



Cabinet



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Report for:	Cabinet
Title of report:	Parking Enforcement and Smart Technology Contract – recommendation to award
Date:	18 March 2025
Report on behalf of:	Councillor Robin Bromham, Portfolio Holder for Neighbourhood Operations
Part:	I
If Part II, reason:	The report is Part I with a Part II appendix which contains commercially sensitive information. (Local Government Act 1972, Schedule 12A paragraph 3)
Appendices:	None
Background papers:	None
Glossary of acronyms and any other abbreviations used in this report:	

Responsible Officer: Stefania Horne, Strategic Director Neighbourhood Operations

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Corporate Priorities	Service improvement and delivery: Running the Council efficiently and putting residents at the heart of everything we do Vibrant communities: Foster arts, culture and leisure opportunities
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	<p>Sustainable future: Take action on the Climate and Ecological Emergency</p> <p>Clean, safe and green: Provide a clean, safe and green-focussed environment</p>
Wards affected	ALL
Purpose of the report:	To seek Cabinet approval to award the Parking Enforcement and Smart Technology Contract to Bidder E for an initial period of 5-years commencing on the 1 October 2025.
Recommendation (s) to the decision maker (s):	<ol style="list-style-type: none"> 1. That Cabinet approve the recommendation to award the Parking Enforcement and Smart Technology Contract to Bidder E for an initial period of 5-years commencing on the 1 October 2025. 2. That Cabinet delegate the authority to the Strategic Director Neighbourhood Operations to finalise the award of the contract and make amendments (if required) in consultation with the Assistant Director Legal and Democratic Services
Period for post policy/project review:	The new contract will commence on the 1 October 2025 and run for an initial five years

1 Introduction/Background:

- 1.1 The Council's existing parking enforcement contract was previously tendered in 2018 for a 5-year period (expiry in March 2023) with the option to extend for up to a further 5-years.
- 1.2 A two-year extension was made prior to the initial 5-year period expiring and in August 2024 a further extension of six months was made to allow officers to complete a procurement exercise that allowed flexibility should any unforeseen issues arise, complete a robust due diligence and mobilisation period that will allow adequate time for data transfer, TUPE, etc. to be undertaken systematically and ensure complete service delivery from day one.
- 1.3 As part of the commissioning process, a Prior Information Notice (PIN) was placed in early 2024 to assist the service to develop the specification prior to going to tender. The PIN resulted in 33 expressions of interest being submitted from various suppliers by the deadline. The level of response demonstrated the likely level of interest from the market in the requirement.
- 1.4 A full commissioning report was produced and presented to Commercial Board prior to going to tender. Recommendations of this report were:
 - A five-year term with option to extend for a further five years (full or part) in-line with the feedback from the PIN notice.
 - That only one lot is put to market, and this incorporates both enforcement and technology.
 - That the open tender process is used rather than a framework to allow a wider competition.
 - The tender will need to be written so that the delivery of a stand-alone parking enforcement service is the main tender submission, with variants/options being allowed to include the introduction of 'smart' technology. The reason for this is that the Council will need to be able to award a contract for the main service, without having to abandon the tender should the introduction of 'smart' technology be too expensive
 - That provision is made to refresh the existing parking technology infrastructure/hardware e.g. payment machines, etc. – alongside this a review should be carried out to see whether the number of machines can be reduced.
 - That any technology options put forward are done so on a provisional (or trial if appropriate feasible) basis to allow the Council to consider the cost/benefit of these and also with options for the contractor funding versus the Council funding. It should be noted from the PIN that while some costs need to be paid upfront, some may pay by transaction, or some require a share of the income generated.
 - That any technology options have the ability of enable the application of emission-based tariffs
 - That enforcement is intelligence based and uses available data to focus and justify use of resources.
 - That the contract offered is flexible in such a way the service can be adapted to meet current/changing demands during the contract term.
 - That the contract is able to provide data to the Council on all aspects of parking trends within Dacorum.

- That there is provision within any arrangement for the Council to join the National Parking Platform or any other government framework/apps as and when it deems appropriate.
 - That TUPE will apply to this contract.
- 1.5 Following input and review from the Strategic Director Neighbourhood Operations, Head of Commercial Development, Parking Services Manager and Head of Neighbourhood Management the Invitation to Tender (ITT) was released to the market on 27 August via the Council's e-Sender portal.
- 1.6 The British Parking Association (BPA) standard form of contract was used and issued as part of the ITT. As there is not a specialist contract lawyer within the Council, Bevan Brittan were engaged to support this procurement process through to award.
- 1.7 During the tender period, 181 queries were received and responded too. Due to the high volume of queries received, the deadline for submission of tenders was extended to 11 November.
- 1.8 All bidders were also asked to provide details of their Civil Enforcement Officer (CEO) deployment, staffing structure and details of the financial aspects of their bid.

2 Evaluation process/analysis:

- 2.1 Five bids were received; all were deemed compliant.
- 2.2 Bidders submitted 7 method statements with supporting evidence (as detailed below), and these were assessed against a pre-agreed criterion, which sought to ensure to the evaluation panel that bidders had understood the Council's request for services, and they had the relevant experience and knowledge to deliver these. The seven criteria were:

Part One: Smart Technology – 'Integrated Systems, Software & Associated Hardware'

- System Capacity and Capability
- Implementation and Mobilisation
- Performance Management and Monitoring
- Parking Intelligence and Data

Part Two: Parking Enforcement – 'Compliance Management and Business Processing Solution'

- Approach and Methodology to Delivery and Performance Management
- Compliance Management and Business Processing Solution
- Governance, Service Change and Development including Smart Technology provision

- 2.3 The evaluation of the bids received was undertaken by Head of Commercial Development, Parking Services Manager and Head of Neighbourhood Management. Scoring was based on 60% quality (30% allocated to Part One and 30% allocated to Part Two) and 40% price (20% allocated to Part One and 20% allocated to Part Two). Further detail is below:

Evaluation Criteria	Sub-headings	Sub-headings Weighting	Overall Weighting	Evaluation
Quality – Part One 'Smart' Technology – 'Integrated Systems,	System Capacity & Capability	10%	30%	Tender Document
	Implementation & Mobilisation	7.5%		

Software & Associated Hardware'	Performance Management	5%		
	Parking Intelligence & Data	7.5%		
Quality – Part Two (Parking Enforcement – ‘Compliance Management and Business Processing Solution’)	Delivery & Management	15%	30%	Tender Document
	Professional Development	7.5%		
	Governance	7.5%		
Price	Part One (Smart Technology – ‘Integrated Systems, Software & Associated Hardware’) including any data migration costs	20%	40%	Tender Document
	Overall cost of providing Part Two (Parking Enforcement – ‘Compliance Management and Business Processing Solution’)	20%		

2.4 The bids scored under the quality element were scored out of 5, as detailed below:

Points	Methodology
5	Response against the requirements of the project exceeds the Council's expectations (in major areas).
4	Response against the requirements of the project meets the Council's expectations in all material respects.
3	Response against the requirements of the projects meets an acceptable standard but falls short of the Council's expectations in some minor respect and/or has a minor impact on cost and/or minor risk transfer to the Council.
2	Response fails to meet an acceptable standard and/or falls short of the Council's expectations in significant areas and/or has a significant impact on cost/or significant risk transfer to the Council.
1	No response submitted or a substantially incomplete response submitted or a response which cannot be accepted by the Council.

2.5 Bidders were also asked to submit a further cost for the replacement of Pay and Display Machines (P&DM) in off-street and on-street locations albeit to a reduced number. Bidders were asked to provide a cost on the basis of this forming part of the contract and the cost being repaid over the initial five-year period or as a one-off capital cost to the Council.

2.6 Following assessment and moderation, four bidders were invited to a final clarification meeting with the evaluation panel that took place on 20 December 2024.

2.7 The quality of bids received was generally very good with 4 of the 5 bidders offering intelligence led parking enforcement deployment and the use of ANPR technology either via car and/or moped to deliver a more efficient service and with increased coverage.

- 2.8 The two highest scoring quality bids were also the ones that offered the best price to the Council.
- 2.9 The table below documents the outcome of the evaluation (scores and percentages) following final assessment and moderation by the panel:

Bidder	A	B	C	D	E
Quality Part-One	24.00%	21.50%	19.00%	6.00%	24.00%
Quality Part-Two	24.00%	22.50%	24.00%	9.00%	24.00%
Sub-total Quality	48.00%	44.00%	43.00%	15.00%	48.00%
Price Part-One	16.50%	18.10%	11.03%	8.21%	20.00%
Price Part-Two	20.00%	17.26%	19.26%	13.96%	19.98%
Sub-total Price	36.50%	35.36%	30.29%	22.17%	39.98%
TOTAL	84.50%	79.36%	73.29%	37.17%	87.98%

3 Options and alternatives considered:

- 3.1 The options now available to the Council are:
- Award the Contract
 - Abort the procurement exercise and seek an extension with the current provider
- 3.2 As all the bids received meet the Council's requirements, there is no need to abort the procurement exercise and therefore it is recommended that the contract is awarded.

4 Consultation:

The recommendation being made has been considered and endorsed by the Council's Senior Leadership Team (SLT) at the meeting on 5 February 2025 and by SLT-Portfolio Holder Group on 13 February 2025, and any suggested amendments have been taken into account

5 Financial and value for money implications:

- 5.1 The opening contract price is within the service budget and therefore no budget growth is required. It should also be noted that the opening contract price is fixed until 1 April 2027.
- 5.2 As part of the procurement exercise, the Council has sought to reduce risk and any variable amounts paid to the current contractor now form part of the overall contract.
- 5.3 In addition to core elements of the contract, an hourly Schedule of Rates has been provided for any additional work outside the contract that may arise, providing staff outside of contracted hours (24-hour service) and environmental enforcement.
- 5.4 A financial appraisal has been completed for Bidder E, which they passed have; strong Dun and Bradstreet indicators support the financial appraisal.

6 Legal Implications:

- 6.1 There are no legal implications arising directly from this report.
- 6.2 The British Parking Association (BPA) standard form of contract was used and issued as part of the ITT.
- 6.3 The proposed award follows a regulated procurement process and legal support has been given to the contract drafting which will need to be concluded once authorised by the Council.
- 6.4 Officers are liaising with Bevan Brittain to ensure that appropriate provisions are included in the contract to address any Local Government Reorganisation change of legal structure, which will allow novation to any successor organisation.

7 Risk implications:

- 7.1 As with any contract award there is a risk of challenge, but officers believe this has been mitigated through a rigorous evaluation process and associated peer challenge. All responses to legal clarifications were provided and/or reviewed by the retained legal support for this procurement exercise, Bevan Brittan.
- 7.2 There is a risk of not awarding the contract in that the Council could be left with no parking enforcement and associated back-office provision, which would very likely lead to road safety and anti-social behaviour issues and impact on income to the Council.
- 7.3 Delaying the award of the contract would impact on the mobilisation of the new contract. All bids have been submitted on the basis of a long mobilisation period allowing them time to undertake any data migration, staff training, TUPE, etc. so the contract can successfully go live on 1 October 2025.

8 Equalities, Community Impact and Human Rights:

A Pre-Screening Equality Impact Assessment has been completed, and it was deemed a Full Equalities Impact Assessment was not needed in relation to the award of this contract.

9 Sustainability implications (including climate change, health and wellbeing, community safety)

Bidder E will be using a fully electric fleet that supports the Council's Climate and Ecological Emergency Strategy.

10 Council infrastructure (including Health and Safety, HR/OD, assets and other resources)

The responsibility for infrastructure of Council car parks and other parking related infrastructure will remain with the Council. Bidder E will be responsible for the repair and maintenance of all Pay and Display Machines.

11 Statutory Comments

Monitoring Officer:

No further comments to add to the report.

S151:

No further comments to add to the report.

12 Conclusions and next steps:

- 12.1 That the contract be awarded to Bidder E on the basis of their bid scoring the highest in the evaluation process, both from a quality and financial perspective.
- 12.2 The remaining milestones associated with this project/procurement exercise are documented below:

18 March	Cabinet
4 April	Cabinet call-in period ends
7 April	Issue Notice of Contract Award
21 April	Standstill period ends
28 April	Contract Award
28 April	Contract Mobilisation commences
1 October	Contract commences