

Name of decision maker:

Cllr Neil Harden

Portfolio:

Residents and Regulatory Services

Date of Portfolio Holder Decision:

23 December 2013

Title of Decision:

**Provision of Recruitment advertising &
Statutory Notices, procured under the ESPO
framework**

Part I**Decision made and reasons:**

To approve the award of a contract to TMP (Holdings) Limited for the provision of recruitment advertising

The advantages of using recruitment advertising companies to assist with recruitment advertising by placing job vacancies in publications and on line, include:

- cheaper posting costs for the Council due to the greater buying power of the companies
- administrative and creative support given by the companies
- the advice on media placements for best results which companies can provide

We discovered that we were able to place adverts directly with the media at less cost than the Council's current provider. As a consequence we used the Hertfordshire County Council Framework which enabled us to work with TMP for a trial period. This exercise proved to be useful, as TMP were able to demonstrate a better service from a cost and a customer service perspective.

The annual budget for recruitment advertising is approximately £40,000 per year which is incorporated within the overall HR budget (UZ400). The cost of utilising the recruitment advertising services for Dacorum is a minimal percentage of the £40,000, for example they charge for copywriting and placements in the media which is approximately £50 to £75 per advert. These administrative charges are comparable to the previous contract, but TMP offers better access to media discounts.

The contract term would be until 4 February 2016 with an option to extend by one year further. This term has been determined by Hertfordshire County Council Framework Agreement.

Reports considered: (here reference can be made to specific documents)

In 2013 Hertfordshire County Council (HCC) awarded a contract for the Provision of Recruitment Advertising & Statutory Notices to TMP (Holdings) Limited using an ESPO (Eastern Shire Purchasing Organisation) framework and running a mini competition between the all the suppliers on the framework contract.

HCC incorporated in to the contract the provision of call-offs by any authorities (including Dacorum Borough Council) listed on the Supply Hertfordshire website, schools and academies in Hertfordshire and the Hertfordshire Police authority.

The Council did carry out a short term use of this arrangement and found the service we received to be very customer focussed with flexible turnaround times for placements and proactive in terms of guiding us on effective media. TMP also offered better discounts with media, such as 'jobs go public'.

Officers/Councillors/Ward Councillors/Stakeholders Consulted:

Human Resources team and Steven Baker, Assistant Director (Chief Executive's Unit)

Monitoring Officer comments: No additional comments to add to the report.

Deputy S151 Officer comments: The cost implications of this decision can be contained within existing budgets.

Implications:

Risk: The risk of using the ESPO framework is that customer service levels may drop after the trial period. There is also a risk that the Council is not achieving the best price.

To mitigate these risks, HR will ensure spot checks of prices direct with the media and regular meetings with the TMP account manager

Value for Money: Recruitment Advertising agencies with their buying power will be able to attract the best media rates.

Options Considered and reasons for rejection:

To continue with the current service provider. This is not recommended because, as stated above, we are able to procure a cheaper service from elsewhere.

To re-tender for a new service provider. This would be very time consuming when we could utilise the ESPO framework.

To not use a recruitment advertising company. This is not a suitable option because of the extra time it would take HR officers negotiating the best media rates. Also, there would be a loss of professional advice on effective advertising campaigns.

Portfolio Holders Signature:

Date:

Details of any interests declared and any dispensations given by the Standards Committee:

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Date Decision Record Sheet received from portfolio holder: 23 December 2013	
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Date of Expiry of Call-In Period: 2 January 2014	
Date any Call-In received or decision implemented:	