

OFFICER DECISION NOTICE



Reading
Borough Council
Working better with you

This notice is to be used for the following types of officer decisions. (Select one option).

- A.** Decisions taken by officers under a specific express delegation from Council or a Committee.
- B.** Decisions taken by officers under a general delegation from Council or a Committee, which relates to (i) a permission or a licence, or (ii) the rights of an individual, or (iii) a contract or expenditure over £100,000.

1. Title of decision:	To award a contract for the provision of Corporate External Advertising Agency (Inc. Public and Statutory Notices)
2. Date of the decision:	03 January 2024
3. The decision maker:	Chris Wheeler, Assistant Director • Environmental & Commercial Services

4. Decision details: It has been decided to award a service contract following an open tender process and bid evaluation to People Scout TMP Worldwide who will act as RBC 's advertising agent for support on most advertising matters including public and statutory notices. The contra is for 4 years plus up to a further 4 years (8 years in total)

5. Reasons for the decision: TMP scored maximum marks against both quality and pricing scoring criteria placing ahead of all other competitors. Their business offer will provide RBC with the opportunities to obtain best value for money and savings when placing advertisements, in particular Public and Statutory Notices.

6. Alternative options considered (if any) and rejected:

Although RBC has used an advertising agent for the past 20 plus years, due consideration was given to the whether appointing a local newspaper provider directly for advertising needs would be appropriate but it was established that an agency could obtain better rates (through economies of scale) than the existing paper was able to provide directly; this was confirmed by the paper and therefore rejected as an option. With the recent entry of a new paper to the borough a competitive market was established giving the opportunity for an agency to obtain best value for the council with each individual advertising requirement. To further and maintain a local competitive market RBC believes it should work with an advertising agency.

7. List of open Background Papers:NA

8. List of confidential or exempt Background Papers:NA

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9. Any other matters taken into consideration:

<input type="checkbox"/> Legitimate expectation of consultation	<input type="checkbox"/> Procedural requirements
<input type="checkbox"/> Public Health implications	<input type="checkbox"/> Environmental or Climate Change
<input type="checkbox"/> Health and Safety	<input type="checkbox"/> Risk Management implications
<input type="checkbox"/> Transparency of Information (FOI etc)	<input type="checkbox"/> Privacy Impact Assessments
<input type="checkbox"/> Human Rights Act Duties	<input type="checkbox"/> Equality Impact Assessment
<input type="checkbox"/> Corporate Parenting	<input type="checkbox"/> Community Safety
<input checked="" type="checkbox"/> Regulatory duties	<input type="checkbox"/> EU withdrawal
<input type="checkbox"/> Armed Forces Covenant	<input type="checkbox"/> Other

Details of the matters taken into account:

RBC is legally required to set and publish statutory and public notices in local newspapers with borough wide distribution and availability.

10. Legal considerations

Statutory basis of notices considered.

11. Financial considerations

Corporate level of spend across different user groups identified annual expenditure used to define required tender process. Environmental & Commercial Services acting as Corporate lead for the contract as has highest spend in notice advertising area.

12. Internal consultations

All known internal stakeholders were consulted on the proposals and asked to comment as necessary. Member and CE involvement was noted with the Corporate Communication Team being advised at each stage.

Sections 13- 18: To be completed only for Decision A (express delegation from a Committee)

13. The name of the Committee:	NA
14. Date of the meeting:	Click or tap to enter a date.
15. Minute number:	NA
16. The delegation given by the Committee:	NA

17. The name of any member of the committee who declared a conflict of interest in relation to the decision:	NA
18. Any councillor or officer required to be consulted prior to the exercise of this delegation and details of their response.	NA