



Belfast City Council

Report to:	Strategic Policy and Resources Committee
Subject:	Tender for a print contract for City Matters magazine
Date:	20 January 2012
Reporting Officer:	Eamon Deeny
Contact Officer:	As above

Relevant Background Information

City Matters is the most effective vehicle for communicating key council messages directly to our ratepayers. It is distributed five times a year to over 130,000 homes.

We ran a pilot edition in September 2002 which was approved by Council in 2003.

City Matters continues to be a successful publication, proven by our 2010 public survey results:

- 89% claim to receive City Matters (up 108% from 2007)
- 83% of these people said that they read City Matters
- 87% of those who read it said that it has improved their understanding of the council.

Over 1,000 responses are received following each edition. It has been rated 'Best Newspaper or Magazine' by the Chartered Institute of Public Relations in Northern Ireland, achieving gold status in 2006, 2008, 2010 and 2011, and silver in 2007 and 2009.

City Matters follows the council's Environmental Policy on use of paper.

A new print contract is required for the period of three years.

Key Issues

Evaluation of tenders

The appropriate cost quality matrix will be agreed and used in conjunction with the Procurement Unit.

Resource Implications

<u>Financial</u>

The estimated cost for the print element of each edition is £26, 000. (Members should note that distribution costs per edition are approximately £15,000.)
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The Committee's approval is required to go out to tender for the print contract for City Matters.

<u>Human Resources</u>

None

<u>Asset and Other Implications</u>

None

Recommendations

The Committee is asked to approve putting out a tender for the print of City Matters for a three year contract from June 2012 – June 201, with delegated authority for the Town Solicitor/Assistant Chief Executive to approve the successful tender, in accordance with the agreed award criteria.

Key to Abbreviations

None

Documents Attached

None
