

To: Delegated Decisions of the Board Member, City Development

Date: 2nd February 2012

Report of: Head of Business Improvement

Title of Report: AWARD OF CONTRACT FOR THE MANUFACTURE,
INSTALLATION AND ONGOING MAINTENANCE OF
CITY CENTRE WAYFINDING SIGNAGE

Summary and Recommendations

Purpose of report:

To grant project approval and delegated powers to the Executive Director for City Services to award a contract for the manufacture, installation and ongoing maintenance of City centre wayfinding signage.

Key decision? No

Executive lead member: Councillor Colin Cook

Policy Framework: An efficient and effective Council

Recommendation(s):

- 1) To grant project approval for the manufacture, installation and ongoing maintenance of new City centre wayfinding signage.
- 2) To give delegated authority to the Executive Director for City Services (in consultation with Oxfordshire County Council) to enter into a contract for a period of four years from January 2012 to 31st December 2015 with the option to extend for up to a further two years at the Council's discretion.

1. Summary

- 1.1 This report sets out the procurement route that has been taken to put in place a single contract for the manufacture, installation and ongoing maintenance of City centre wayfinding signage.

2. Background

- 2.1 Oxford City Council in partnership with Oxfordshire County Council and the City West End Partnership are working together to improve wayfinding in Oxford City centre. The objective of the project is to create a better awareness of City centre routes, visitor facilities, links and walkability, and encourage both visitors and regular users to explore further, walk more and get a better understanding of all the City's attractions.
- 2.2 The project will cover a number of elements:
- Detailed development and manufacture of the sign structures.
 - Artwork for all signs.
 - Installation of the signage
 - Maintenance of the signs
 - Governance arrangements
- 2.3 This project is being wholly funded by the West End Partnership who receive core funding from the City and County Council and West End S106 planning contributions. The West End Partnership have provided the funds to the Council to manage this project.
- 2.4 Placemarque has been appointed to produce the designs and work with our appointed supplier to ensure the new signage is manufactured and installed as specified and for any new replacement signage ordered during the contract period to be supplied in accordance with the agreed design.
- 2.4 The design has been tested through mock-ups and prototypes and a major public consultation exercise has been undertaken, with an overwhelmingly positive public response.
- 2.5 The City Council will be responsible for proactively managing the resulting contract. Key activities will include: contract review meetings; KPI management; the receipt and analysis of management information provided; and the longer term creation of any added value.

3. Tender Process

- 3.1 The value of this contract required the Council to carry out a tender in accordance with the EU Procurement Regulations.
- 3.2 There are a large number of providers in the market able to offer this service. An open tender (single stage) process is being used as this will make the process easier for smaller local companies to apply for the opportunity.
- 3.3 The tender opportunity was advertised in OJEU and on the South East Business Portal.

- 3.4 The tender deadline was noon on 9th December 2011.
- 3.5 The tender responses were evaluated by a panel of officers from Oxford City Council, Oxfordshire County Council and Placemarque.
- 3.6 The submissions were fully evaluated taking into account technical competence, quality assurance, environmental policies, continuity plans and corporate social responsibility, insurance, health and safety, equality and diversity. The Council's Finance team were also asked to undertake a full financial assessment on the bidders. The tenders were evaluated on 40% cost with 60% being allocated to the technical specification.
- 3.7 Two shortlisted suppliers were invited to a meeting to clarify parts of their tender submission. It is proposed that an award recommendation be made to one of these suppliers following further evaluation.

4. Other Options

- 4.1 The Constitution and the Procurement, Commissioning and Supplier Strategy both advise that the Single Member decision process considers what other options are available before giving major project approval and awarding a contract over £100K. These are detailed below:
- ❖ Do nothing - By not continuing with the project the funds being provided by the County Council will be lost and the City will not have the new signage.
 - ❖ Use an existing framework contract, set up by another organisation – There are no complaint frameworks available.

5. Savings and other benefits of this contract

- 5.1 By carrying out the tender process and awarding a single contract the Council will achieve its objective of providing uniformity in its city centre signage that will enhance the information provision for our residents and visitors.

The single ongoing contract provides the Council with agreed pricing over the contract period.

- 5.2 Operational benefits include:
- Creating better awareness of city centre routes, visitor facilities, improve links and walkability. This will encourage both visitors and regular users to explore further, walk more and get a better understanding of all the City's attractions.

- Consistent signage design over the contract period from a supplier with the knowledge and expertise to provide the signage within an agreed timeframe

6. Financial Implications

- 6.1 The project is part funded by the West End Partnership. The budget for the project is held by the City Council.
- 6.2 Core funding for the partnership comes from the City and County Council. The City Council was successful in securing government grant funding under new growth points, some of which has been put into the West End Partnership. Although the New Growth Points grant has ended there remains in the order of £300K of unspent capital in the city centre account.

The grant from the government was an unconditional grant, although principally was secured to support public realm improvements in the West End and housing delivery in the City principally at Barton, Blackbird Leys and the West End itself. The Wayfinding project in the West End aligns with the budget purpose.

The project is also part funded from West End S106 planning contributions. The City Council has recently completed a Section 106 Planning Agreement with the owner of the Clarendon Shopping Centre. This relates to planning permission for a significant extension at the rear of the shopping centre. In the agreement the City Council will receive £182K on commencement of the development to mitigate the impact of development in the West End. It has been agreed with the developer that the money can be used on the Wayfinding project. Commencement is expected in January 2012. However, even if this money is not forthcoming in time, there is already £300k in the West End S106 planning contributions 'pot'.

Therefore the Wayfinding project is funded from two sources; the West End Partnership and from the West End Section 106 income. None of the Wayfinding project budget draws from the City Council's general fund budget.

At a meeting of the West End Partnership Programme Board held on 15th December 2011 it was noted that maintenance requirements will be lessened when the signs replace the (larger number) of existing signs which are being removed as part of the contract and that any additional costs will be limited to accidental damage and vandalism. The board agreed that provision be made in the project budget for future maintenance requirements by means of commuted sum of £20,000 (i.e. £2K pa over 10 years).

6.3 The City's Finance team have reviewed the short-listed companies in terms of financial sustainability.

7. Legal Implications

7.1 This contract is being tendered in accordance with the EU Procurement regulations.

7.2 The operating terms and conditions of the contracts have been agreed between Oxford City Council and Oxfordshire County Council and Oxford City Council will act as the contract manager.

8. Risk Management

Risk	Likelihood	Mitigation
Preferred supplier experiences financial difficulties	M	Regular financial monitoring will be conducted.
Contract no longer satisfies Oxford City Council needs.	L	No level of business has been guaranteed.

9. Climate Change/Environmental Impact

9.1 No impact

10. Equalities Impact

10.1 Only suppliers who support and adhere to the Council's Living Wage Policy were short-listed to presentation stage.

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