

## **9 RENEWAL OF ADVERTISING CONTRACT (AN 358-2003)**

Reference is made to Article III of the minute of meeting of this Committee of 14 February 2000, which agreed to appoint TMP Worldwide as the Council's advertising agency for a maximum period of three years.

A detailed review of the advertising requirements has been carried out and agencies were invited to bid for the work specified by the Council, which covers both recruitment and classified advertising.

From the 7 companies who submitted bids, a selection panel involving representatives from Public Relations, Support Services and Personnel and Management Services drew up a shortlist of 3 companies.

The annual value of the contract to the provider is currently in the region of £11,600 and the amount of the savings to the Council from overall advertising costs is likely to be in the region of £40,000. Rileys bid is the most economically advantageous bid tendered after due evaluation of all the specified criteria.

It is, therefore, recommended that Rileys be offered the contract for a minimum of two years, with the option to extend to three at the end of the two year period.

The Committee is asked to approve the recommendation.