



Belfast City Council

Report to:	Health and Environmental Services Committee
Subject:	Tender for the Provision of a Professional Marketing Service for an integrated Anti-litter Campaign
Date:	4th February, 2009
Reporting Officer:	Mr. Sam Skimin, Head of Cleansing Services, ext 5273
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Relevant Background Information

The current tender for Professional Marketing Services, for the delivery of the Council's anti-litter campaign, expires in March 2009. The Campaign for the next few years now needs to be planned and implemented. Members have already authorised ongoing funding for the campaign and have emphasised the importance of continuing with our efforts to improve public littering behaviour through awareness and education initiatives and to maintain the momentum built up by the campaign so far. Members have previously been given briefings on the success of the campaign in changing littering behaviour

Key Issues

It is proposed to go out to tender for the above services.

The evaluation criteria for the tender is as follows :

40% cost/ 60% quality ratio which includes:

- methodology
- budget management proposals
- concepts and ideas for delivery of the campaign
- ability to provide the service
- experience of similar campaigns
- financial capability

Environmental Implications

Improving the public's littering behaviour has a direct effect on improving local environmental quality

Resource Implications

The budget for this project is £130,000 for year 1 and the appropriate allowance has been made in the proposed 2009/2010 revenue estimates.

The tender will run for a period of one year with the option to extend, at the Council's discretion, for a further year. The amount for year 2 will depend on the amount allowed for in the revenue estimates for 2010/2011, Committee had previously agreed ongoing funding of £150,000 per annum with normal inflationary increases. The amount for year 2 would also depend on the nature of the service required for delivery at that time.

Recommendation

Committee is asked to give permission for the commencement of a tendering exercise for the provision of Professional Marketing Services for delivery of our anti-litter campaign.

Members are also asked to give permission for the Director of Health and Environmental Services to exercise delegated authority in awarding the contract, using the listed evaluation criteria, to the most economically advantageous tender received.

Key to Abbreviations

None

Documents Attached

None