

OFFICER DECISION RECORD SHEET

Name of decision maker: Robert Smyth, Assistant Director of Performance Projects

Service Area: People

Title of Decision: To award contract for market and social research services

Decision made and reasons:

Decision:

To award a contract to Opinion Research Services (ORS) for the provision of :

- The ability to undertake pieces of survey work with residents and staff on an ad hoc (call-off) basis as and when required.

Though a number of good tenders were received the tender from ORS represented the best value for money and ORS demonstrated the importance of reputation management and had a responsive approach to delivery and understood our requirements

Reason:

Since the late 1990's public authorities in Hertfordshire have successfully collaborated on their consultation and engagement activity.

The Public Engagement Partnership (PEP) had been responsible for commissioning market and social research through contracts with commercial providers. Opinion Research Services was contracted to provide this service in 2007, and was re-awarded the contract in 2011. As the most recent contract has expired, it is the intention of Dacorum Borough Council to procure a single contract for the provision of a market and social research service for its own needs purely on an ad hoc basis.

Reports considered:

None

Officers/Councillors/Ward Councillors/Stakeholders Consulted:

Assistant Director of Performance and Projects

Group Manager of People

Group Manager of Commissioning, Procurement & Compliance

Financial Comments: The sum of £20,000 is included in the base budget for advertising and publicity to meet this expenditure, however in order to meet the cost of the staff survey which is held alternate years this budget increases to £28,000

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Monitoring Officer Comments:

Officers should ensure that appropriate terms and conditions for the contract are agreed prior to commencement of the service.

Deputy S151 Officers Comments:

The costs of awarding the contract can be met from within the approved budget.

Implications:

Value for Money:

The opportunity was tendered on an open tender basis through ESPO and the submissions were evaluated on a number of factors including :

- Price
- Demonstration on how they met the needs of the specification,
- Providing evidence of working in the public sector and understanding of statutory and legal duties of public sector authorities in public engagement.
- Providing a robust and credible project plan showing the core outputs against timetable, case studies giving details of innovative techniques and technologies used.

Opinion Research Services scored the highest marks of all the bidders showing they were best value.

The contract is for a 3 year period with the option to extend for 1 further year.

Financial: Please see Finance Comments above.

Risk:

If this contract is not awarded then we could fail to understand the needs of our communities and residents which is essential to sound decision making. Using an impartial professional agency can increase our understanding of community need.

Officer Signature:

Date:

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