DATA LABEL: PUBLIC

West Lothian Council

COUNCIL EXECUTIVE

CONTRACT FOR PROMOTION/ADVERTSING OF ANTI-IDLING CAMPAIGN

REPORT BY HEAD OF CORPORATE SERVICES

A. PURPOSE OF REPORT

The purpose of this report is to seek Council Executive approval to contract Global Radio Services Ltd to deliver a series of promotional events to advertise the 'no-idling' message, aimed at reducing vehicle idling and thereby improving air quality.

B. RECOMMENDATION

It is recommended that the Council Executive:

1. approves the direct award to Global Radio Services Ltd.

C. SUMMARY OF IMPLICATIONS

I	**Council Values**	Focusing on our customers' needs; being honest, open and accountable.
II	**Policy and Legal (including Strategic Environmental Assessment, Equality Issues, Health or Risk Assessment)**	Approval of business case for exemption from standing orders. No strategic environmental assessments or equality assessments are required for this project.
III	**Implications for Scheme of Delegations to Officers**	None
IV	**Impact on performance and performance Indicators**	None.
V	**Relevance to Single Outcome Agreement**	We live longer, healthier lives and have reduced health inequalities.
VI	**Resources - (Financial, Staffing and Property)**	The financial and staffing expenditure will be funded through existing Scottish Government grants specifically allocated for advertising and promotion of activities relating to vehicle emission testing and idling reduction.
VII	**Consideration at PDSP**	Timescales prevented consideration by the Environment PDSP.
VIII	**Other consultations**	Corporate Procurement Unit. Legal Services

D. TERMS OF REPORT

D1 Background

The Scottish Government currently funds the East Central Scotland Vehicle Emission testing Partnership which is a service delivered by staff employed by West Lothian Council to East Lothian, Midlothian and Falkirk councils.

The activities focus around reducing vehicle emissions and their impact on air quality and health. Part of the activities included the promotion of the 'no idling' message which is done using a variety of media methods such as web information, advertising, social media initiatives, etc. Specialist companies require to be engaged to deliver these functions. In order to maintain advertising themes, the same company, Global Radio Services Ltd, has been engaged over the past two years and it is proposed to continue with them for one further year before tendering for a new provider. The cost for the current requirement will be £24,500 however the cumulative cost, combined with the previous two years, is £100,251, which exceeds the £50,000 threshold for Business Case Exemption from Standing Orders for the procurement of contracts.

The 2017/18 bid for vehicle emission testing funding was submitted in March 2017. Within the application a specific line identified a bid for £73,000 to fund various advertising initiatives. The bid was agreed by Scottish government. The funds offered cannot be spent on other items without approval of the fund distributor.

Global Radio Services Ltd. is a company with access to all the required media outlets and has been used successfully in the past and as such, the service would wish to ensure continuity of message by continuing with Global for a further year. Global designed the current website "switchoffandbreathe.org" and carry out regular updates, which keeps it fresh and relevant to the ongoing situation with regards to air pollution. The artwork produced by Global is shared with, or adapted by them for use by, all the other companies involved in the current communications campaign. Global also run a social media campaign involving *Facebook*, *Instagram* and *you-tube,* with regular blogs also being produced. Global meet all the technical, artistic and urgency requirements of the partnership as well as the geographical advertising considerations by being able to target the East Central Scotland area. For these reasons it is desired to continue using Global for one further year after which the project will be put to tender.

Budget Implications

The costs associated with this proposal are funded entirely from Scottish Government, under the provisions of the East Central Scotland Vehicle Emissions Partnership. There are no budget implications for the council.

E. CONCLUSION

A direct award of the contract for delivery of a series of promotional events to advertise the 'no-idling' message, will ensure continuity of message and support a reduction in vehicle idling thereby improving air quality and health.

F. BACKGROUND REFERENCES

Cleaner Air for Scotland – The Road to a Healthier Future (Scottish Government, November 2015)

Appendices/Attachments: None

Contact Person: David Brown, Tel: 01506 283259 Email: david.brown@westlothian.gov.uk

Julie Whitelaw

Head of Corporate Services

Date of meeting: 8 August 2017