

STAFF REPORT

TO: Communications Subcommittee
FROM: Communications Adviser
DATE: 12 March 2010
REFERENCE: C797
SUBJECT: Communications Services Tender – RFN10-13-03

In addition to the continuous communications activity a tender workshop was held late last month to inform the process of tendering for a single full service supplier to partner the Council in the delivery of communications services.

As a result of this positive workshop, a draft request for tender document and a draft Communications Strategy have been created. These documents are presented for further consideration by the Sub-committee.

It should be noted that the Communications Strategy will direct the aims and tenor of the communications services managed and provided through the delivery of communications services by the successful tenderer. As such the Strategy should be treated as the foundation document for further development of the communications function.

The Communications Strategy is formed around the value proposition the workshop developed.

Please note the Request for Tender document does not cover the depth of detail regarding the services to be delivered and how the performance will be measured within the contract. These factors will be dealt with by the Communications Adviser and the Sub-committee at a later date.

The draft tender document includes a non-exhaustive list of services and the means by which we wish to measure the responses from the market.

Attached : Draft request for tender document
Draft foundation Communications Strategy

Recommendation:

That the Communications Sub-committee:

1. Receives the report
2. Provides Council officers with feedback on the contents of the attached draft request for Tender and the draft Communications Strategy

Chris Choat
Communications Adviser

