

Report Title:	FLORAL PAVILION SEASONS GUIDE PRINTING & FULFILMENT
Report of:	THEATRE, CATERING AND HOSPITALITY MANAGER

REPORT SUMMARY

This report requests that the Assistant Director- Leisure Libraries and Customer Engagement agrees to award a Floral Seasons Guide Printing & Fulfilment contract for the council to Sterling Press Ltd This will be for a three-year term and is to commence subject to contract on 1 February 2023.

The Floral Pavilion requires a printer and fulfilment service provider to produce a print version of the season's brochure, three times a year. The Floral Pavilion produces three seasonal brochures with each having a print run of 50,000. 20,000 of the brochures are posted out to a selected database of regular bookers. 20,000 are distributed in Liverpool City Centre shops, cafes, restaurants and culture boxes and a further 20,000 are distributed across Wirral in cafes, shops, restaurants etc. A digital version of the brochure is created and promoted via our weekly e-newsletter which is sent to 21k + subscribers, via social media and from a link on the homepage of the website. A priority version of the digital brochure is also sent out to Friends of the Floral members, a subscription based scheme. The brochure is also distributed to Wirral Council hospitality and is a sales tool for the theatrical programme as well as the hospitality offering at the Floral Pavilion.

This is not a key decision.

This decision affects all wards in the borough.

The decision supports the delivery of the Wirral Plan by enabling financial processes supporting plan delivery to continue.

RECOMMENDATION

The Assistant Director – Leisure, Libraries and Customer Engagement is recommended to approve the award of a contract for a three-year term with effect from 1 January 2023 with Sterling Press Ltd for the Floral Pavilion Seasons Guide Printing & Fulfilment to the council.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

1.1 A detailed specification of requirements was issued in October 2022 and a tender exercise undertaken. 10 bids were received. The bids were scored on a Most Economically Advantageous Tender (MEAT) basis with Sterling Press Ltd meeting the necessary requirements and being the highest scoring bidder.

1.2 This is a fixed term contract for 3 years with no extension. The prices are fixed for one year and will increase with the cost of paper and any Royal Mail increases in year 2 & 3

Costs based on:

Print run of 50,000 brochures, three times per year - for three years

20k mailing of brochures, three times per year, for three years

Delivery of 30k brochures to two addresses, three times per year, for three years

Costs	Per Brochure	Per Year	Per 3 Year Contract (at year 1 prices)
Print cost per 50k / delivery 30k	10,985.00	32,995.00	98,865.00
Postage per 20k	4,566.00	13,698.00	41,094.00
Data Cleaning costs per 20k	1,120.00	3,360.00	10,080.00
Total	16,671.00	50,013.00	150,039.00

2.0 OTHER OPTIONS CONSIDERED

2.1 The Floral Pavilion requires a print seasons brochure print & fulfilment service provider to support sales. No further extension periods were available on the existing contract. Therefore, an award needed to be made. Sterling Press Ltd was the highest bidder. Awarding to another bidder would not be feasible and would leave the council open to legal challenge.

3.0 BACKGROUND INFORMATION

3.1 The current seasons brochure print and fulfilment service contracts are provided by MBA (print) and Sharp Cat (fulfilment and has been operational since 2017. The contract provided print and fulfilment services to the Floral Pavilion and was for an initial three-year period.

3.2 A full procurement exercise was undertaken with the drawing up of a detailed tender specification and scoring matrix. Expressions of interest were invited via 'The Chest' portal and the process was overseen by the procurement team.

3.3 The contract is for a three-year period. A change of provider involves no additional costs. There is no requirement for a period of dual running as the next brochure is due in January 2023.

- 3.4 Bids were received from ten print & fulfilment providers. Two of the ITT provided were incomplete and did not score. Bids were scored on a Most Economically Advantageous Tender basis which included scores for price/quality, and social value.

Tender Scoring	Total
Maximum Score Available	100.00
Scores:	
Sterling Press Ltd	87.29
Sharp Cat Ltd	83.86
Acorn Web Offset Ltd	79.93
Webmart Ltd	78.12
PSL Print Mgmt Ltd	77.63
Menzies Response	76.63
Cliffe Enterprise	70.16
CDP Print Management	61.20
Buxton Press Ltd	41.81
Kingfisher Design & Print	41.81

- 3.5 Sterling Press Ltd received the highest score and have therefore been recommended to be awarded the contract.

4.0 FINANCIAL IMPLICATIONS

- 4.1 The tender prices were calculated on a price for the print of 50k brochures printed three times per year over the three years of the contract. Postage charges for 20k brochures posted out three times per year over the three years of the contract including data cleaning. Also, delivery of 30k brochures to two delivery addresses, per brochure over the terms of the contract. The calculated estimated costs for three £150,039.

5.0 LEGAL IMPLICATIONS

- 5.1 The award of this contract is being made on a Most Economically Advantageous Tender (MEAT) basis. The meaning of MEAT is governed by the Public Contract Regulations 2015. The criterion for award includes assessment of the best ratio of price and quality criteria. The scoring also reflects marks for social value and compliance with General Data Protection Regulations. The Council's Contract Procedure rules (Standing Orders) set out how contracts are to be awarded by the Council in accordance with the Procurement Strategy requirements.
- 5.2 The award will be underpinned by a formal contract which will be drawn up by the Council's legal team.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 6.1 There are no direct staffing ICT or asset implications arising from this report.

7.0 RELEVANT RISKS

- 7.1 There is a risk that Sterling Press Ltd could experience financial difficulties and not be able to fulfil its duties to the council. The tender evaluation process involved an external assessment of the tenderers financial position. The bidders were assessed as being strong with low risk of default.

- 7.2 There is a risk that expected service standards may not be met. The contract is being awarded to the existing provider who has a track record of dealing councils, publishers, associations, academic institutes, retailers and businesses. They also have experience of print/fulfilment for council owned theatres. They will also provide a dedicated Account Manager who will oversee the print and fulfilment process
- 7.3 Contractual and legal risks. The award is supported by a contract drawn up by Wirral's legal team and agreed with Stirling Press Ltd. This provides protection should an issue arise.

8.0 ENGAGEMENT/CONSULTATION

- 8.1 Engagement took place internally with a number of officers at design of specification stage. This was to ensure that the specification met the needs of the Floral Pavilion.

9.0 EQUALITY IMPLICATIONS

- 9.1 Wirral Council has a legal requirement to make sure its policies, and the way it carries out its work, do not discriminate against anyone. An Equality Impact Assessment is a tool to help council services identify steps they can take to ensure equality for anyone who might be affected by a particular policy, decision or activity.

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

- 10.1 Sterling Press Ltd is committed to helping to reduce carbon impact. This includes de-carbonisation i.e., a reduction of the carbon intensity of processes and operations against specific benchmarks. Resources (on the contract) dedicated to creating green spaces, improving biodiversity or helping ecosystems.

11.0 COMMUNITY WEALTH IMPLICATIONS

- 11.1 The Council print 50k brochures and distribute 20k via two local distribution companies to businesses in Wirral and Liverpool City Centre i.e. local cafes/hairdressers/shops etc and post out to 20k previous bookers of tickets at the Floral to ensure loyal customers are made aware of the new programme of events a digital copy of the brochure is sent to our Friends of the Floral membership scheme who are loyal and frequent visitors to the venue.
- 11.2 The Council advertises free and community events in the brochure extending the reach for these groups and promotes free lunchtime concerts in the venue through the brochure as an added service to the Wirral community.

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APPENDICES

None

BACKGROUND PAPERS

Tender Specification
Submitted bids from the 10 bidders

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
None	N/A