

Appendix 1 – Competitiveness of Marketing and Design Service

Competitive Test of West Dunbartonshire Council's Marketing & Design Team

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Summary – Purpose of the this report

As West Dunbartonshire Council has a statutory duty to ensure its services provide Best Value for local residents and that all services are providing value for money, each department must undertake service reviews and expose each service areas to challenge, consulting with external service suppliers to assess opportunities for alternative methods of service provision such as outsourcing and making cost comparisons to benchmark their own competitiveness.

Background

A competitiveness test is carried out monthly by the Marketing and Design team as a matter of course. A random sample of design jobs completed internally are quoted for externally to allow a cost comparison to be recorded and monitored over the year to demonstrate the benefits of an in-house design and marketing team.

Method

Identify the main areas of responsibility of the WDC Marketing & Design Team:

- Provide an integrated marketing and design service for all Council Departments
- Centralise all marketing and design production through the team and project manage any projects being developed externally
- Implement Council Brand Guidelines across all external communications to ensure that local people are able to easily identify services provided by the Council

Carry out a cost per hour analysis:

External Design

- Vested design: £90 per hour
- 999 design: £595 per day + £525 per day for art work
- Corporate Communications: £33.48 per hour

Marketing Account Management

- Liddell Thomson - £695 per day (public sector rate)
- 999 design - £595 per day
- Corporate Communications: £37.44 per hour

Identify design projects that can be realistically compared:

Tenant participation strategy					
External Design		5 days at £90 per hour			£ 2,700.00
Account management		1 day at £90 per hour			£ 540.00
External Daily rate 6 hours X £90 = £540				Total cost	£ 3,240.00
Internal Design		5 days at £33.48 per hour			£ 1004.40
Account management		1 day at			£ 224.61

		£37.44 per hour			
Internal Daily rate 6 hours X £33.48 = £220.80					
Internal Daily rate 6 hours X £37.44 = £224.64					
				Total cost	£ 1229.01
				Total saving	£ 2010.99
Tenant participation strategy summary					
External Design		3 days at £90 per hour			£ 1,620.00
Account management		1/2 day at £90 per hour			£ 270.00
External Daily rate 6 hours X £90 = £540				Total cost	£ 1,890.00
Internal Design		3 days at £33.48 per hour			£ 662.40

Account management		1/2 day at £37.44 per hour			£ 112.32
Internal Daily rate 6 hours X £33.48 = £220.80					
Internal Daily rate 6 hours X £37.44 = £224.64					
				Total cost	£ 774.72
				Total saving	£ 1,115.28
History of Clydebank Programme, poster, invites, adverts					
External Design		5 days at £90 per hour			£ 2,700.00
Account management		1 day at £90 per hour			£ 540.00
External Daily rate 6 hours X £90 = £540				Total cost	£ 3,240.00
Internal Design		5 days at £33.48 per hour			£ 1104.00

Account management		1 day at £37.44 per hour			£ 224.64
Internal Daily rate 6 hours X £33.48 = £220.80					
Internal Daily rate 6 hours X £37.44 = £224.64					
				Total cost	£ 1328.64
				Total saving	£ 1911.36
Stress Management leaflet					
External Design		1 days at £90 per hour			£ 540.00
Account management		1/4day at £90 per hour			£ 180.00
External Daily rate 6 hours X £90 = £540				Total cost	£ 720.00
Internal Design		1days at £33.48 per hour			£ 220.80

Account management		1/4 day at £224.64 per hour			£ 74.88
Internal Daily rate 6 hours X £33.48 = £220.80					
Internal Daily rate 6 hours X £37.44 = £224.64					
				Total cost	£ 295.68
				Total saving	£ 424.32