

Cabinet – 22 April 2009

Tenders for the supply of Recruitment Advertising Services

Portfolio:	Councillor A Griffiths, Finance and personnel
Service:	Human Resources and Development
Wards:	All
Key decision:	No
Forward plan:	No

1. Summary of report

In accordance with the Council's financial regulations, this report is to advise Cabinet of the response to a recent tendering exercise for the supply of recruitment advertising services and to ask Cabinet to confirm Euro Riley RSCG as the council's recruitment advertising partner for a three year period ending 30th April, 2012 with an option to extend for one further year.

The ceiling of the estimated annual value of this contract over its life is £600k.

2. Recommendations

- 2.1 That Cabinet endorse the awarding of the contract for the supply of recruitment advertising services to Euro Riley RSCG.
- 2.2 That the Assistant Director, Law and Constitutional Services, be requested to draft a formal contract which the preferred supplier will be required to sign.

3. Background information

- 3.1 The contract for recruitment advertising services has been subject to regular competitive tendering since 1981 and the current contract has been held by Tribal Resourcing (formerly Gregory, Wood, Townes) since 1998. The council partners with a recruitment advertising agency because of their ability to purchase recruitment advertising space, both on and off-line medias at more preferential rates and because of their industry knowledge and creative expertise.

- 3.2 The current value of the contract each is approximately £500k, with approximately 10% of that going to the agency, has necessitated use of EC procurement practices. As part of this it has been necessary to advertise the contract on the OJEU website for the requisite length of time. This was done in December of 08 and 43 organisations subsequently requested tender documents. At the closing date for receipt of completed tender documents, 9 completed tenders had been received (one was ineligible due to the sender's address appearing on the envelope). Advice from Council Procurement Officers was sought at each stage and Support Services handled receipt of the tenders until the opening date.
- 3.3 The eight submissions were duly opened by Lisa Koc, Principal Recruitment Consultant, and David Duncombe, Senior Recruitment Consultant, in the presence of Head of Human Resources and Development, Paul Smith. The submissions were then evaluated against the pre-determined scoring matrix as shared with the potential suppliers in the tender documentation. Qualitative and quantitative analyses were undertaken. Four agencies were subsequently shortlisted, Barkers, TMP, Euro Riley RSCG and the incumbent agency Tribal Resourcing. All four agencies were asked to make presentations to a selection panel on Friday 13 February 2009, comprising members of HRD and line managers who regularly use various aspects of the agencies services.
- 3.4 Following the rigorous selection process Euro Riley RSCG demonstrated best fit to the selection criteria. They convinced the selection panel of their ability to achieve value for money for the council and add real value to its approach to recruitment advertising. Other matters explored included creativity, previous public sector clients and the size and stability of the workforce including the back up services of the organisation.

4. Resource considerations

4.1 Financial:

As agreed during the budget building process, the saving is £60k in 2009/10 and an additional £60k per year (giving a total annual saving of £120k) from 2010/11. This will be realised by using the services of the new recruitment advertising agency as the council is able to benefit from the bulk purchasing ability/economies of scale which advertising agencies possess. They will also challenge us to do things differently which help us to modernise and rationalise our approach. Finally completion of associated administrative procedures by the agency, such as booking advertising space and typesetting of advertisements frees up valuable staff time, allowing them to concentrate on providing quality recruitment/selection advice to internal 'customers' (recruiting managers) and also providing advice and guidance to external jobseekers at outreach events.

4.2 Legal:

Issue of a new contract will set down clear requirements of the new agency.

4.3 Staffing:

None.

5. Citizen impact

None directly arising from this report. Although any recruitment advertising strategies deployed will have at the heart of them the need to ensure that council vacancies are accessible by the hardest to reach groups including those who have been workless for long periods of time.

6. Community safety

Not applicable.

7. Environmental impact

Not applicable.

8. Performance and risk management issues

8.1 Risk:

Refreshing the contractual arrangement in relation to recruitment advertising will ensure that services are provided that more accurately reflect the council's current requirements, so reducing risk of a mismatch between our recruitment needs and agency performance.

8.2 Performance management:

Robust contract management procedures will be put in place to ensure the agency is delivering against the targets established and key performance indicators in place. Regular (monthly) contract management meetings will be held with the agency.

9. Equality implications

The council's commitment to equal opportunities is at the heart of its employment practices. A skilled/experienced agency can assist the council in ensuring that its obligations under the various equalities legislation are met. Furthermore such agencies can assist in keeping the council apprised of any new developments/products relating to ethnic minority, gender, LGBT and disability publications and websites.

10. Consultation

The council's procurement officers have been consulted at every stage of the process.

Background papers

All published.

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7 April 2009



Councillor A. Griffiths
Portfolio holder

09 March 2009