

Police and Crime Commissioner for Gwent Decision	
PCCG-2017-016	Police and Crime Commissioner for Gwent Decision Session
Subject	Media Monitoring provision for the OPCC and Gwent Police
Summary	To record the decision of the Police and Crime Commissioner regarding funding for a media monitoring service which jointly covers the Force and the OPCC

DECISION

1. Monitoring the impact and effectiveness of public relations campaigns and communications activities across multiple platforms is vital in order to provide a benchmark and paint an accurate picture of what our key stakeholders are saying about us. This can provide valuable input to our plans and priorities.
2. Having obtained further information from the Crown Commercial Services (CCS) Framework for Media Monitoring and after carrying out a benchmarking exercise against the costs submitted by approved suppliers, it was identified that our existing provider, Kantar Media, were the best value supplier on the framework, which could meet our requirements due to our satisfaction with the service provided between 30/09/2015 and 31/03/2017. They were asked to formally quote in accordance with the CCS Framework (see Annex A).

Under the CCS framework, we are able to directly award to a supplier if the expenditure is under £20,000 per annum. Having deliberated over the background information provided in Annex A and after considering the quote obtained, I have ascertained that Kantar Media monitoring company would provide the best service and value for money.
3. Based on all the information provided I agree to award funding to the value of £27,100 (excluding VAT) over 24 months (£13,550 over 12 months).

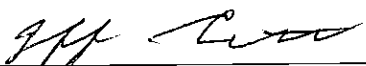
I am signing this agreement in accordance with P66 C of the Manual of Corporate Governance.

Jeff Cuthbert, Police and Crime Commissioner for Gwent

I confirm I have considered whether or not I have any personal or prejudicial interest

in this matter and take the proposed decision in compliance with my code of conduct.
Any such interests are recorded below.

The above request has my approval.

Signed 	Date 31/3/17
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Contact Officer	
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Background papers	See Business Case in Annex A with quote attached

Provision of Media Monitoring Service

Police & Crime Commissioner

March 2017

BUSINESS CASE FOR THE CONTINUATION OF A MEDIA MONITORING SERVICE FOR GWENT POLICE AND THE OPCC

Introduction

Monitoring the impact and effectiveness of public relations campaigns and communications activities across multiple platforms is vital in order to find out what the public are saying about us.

Why media monitoring is important for Gwent Police and the OPCC?

1. Enables us to review and compare press coverage in one place;
2. Provides accurate and relevant media coverage for broadcast, print and online;
3. Important for us to know what our stakeholders and target audiences are saying about us;
4. Collecting feedback, whether positive, neutral or negative, is important and helps us better understand the strength and weaknesses of our communications activities;
5. Provides an accurate picture of the effectiveness of PR campaigns;
6. Enables us to monitor publicity against a broad range of traditional and new media

Solution

In line with established procurement guidelines and after carrying out a benchmarking exercise against the costs submitted by approved suppliers, it has been identified that our existing provider, Kantar Media, are the best value supplier on the framework for our requirements. The following quote was received by Kantar Media.

Print and online monitoring:

Average monthly volume levels based on previous 12 months: 1400 pieces per month

£12,000 per annum

As being part of the CCS framework we are able to discount the above rate to provide an annual rate of £8,750 per annum.

Broadcast monitoring:

Based on 250 clips per month

£1,800 per annum

Social Media monitoring:

£3,000 per annum (unlimited coverage)

Social Media Monitoring covers:

- Twitter – 100% coverage from the Twitter API
- YouTube - Full integration of all public coverage and comments
- Facebook – Requested Facebook page coverage
- LinkedIn - Full integration all public coverage
- Blogs – Over 10,000 additional blogs
- Forums/Message Boards - All key forums and message boards with tools to add your own and measure conversation pick up

Service	Fixed Annual Cost (EX VAT)
UK Print and Online Monitoring	£8,750
UK Broadcast Monitoring	£1,800
Social Media Monitoring	£3,000
Total Price	£13,550
Service	Two year service (EX VAT)
Total Price	£27,100

Recommended Action / Approach

Based on the quote submitted and the information provided, I would recommend awarding the contract (which covers a period of 24 months at a discounted rate) to Kantar Media.

This is based on . . .

1. Value for money;
2. Competitive rate;
3. Fixed rate pricing;
4. And the fact that the NLA and CLA costs are covered within the contract by Kantar Media.

As well as being our current service provider, Kantar Media also has experience of working with a number of companies and organisations within the sector including:

- Metropolitan Police
- Police Federation
- Greater Manchester Police
- Merseyside Police
- Northamptonshire Police and Crime Commissioner
- Dyfed Powys Police
- Bedfordshire Police
- Durham Police and Crime Commissioner
- Thames Valley Police
- Independent Police Complaints Commission
- Surrey Police
- North Yorkshire Police
- Sussex Police
- The Police Superintendents Association of England and Wales

Kantar Media have a proven expertise in dealing with Wales based clients and their media requirements, including Gwent Police and the Office of the Police and Crime Commissioner for Gwent. This includes an in-house operation which covers the full extent of Welsh print publications including local newspapers and trade publications.

In addition they also have the capability to monitor across Welsh language in Print and Online and Broadcast. This will give our organisations greatly improved flexibility in monitoring for more generic search terms.

Value Analysis

Access to all the print, online and broadcast data on an integrated electronic dashboard means has negated the need for daily and weekly newspapers to be delivered to the Force and The OPCC. This is a saving of over £1,200 per annum.

The service will provide full-time cover and there will be no gap in provision during holiday periods.

If we were to award the contract to Kantar Media, they would consider the Force and the OPCC as two separate offices and two separate services. This would mean that the Force and the OPCC would be setup for 1 user each and wouldn't require any additional NLA or CLA licences in place.

Time constraints

- To ensure a seamless continuation of service, Kantar Media would need to have this signed off by March 31st as the current contract will expire on that date.