ABERGAVENNY TOWN COUNCIL

POLICY AND RESOURCES COMMITTEE

WEDNESDAY 14TH FEBRUARY 2024

PR17/24: SOCIAL MEDIA AND WEBSITE TENDER REPORT

1. PURPOSE
   1. To consider the tender submissions for the social media and website support 12 month contract.

1. BACKGROUND
   1. June 2023 saw the launch of our new website.
   2. In conjunction with this, all social media channels (Facebook, Instagram, X, LinkedIn) were rebranded to match the new website, and a three month trial with a local provider.
   3. Uplift in communication with the wider community saw better engagement across these channels, giving us a wider audience.
2. PROPOSAL
   1. The Mayor, Chairs of the Committees and Deputy Principal Officer/Deputy RFO (DPO) met 10am – 1:07pm on Friday 9th February 2024, in the Mayor’s Parlour, to select a tender to offer the contract. The 6 applications for contract, as received before the 9am deadline 09/02/2024, were reviewed with due diligence. DPO reminded Cllrs that GDPR and freedom of information applied, and that applicants could request their scoring sheets along with feed-back. The DPO facilitated the presentations however, was not involved in the scoring process. All tenders were scored using the previously agreed score-sheet.
   2. Tender A: Locally based, individual trader, seeking employment 4 days/week, 7.5 hrs /day @ £13/hour + on costs. ATC would be required to supply all kit, all computer programmes and facility space. Tender unanimously declined at the meeting as ATC not able to provide facilities nor offering employment.
   3. Tender B: Locally based provider, outstanding videography/photography. Well researched – links to ATC Communication policy – scheduling over 12 months. Observant suggestions for positively building on current social media. £28,050 for 7.5 days/month over 11 months or £19,800 for 5 days/month over 11 months [no August content] +45p/mile. Score 62/85
   4. Tender C: Locally based provider invested in promoting Abergavenny, specialising in social media management, branding and e-commerce website development. Some areas identified for ATC to improve their engagement: YouTube creation; suggest consideration of an Ad spend would be beneficial; more detail surrounding local priorities (by ward). £1500/month + ad spend option. Score 55/85
   5. Tender D: Cardiff based individual provider with ability to outsource aspects of the requested requirements. Bi-lingual Welsh speaker. 18 years’ experience in journalism, communications and digital marketing including social media management, analytics/reporting, campaigns, event planning, content creation and media relations. Flexible 6-8 days/month @ £320/day + 40p/mile (£23,040 - £30,720 per year + expenses). Score 31/85
   6. Tender E: Locally based provider invested in promoting Abergavenny as ‘an extension to your (ATC) team’. Provided excellent analytics; videography/photography, calendar looking ahead over the year, control of content with PO/DPO. Offers: flexibility and urgent response (always-on approach). Clear, integrated approach and ATC brand, clear strategy for campaigns e.g. Wales in Bloom, fortnightly meetings, web-site hosting and social media management; community engagement with schools, volunteers, small businesses and environmental issues. 20-35 social media posts/month. Offer of pod-casts and approved press releases. 30 retained hours £1500/month. Score 82/85
   7. Tender F: London based provider 13 years of experience as a brand and communications consultancy. High end client base. Had researched thoroughly (Food Festival, charities, businesses, sight friendly and town of sanctuary); very recent photographs; opened with an extended introduction in Welsh. Focus on brand, news and image. Offers timeline and Monday and Friday each week for planned work; urgent response within 24 hours managed through their project management system. Three cost options: £1500 for 20 hours month (no videography/photography would use ATC stock photos); £3000 for 40 hours/month; £5,500 for 55 hours/month. Score 52/85
   8. Cllr Jones proposed and Cllr A Wilde seconded that Tender E be selected and put forward for consideration.
3. RECOMMENDATION
   1. To accept the proposal of offering the 12 month contract to Tender E. Send holding email to all other submissions to advise that a decision is underway.
   2. Once the cooling off period of 10 days has passed, email all other participants to thank them for their submissions.