

**Strategy -  
6e Public Relations Contract**

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**o Purpose of Report**

To advise Members of the outcome of the tendering process for the joint ACSEF/ Nestrans Public relations and events management contract.

**o Background**

The Boards of both ACSEF and Nestrans have previously considered reports discussing the public relations and events management arrangements that each Board had in place. These reports discussed the relationship between the ACSEF economic manifesto and the Nestrans Regional Transport Strategy and the joint message that each body had to say in relation to transport and its impact on economic development.

Both Boards had agreed that there would be merit in combining the two contracts that each Board had into a single contract, enhancing the joint message and releasing cost savings. This has been in place informally for over a year since both ACSEF and Nestrans had contracted BIG to fulfil this function.

It had previously been agreed that a single contract for both bodies would be tendered following EU rules upon completion of current contracts.

**o Update**

This tendering procedure has been undertaken. Following a prequalification assessment five of six submitted companies were invited to tender. Three of these companies submitted tenders.

An assessment panel assessed the tenders following the procedures set out in the invite to tender. This assessment was considered by an “overseeing” group consisting of Tom Smith representing ACSEF and Ramsay Milne representing Nestrans. The Tenders were assessed on a quality / price matrix of 70/ 30.

The Assessment panel had invited two tenderers to give a presentation to the panel and the overseeing group to provide clarification on some of the points highlighted in the tenders.

Following the tender assessment, presentations and review by the overseeing group the tender evaluations recommended by the Assessment Panel were approved.

This process has been carried out with the help and advice of the two Councils joint corporate procurement unit.

The winning tenderer following the quality/ price matrix scoring was Aberdeenshire Council's Corporate Communication Team. The price of the contract is within the budget for this work.

This has been reported to the ACSEF Management Team; who have agreed to the appointment of Aberdeenshire Council for the joint ACSEF/ Nestrans contract.

Letters confirming the results of the tender process have been sent to the tenderers. We are currently in an EU process hold point of 10 days until the award of contract can be made. It is anticipated that the new contract will commence on 01 July 2013 for a period of 2 years with an option of extension for a further year.

o **Recommendation**

The Board is recommended to:

- Note the outcome of the tendering process for the joint ACSEF/ Nestrans public relations and events management contract.

RGM 03 June 2013