



Hereford & Worcester Fire Authority

Record of an Authority decision delegated to an Officer as required under Regulation 7 of the Openness of Local Government Bodies Regulation 2014

Subject of decision	Award the contract to BFBS for a period of two (2) years with the option to extend for an additional 12 months. The contract is anticipated to commence in November 2022.
Officer name	Jon Butlin
Job title	Assistant Director/Area Commander, Response
Date decision taken	17/10/2022
Reasons for the decision	Hereford and Worcester Fire and Rescue Service (the Authority) is embarking on a project to explore a range of methods to increase the recruitment of On call firefighters into the service. As part of this, the Authority is looking to appoint a Professional Marketing Company to utilise their experience and access to resources in the private sector to assist in the rebranding, marketing and recruitment of On Call firefighters.
Details of decision	Following an open tender process BFBS have been awarded the contract due to being the Most Advantageous Tender (MAT). The opportunity was published via the Bluelight EU Supply e-Tendering Portal The total contract value £570,009 Year 1 £285,004.50 Year 2 £285,004.50 The tenders were evaluated based on Mandatory Questions- Pass/Fail Compliance with the Specification 20% Delivery/Implementation 25% Documents/Reports 20% Customer Service 10% Price 20% Presentations and Interview 5% Two tenders were received BFBS and Camargue Group Ltd
Details of alternative options considered and rejected (if any)	N/A

For decisions regarding spend of £100,000 and above

To be completed by Information Governance & Committee Services
Log No

Any interests declared by a Member or Officer	Yes members of SLB declared a connection to one of the suppliers who submitted a bid (Camargue Group Ltd). To note none of these members were involved within any stage of the procurement process.
Links to relevant background documents or information	N/A



Signed.....

..... Date.....20/10/2022.....

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Log No