

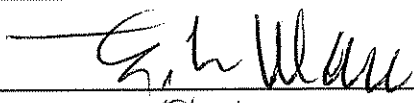
Record of Cabinet member decision

Local Government Act 2000 and the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012

Decision made by	Councillor Elaine Ware
Key decision?	Yes
Date of decision (same as date form signed)	18 September 2015
Name and job title of officer requesting the decision	Sally Truman Policy, Partnerships and Engagement Manager
Officer contact details	Tel: 01235 540408 Email: sally.truman@southandvale.gov.uk
Decision	To award a flexible 'call-off' contract from an ESPO framework agreement allowing purchase of market research support for three years from August 2015 to MEL Research at a minimum core cost of £34,395.
Reasons for decision	<p>This is the replacement for the two previous contracts to manage the councils' citizens' panels and to carry out the residents' surveys. This is a joint contract; costs below are for provision of the service per council.</p> <p>Bids have been sought through the national ESPO framework Public consultation and market research services Framework 992¹ based upon the costs of these two pieces of work and a menu of additional work which we could commission the contractor to provide over the lifetime of the contract, should we wish to.</p> <p>At present, should the councils' need to engage a market research agency to carry out a specific piece of research for us (e.g. the research on future housing provision) we need to invite separate quotations on a case by case basis. Under this contract we will have the flexibility to commission MEL to carry out additional work without the need for a fresh procurement exercise and preparation of contract documents on each occasion, making the process quicker, whilst retaining the option to go to the market afresh if we think this will provide a better solution for us.</p>

¹ <https://www.espo.org/Frameworks/Professional-services/Public-Consultation-and-Market-Research-Services>

	<p>Of the 19 providers in the ESPO framework, three chose to submit bids for this work. For the core element of the work specified bids ranged from to £34,395 to £52,040.</p> <p>The equivalent cost of delivering the core work specified in this framework agreement in the year 2013/14 was £40,000.</p> <p>Evaluation criteria covered experience of similar contracts, understanding of our specification and ability to deliver, innovation and added value, quality, flexibility and technical issues around compatibility with council systems; bids were scored on the basis of 60/40 quality/cost.</p> <p>Based on this MEL Research scored highest, and provided the most economically advantageous bid; and officers' view is that this bid constitutes best value for the council.</p> <p>The Cabinet member is therefore recommended to award the contract for market research support for three years from August 2015 to MEL Research at a cost of £34,395 p.a.</p>			
Alternative options rejected	To let separate contracts for the above pieces of work as has previously been the case – this option rejected as we can achieve better value for money with a combined contract, with the added value of a closer partnership with our preferred agency.			
Legal implications	This contract will be let under the national ESPO framework for provision of market research services. It has been carried out through a competitive process in accordance with the councils' current procurement rules.			
Financial implications	The cost of the core elements of the new contract will be £34,395 p.a. over three years. This is within the existing budget.			
Other implications	None			
Background papers considered	Mini-competition under the ESPO framework - Contract for public consultation and market research services			
Declarations/conflict of interest? Declaration of other councillor/officer consulted by the Cabinet member?				
List consultees		Name	Outcome	Date
	Ward councillors	n/a		
	Legal	Pat Connell		18/8/15
	Finance	Kathy Merrit		20/8/15
	Human resources	n/a		
	Sustainability	n/a		

	Diversity and equality	Cheryl Reeves	18/8/15
	Communications	Shona ware	17/8/15
	Strategic Management Board	David Buckle	14/9/15
Confidential decision? If so, under which exempt category?	No		
Call-in waived by Scrutiny Committee chairman?	No		
Cabinet member's signature To confirm the decision as set out in this notice.	Signature <u></u> Date <u>16/9/15</u>		

ONCE SIGNED, THIS FORM MUST BE HANDED TO DEMOCRATIC SERVICES IMMEDIATELY.

For Democratic Services office use only		
Form received	Date: 18/9/15	Time: 13:00
Date published to Scrutiny Committee	Date: 18/9/15	
Call-in deadline	Date: 25/9/15	Time: 17:00