPO and is due to expire 31st December 2013.
- 1.3 The option of carrying out a tender exercise was considered. However, there is a relatively small supplier market for these services and therefore the use of an ESPO framework provides an effective mechanism to test the market and benchmark service providers.

2. Recommendations

- 2.1 The Executive Councillor is recommended to:
 - (a) Approve the use of the ESPO framework, '3(A) Recruitment Advertising and Placing of Public and Statutory Notices', for the procurement of services for recruitment advertising and public notices.
 - (b) Delegate authority to the Director of Resources to award the contract following consultation with the Executive Councillor.
- 2.2 That the term of the contract be for up to 3 years.

3. Background

- 3.1 The contract for Recruitment and other advertising services was originally awarded in June 2005 following a joint procurement exercise with partner authorities. The service fell into two distinct areas:
- On-line jobs portal e-recruitment
 - Media advertising outside of the portal
- 3.2 The contract with the current provider was extended through the use of the ESPO framework in 2010.
- 3.3 The current contract ends 31st December 2013 at which point the two areas of the contract will separate. This report addresses the need to ensure a contract is in place for recruitment advertising and placement of public notices.
- 3.4 Proposals for e-recruitment through the jobs portal are currently being considered separately.
- 3.5 The framework agreement offers a simple and effective route for selecting a provider from a range of suppliers with a proven track record of delivering advertising services.
- 3.6 The framework has been advertised in full compliance with public procurement legislation. Procurement costs and timescales are therefore minimised by the use of the framework as further advertising/tendering is not required.
- 3.7 The framework has been established with tendered rates for services and details the products available from each of the service providers. There are 4 providers under the framework, one of which is our current provider. One supplier does not provide services for the placement of public and statutory notices and has been discounted on this basis. In consultation with Internal Audit, a comparison of the three remaining providers confirms that all can provide the required services and that there are no significant differences in costs overall. The rates of one provider are marginally lower for the majority of day-to-day work required by the City Council, ie.routine press advertisements and copywriting services.
- 3.8 It is proposed to call off from the framework the provider identified as providing best value in terms of cost and quality for the services the City Council requires. ESPO have advised that from their recent experience a mini tender between the providers on the framework does not tend to deliver any significant savings on price.

- 3.9 Use of the framework will require a Customer Access Agreement to be signed between the City Council and ESPO. A Supplier Contract for Services will be entered into with the chosen provider under pre-agreed terms and conditions. The agreement will detail the services required and will not preclude the option of seeking an alternative provider for one-off specialist/creative advertising requirements.

4. Implications

(a) Financial Implications

The approximate spend for recruitment advertising and public notices is £225,000 over a three year period. (Recruitment advertising c£130,000 and public notices c£95,000). Spend is expected to remain broadly on this level.

(b) Staffing Implications

The provision of advertising services by a supplier with a proven track record will provide a cost effective mechanism to continue to recruit an effective workforce.

(c) Equal Opportunities Implications

An equality impact assessment has not been prepared for this item. Equality considerations in recruitment are taken into account in the Council's recruitment policy. The procurement of advertising services is a mechanism to support the implementation of the Council's policy.

(d) Environmental Implications

No environmental implications have been identified

(e) Procurement

Procurement considerations in accordance with the Council's procurement framework have been taken into account in this report (3.5)

(f) Consultation and communication

Strategic Procurement Manager
Chief Executive

Senior Auditor
Director of Resources
Legal Services

(g) **Community Safety**

There are no community safety considerations in this report.

5. Background papers

None

6. Appendices

None

7. Inspection of papers

If you have a query on the report please contact:

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