

FORM 1

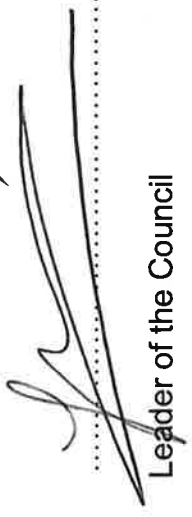
NOTICE OF DELEGATION OF DECISION TO CABINET MEMBER BY STRONG LEADER

Section 15(4) of the Local Government Act 2000, the senior executive member may discharge any of the functions that are the responsibility of the Cabinet or may arrange for them to be discharged by another member of the Cabinet or Officer. On 1st December 2010, the Council adopted the Strong Leader Model for Corporate Governance 2011 as required under Part 3 of The Local Government and Public Involvement in Health Act 2007 (The 2007 Act).

I, J-P Campion, as Strong Leader, delegate the decision to approve a procurement exercise for appointing contractors to a Design Services Framework, to the Cabinet Member detailed below:

Councillor Ian Hardiman, Cabinet Member for Community Wellbeing

Dated: 13th January '14

Signed: 
.....
Leader of the Council

FORM 2


NOTICE OF DECISION OF CABINET MEMBER

Pursuant Section 15(4) of the Local Government Act 2000, as amended by section 63 of the Local Government and Public Involvement in Health Act 2007, the senior executive member may discharge any of the functions that are the responsibility of the Cabinet or may arrange for them to be discharged by another member of the Cabinet or Officer. On 1st December 2010, the Council adopted the Strong Leader Model for Corporate Governance 2011 as required under Part 3 of The Local Government and Public Involvement in Health Act 2007 (The 2007 Act).

In accordance with the authority delegated to me by the Leader, I have made the following decision:

| Subject | Decision | Reason for decision | Date for Decision to be taken |
|--|--|--|-------------------------------|
| Provision of a Design Services Framework | <p>To approve entering into a procurement exercise for appointing contractors to a Design Services Framework to the value of £90,000 for a three year period (estimated £30,000 per year) with the option of adding an additional year at a value of £30,000.</p> <p>To approve the evaluation criteria for the tender process.</p> <p>To grant delegated authority to the Chief Executive in consultation with the Cabinet Member for Community Wellbeing to appoint contractors to the Design Services Framework in accordance with the approved evaluation criteria</p> | <p>Cabinet Member approval is required in accordance with the Contract Procedure Rules for entering into a procurement exercise of this value and for the approval of the evaluation criteria.</p> | |

I confirm that the appropriate statutory officer consultation has taken place with regard to this decision.

Dated: 13/11/2014
 Signed: 
 Councillor: IAN HARBIMAN
 Cabinet Member

WYRE FOREST DISTRICT COUNCIL

CABINET DECISION FOR STRONG LEADER APPROVAL

9 JANUARY 2014

PROVISION OF A DESIGN SERVICE FRAMEWORK

| | |
|--|----------------------------------|
| SUSTAINABLE COMMUNITY STRATEGY THEME: | Stronger Community |
| CORPORATE PLAN PRIORITY: | Delivering Together With Less |
| CABINET MEMBER: | Councillor Ian Hardiman |
| DIRECTOR: | Ian Miller |
| CONTACT OFFICERS: | Alison Braithwaite |
| APPENDICES: | Appendix 1 – Evaluation Criteria |

1. PURPOSE OF REPORT

- 1.1 In accordance with the Contract Procedure Rules, to seek approval of the Cabinet Member for Community Wellbeing for entering into a procurement exercise for a Design Services Framework, the value of which is in excess of £50,000.
- 1.2 To grant delegated authority to the Chief Executive in consultation with the Cabinet Member for Community Wellbeing to appoint contractors to the Design Services Framework.

2. RECOMMENDATION

2.1 That the Cabinet Member for Community Wellbeing:

- a) Approves entering into a procurement exercise for appointing contractors to a Design Services Framework to the value of £90,000 for a three year period (estimated £30,000 per year) with the option of adding an additional year at a value of £30,000.
- b) Approves the Evaluation Criteria for the tender process as set out in Appendix 1.
- c) Grants delegated authority to the Chief Executive, in consultation with the Cabinet Member for Community Wellbeing, to appoint contractors to the Design Services Framework in accordance with the approved evaluation criteria.

3. BACKGROUND

- 3.1 At their meeting on 31 October 2013, CMT supported a proposal that the design service should be outsourced as we can no longer afford to retain the design team as an in house service. Group Leaders were advised of this decision by the Chief Executive at their meeting on 12 November 2013. In addition, the savings from this approach form part of the Medium Term Financial Strategy which was adopted by Council on 27 November 2013.

- 3.3 The revised corporate budget for design work to be delivered through the Design Services Framework will be £30,000 / year and produces savings of £18,000 / year compared to current costs of £48,000 / year (excluding accommodation recharge). Support service budgets are to be reduced by the amounts that are attributed to the design service to ensure that these savings are secured.

4. KEY ISSUES

- 4.1 We need to appoint a number of contractors to provide a Design Service Framework from 1 April 2014. The appointment will be by way of competitive Tender.
- 4.2 The framework will consist of up to seven design companies and will be for a period of three years with the option of adding a further year. These companies, selected through this Tender process, will be called upon by appointed council officers to provide a comprehensive design service from creative concepts through to artwork production. The inclusion of any company on the framework agreement is not a guarantee of work.
- 4.3 Successful design companies will be expected to build on the body of work that has been designed and produced by the in-house team. The Council will provide details of established branding protocols, which will include colour palettes, layouts and formatting. Companies will be expected to follow the guidelines to make sure the authority's reputation is upheld and the continuation of the brand is seamless.

5. FINANCIAL IMPLICATIONS

- 5.1 The reduced corporate budget for delivering design services will result in an annual saving of £18,000 and over the course of the three year Framework a total of £54,000.

6. LEGAL AND POLICY IMPLICATIONS

- 6.1 Due to the value of the contract, Cabinet Member approval is required by the Contract Procedure Rules.
- 6.2 Those contractors appointed to the Framework will be required to enter into a formal contract prepared by the council's legal team

7. EQUALITY IMPACT NEEDS ASSESSMENT

- 7.1 An equality impact assessment screening has been carried out. There are no implications which require a full assessment to be undertaken.

8. RISK MANAGEMENT

- 8.1 By appointing up to seven contractors to the Framework will reduce the risks which would be associated with having only one or two contractors to manage the required workload and types of material required.

9. CONCLUSION

- 9.1 The provision of a Design Services Framework will enable the council to effectively procure the design work it requires whilst retaining the council's branding and identity.

10. CONSULTEES

- 10.1 Chief Executive
10.2 Wyre Forest Procurement Advisor
10.3 Solicitor to the Council
10.4 Chief Financial Officer

Evaluation Criteria

All submissions will be evaluated on the quality criteria listed below.

All Tenders will be evaluated on a **60/40** split in favour of price over quality.

The quality criteria and weightings are as follows:

| Criteria | Weighting |
|--|------------------|
| Experience/qualifications | 20 |
| Completion of Design Brief | 10 |
| Examples of Previous Work (supply of Mini Portfolio) | 10 |

Below are the key areas (extracted from the tender document) which underpin the Pricing and Quality Criteria

Pricing Schedule for the Design Service

Wyre Forest District Council has established corporate guidelines, see Appendix 1. Existing artwork files have been created using a PC on Adobe CS, Nero Pro – Burning Disc Design, Epson software for the scanner.

All artwork files generated during the contract period remain the copyright and property of Wyre Forest District Council.

Design work rates

Please detail your half hourly and hourly rates:

| | | |
|----------------------|----------------|--------------|
| Design/creative work | ½ Hourly | Hourly |
| Artwork production | ½ Hourly | Hourly |

The following table shows selected examples of the type work that will be required during the contract period. There are examples of all of these types of design projects throughout our website, visit www.wyreforestdc.gov.uk.

Please set out your costs for the following design projects. We know designers measure costs according the time taken to do a job so we are asking to see costs and times for each design project.

| Job | Specification | Breakdown of Cost | Time in hours (or part thereof) | Total Job Cost |
|---|---|-------------------|---------------------------------|----------------|
| Creating a concept for a corporate campaign | <ul style="list-style-type: none"> • 3 design concepts • Proof supplied • Minor amendment to one concept included • Final proof • Supply of complete artwork for one concept as a jpeg/pdf/EPS | | | |
| New Promotional Flyer | <ul style="list-style-type: none"> • Design of full colour A4 or A5 flyer using corporate identity components with copy and full brief supplied by WFDC officer • Single sided design • Proof supplied • Minor amendment to proof included • Final proof • Supply of complete artwork for one concept as a jpeg/pdf/EPS | | | |
| DL Leaflet | <ul style="list-style-type: none"> • A4 folded to make 6 page DL size leaflet • Production of leaflet using corporate identity components with copy and full brief supplied by WFDC officer • One amendment to proof included • Final proof • Supply of complete artwork for one concept as a jpeg/pdf/EPS • | | | |
| Event Invitation | <ul style="list-style-type: none"> • Design of electronic format invitation using corporate identity components with copy and full brief supplied by | | | |

| | | | | |
|--|--|--|--|----------|
| | <ul style="list-style-type: none"> WFDC officer • Proof supplied • One amendment to proof included • Final proof • Supply of file ready to email or print • Supply of complete artwork as jpeg/pdf/EPS • | | | |
| Press Advert | <ul style="list-style-type: none"> • Variable size advert • Using corporate identity components with copy and full brief supplied by WFDC officer • Full colour or black and white • Proof supplied • One amendment to proof included • Final proof • Supply of complete artwork in format required by media/publisher. | | | |
| Bewdley Museum exhibition display panels | <ul style="list-style-type: none"> • Existing corporate guidelines available for Museum. • Usually three major exhibitions with 10 full colour panels up to AO size required per year. • Supply of complete artwork as a jpeg/pdf/EPS. | | | |
| TOTAL FOR ALL OF ABOVE (for evaluation purposes only) | | | | £ |

Costs for minor amendments

We will have requests for minor typographical changes to existing design work for example revised dates and times for annual events. Do you have a minimum charge for this type of work or would the charge be on your hourly rate or part thereof? Please explain your approach to minor typographical amendments.

Costs for design packages

Some projects lend themselves to design packages. For example, we may need a flyer, web banner, press advert, thumbnail for the news section on the website home page – all for the same event or project. If a defined package was ordered by a council officer, would be offer a 'package price' or is it your policy to charge for every individual piece of work? Please explain your approach to design packages.

About You

Please tell us a little of your company and members of your team including a brief biography which details their qualifications.

Design Brief

As part of this Tender, we would like you to produce a piece of design work to satisfy the following design brief:

Every few years, The Council publishes a corporate plan which explains to residents and local businesses what our priorities are. The 2009 – 2014 Corporate Plan can be www.wyreforestdc.gov.uk/corporateplan

We would like you to come up with a design for the 2014 - 2019 Corporate Plan. Please see the copy sheet for this plan at Appendix 2. We would like the new corporate plan to be an A4 single sided document. This would be displayed on our website emailed to various mailing lists and printed out as a handout and a poster. Please supply your design as a pdf.

Within the Tender pack, you will find Wyre Forest District Council logos and the copy sheet for the Council Tax leaflet to support this design brief.

If you are selected for the Design Framework, the Council reserves the right to use this artwork in its marketing activity.

Mini Portfolio

We would like to see what you are about and the sort of work you have produced for your clients. Please provide hard copy examples of work produced over the last 12 months as a mini portfolio.