

Report to	Cabinet
Date of meeting	19 October 2021
Lead Member / Officer	Lead Member for Education, Children’s Services and Public Engagement/Head of Communities & Customers Service
Report author	Principal Officer, Communications Marketing & Engagement
Title	Graphic design and print framework DPS

1. What is the report about?

1.1. This report is about the graphic design and print framework. On 23rd March 2021 permission to seek approval for advertising a Dynamic Purchasing System for graphic design, print, banners and signage, vehicle livery and specialised print was given this report is to seek approval to enter into a contract with the suppliers evaluated.

2. What is the reason for making this report?

2.1. Contract approval is sought for suppliers to be included on the new DPS for design and print which includes print, graphic design, banners and signage, vehicle livery and specialised print.

3. What are the Recommendations?

3.1. To approve the new Dynamic Purchasing System framework list of suppliers who have been evaluated.

4. Report details

Background

Denbighshire currently has a print and design procurement framework, to ensure Denbighshire receives excellent quality design and print services for the best value for money.

This is a shared framework with Flintshire County Council.

The Framework was last updated in 2017. Only suppliers on this framework should be used as they have been selected following a rigorous procurement process. The use of these corporate purchasing agreements is mandatory and correct use, as advised by the Corporate Procurement Team, is sufficient to ensure officers meet their responsibilities for compliance.

This work is co-ordinated by the Corporate Communications team, with an officer responsible for being the main link between designers/ printers and with corporate services. This method of working allows the Council to keep tighter controls over the use of the corporate brand, to ensure compliance with the Welsh Language Standards and to ensure value for money.

The proposal

The suppliers listed below submitted applications which have been evaluated and are the suppliers which we wish to appoint for each Lot.

The five procurement 'lots'

- Lot 1: Print

Fineline, The Eagles, 23 Clwyd Street, Ruthin (were on previous framework)

Lexon, Rush Drive, Pen Y Fan Industrial Estate, Crumplin, Caerphilly (were on previous framework)

Visual Print and Design, Unit 1, Checkpoint Court, Lincoln

Design 2 Print, Builder Street West, Llandudno (were on previous framework)

- Lot 2: Graphic Design

Elevator Design, 35 West Bute Street, Upper Level Suite 8, Cardiff (were on previous framework)

Fineline, The Eagles, 23 Clwyd Street, Ruthin (were on previous framework)

JPDS, Third Floor, Redwither Tower, Wrexham (were on previous framework)

Lawn Creative, 22 Parkfield Road, Aigburth, Liverpool (were on previous framework)

Lexon, Rush Drive, Pen Y Fan Industrial Estate, Crumplin, Caerphilly (were on previous framework)

White Fox, The Studio, 24 Maes Celyn, Northop (were on previous framework)

View Creative, 37 Rhos Road, Colwyn Bay (were on previous framework)

Design 2 Print, Builder Street West, Llandudno (were on previous framework)

Worldspan Creative, Commodore House, North Wales Business Park, Abergele

- Lot 3: Banners and Signage

Fineline, The Eagles, 23 Clwyd Street, Ruthin (were on previous framework)

Rymack, PFI Signs, Unit 5, Orion Trade Park, Trafford Park (were on previous framework)

Design 2 Print, Builder Street West, Llandudno (were on previous framework)

Lexon, Rush Drive, Pen Y Fan Industrial Estate, Crumplin, Caerphilly (were on previous framework)

- Lot 4: Vehicle Livery

A large National company was the only successful applicant for this lot. *PVL UK Limited, Unit 24, Victoria Way, West Sussex*

We have decided to encourage local suppliers to tender for this and other Welsh contracts through support from EBD

- Lot 5: Specialist Publications

Lexon, Rush Drive, Pen Y Fan Industrial Estate, Crumplin, Caerphilly (were on previous framework)

The DPS can be added to during its 6-year lifetime, suppliers must apply and the Council would need to evaluate all applications submitted within 10 working days, as per legislation. If a company fails to meet the criteria, it can revisit its application and re-submit the documentation for another review. This review would need to be carried out within 10 working days, from receipt of the application.

5. How does the decision contribute to the Corporate Priorities?

The proposed framework will provide a value for money service through increased competition and choice available for Council services. It will also continue to provide opportunities for more local companies to be included on the revised framework.

6. What will it cost and how will it affect other services?

All costs will be met by the commissioning services, to meet their marketing needs.

There are no costs to the co-ordination of the framework in relation to the resource in the Corporate Communications team.

Approving these suppliers will provide value for money, reduce the risk of mistakes leading to re-prints or re-design.

7. What are the main conclusions of the Well-being Impact Assessment?

This project encourages best practice in a number of the well-being goal areas, and has no negative impacts. We can demonstrate this through the effective application of the framework with Flintshire CC over recent years. We have evidence of good practice back this up. (See Appendix 2.)

8. What consultations have been carried out with Scrutiny and others?

Discussions have taken place with Flintshire County Council's Communications team, as a key partner of the Framework.

Denbighshire and Flintshire's joint Procurement team have been involved with the DPS.

The Economic Business Development Team has been involved in promoting the opportunity to local suppliers and obtaining their support in applying where required.

9. Chief Finance Officer Statement

It is important that any spend in this area is contained within existing service budgets as planned. There is no reason to suggest that this will not happen and the framework will help ensure consistency of approach. The recommendation is supported.

10. What risks are there and is there anything we can do to reduce them?

10.1. Allowing unlimited numbers of companies on the framework will result in more competition and potentially less work for the current suppliers on our providers list. However, introducing the new Purchasing System will result in more local companies being able to submit (and re-submit) applications to suit their needs and they do not need to wait for the next tendering process which can be five years.

11. Power to make the decision

11.1 As the DPS would be a collaboration with Flintshire, the contract spend is estimated at over £4 million. The CPR's require the following authorisation. (See Appendix 1).