

Title of Report: Appointment of a Media Monitoring and Evaluation service	Officer Presenting: Business Support & Change Manager Author: Festival and Events Manager
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1 Purpose of Report/Recommendations

1.1 The purpose of this report is to inform Members of the outcome of a tender exercise completed to appoint a media monitoring and evaluation provider for council and to seek the appointment of a provider.

2 Background

2.1 In December the Media and Communications team for Council invited tenders for the provision of a media clipping, monitoring and evaluation service for a wide range of Council led programmes, initiatives and events.

2.2 This service had been tendered through public advertisement, in line with Council's procurement processes and in conjunction with Council's Procurement officer.

2.3 The purpose of the tender is to keep Derry City and Strabane District Council up to date with current information on coverage of the Council and issues relevant to its work and the ability to provide regular assessments and analysis on media activity relevant to the Council.

2.4 It is proposed that the service will initially be for a one-year period with options for two one year extensions to be agreed.

3 Key Issues

3.1 One submission from NIMMS was received through this process and the assessment panel agreed before scoring that this would require a 65% score or above on methodology.

3.2 The company achieved this and scored an overall mark of 84%.

4 Financial, Equality, Legal, HR, Improvement and other Implications

- 4.1 The estimated yearly spend on this service is around £6,000 based on previous years' activity. This averages around 800 clippings per month however this can vary.
- 4.2 In addition to this there is an average cost of around £800 per media evaluation report that would be generated around key event or activity times e.g. Halloween, Jazz festival etc.
- 4.3 On average in a year up to 10 of these reports might be generated.

5 Recommendations

- 5.1 It is recommended that Members approve the appointment of NIMMs to provide the media monitoring and evaluation service for a one year period with options for two one year extensions to be agreed.

Background Papers