

REPORT FOR: **CABINET**

Date of Meeting:	11 February 2010
Subject:	Safer Harrow - Borough-wide Anti Burglary Project Award
Key Decision:	Yes
Responsible Officer:	Brendon Hills, Corporate Director Community and Environment
Portfolio Holder:	Councillor Susan Hall, Portfolio Holder for Environment Services and Community Safety
Exempt:	No, except for Appendix 1 which is exempt by virtue of paragraph 3, Part 1 of Schedule 12A of the Local Government Act 1972 (as amended) on the grounds that it contains information relating to the financial or business affairs of any particular person (including the authority holding that information)
Decision subject to Call-in:	Yes
Enclosures:	Appendix 1

Section 1 – Summary and Recommendations

This report describes the procurement process for selecting a partner for the supply of traceable property marking projects, and

seeks authority to enter into a contract with Smartwater for this purpose.

Recommendations:

Cabinet is requested to:

- (1) Confirm acceptance of the tender from Smartwater
- (2) Delegate authority to the Corporate Director of Community and Environment to agree terms for entry into a contract with Smartwater.

Reason: (For recommendation)

To support the reduction and detection of crime, particularly burglary, and provide the assurance of community safety through the Safer Harrow Partnership. Following a tendering process, the tender submitted by Smartwater was the best value under the defined evaluation criteria of price, compliance with specification, deliverability and risk management.

Section 2 – Report

Introduction

1. **At the Cabinet meeting on 12 November 2009, a crime reduction campaign was agreed that would include the distribution of a traceable property marking product, free of charge on request to households across the borough.**
2. Although Harrow is a borough which has long been regarded as one of the safest in London in terms of the volume of crime experienced, burglary is a challenge for the Harrow Safer Partnership, and improved performance is a local performance indicator in the Local Area Agreement.
3. Cabinet agreed at the meeting on 12 November 2009:
 - A project for the “one-off” distribution of a traceable property marking product to be made available on request to all households in Harrow, free of charge through a defined roll out programme.
 - The procurement of a suitable product, **with the award of the contract to be agreed at a future Cabinet meeting.**
 - The programme for the roll out of the product to be decided by the Portfolio Holder for Environment and Community Safety in

conjunction with the Corporate Director Community and Environment, with a priority to be given to areas where there will be greatest impact on perceptions of levels of crime.

- Evaluation of the project to be through the Safer Harrow Partnership
4. This report sets out the procurement process followed and recommends the acceptance of the tender from Smartwater.
 5. Under the proposed scheme, Harrow Council, in partnership with the Metropolitan Police Service (MPS), will undertake a major crime reduction initiative which has the capacity to impact positively upon both the level of crime and upon public attitudes to crime and the manner in which the Council and Police deal with crime. The nature of the project means that the Council requires an external partner with the capacity, experience and expertise to assist in the development and delivery of the project.
 6. The Council proposes to complete the delivery phase of this project by the end of March 2012, through a phased roll out.
 7. The project will include a methodology for the evaluation of the success of the project based on the existing performance indicators and the measures of public satisfaction and fear of crime, as well as operational aspects such as take up of the scheme, and success of distribution.
 8. To implement the project, a partner was sought who has the capacity, experience and expertise to:-
 - Supply and install a suitable property marking product. The operational specification for such a suitable product is outlined below:
 - Demonstrate to the satisfaction of the Council that suitable supply chain mechanisms are in place to deliver the required volumes of the appropriate product in the timescales required by the Council;
 - Supply and install all appropriate ancillary equipment required in order to ensure the full operational effectiveness of the product;
 - Provide technical support in marketing the product;
 - Provide high quality training in the use of the product to householders, Council staff, police officers and other nominated individuals and organisations linked to the product and its use;
 - Provide a rigorous evaluation service on the impact of the product and its use, including measurement of crime levels, public attitude and impact upon relevant criminal behaviours. This evaluation to be undertaken to acceptable academic quality standards;
 - Be capable of acting as expert witness in court should the veracity of the product be disputed; and
 - Offer ongoing training and support to the Council, Police and partners during the delivery of the project, including offering appropriate information, advice and training, and a nominated lead officer to act as single point of contact with the Council project manager.

9. The property marking product to be supplied must be capable of meeting the following minimum operational and quality criteria:-
- Be invisible to the naked eye in normal lighting conditions;
 - Be detectable under specified (ultraviolet or other) light;
 - Be capable of being used on a wide range of surfaces, both porous and non-porous, including glass, metals, wood and plastics;
 - Not to compromise the health and safety of either householders or staff involved in installation or use, i.e. be non-toxic and be hypoallergenic
 - Not to stain or otherwise damage any items which are marked;
 - Not to be degraded by extremes of either heat or cold;
 - Be traceable to individual household premises;
 - Provide a traceable residue on individuals coming into direct contact with items which have been marked by the product;
 - Have performance which does not degrade over a reasonable time under normal light conditions;
 - Not be capable of removal by means of water and/or detergent products; and
 - Be acceptable to courts as evidence and means of identification
10. In addition, the product was required to be able to demonstrate a level of public awareness (i.e. brand identity) which assists in the marketing and promotion of the project.

Tender Process

11. The value of the project required the completion of a tender process. This was co-ordinated by the Council's Corporate Procurement team assisting officers in Community Safety to draw up a specification and deal with questions that were submitted by the prospective bidders.
12. An E-tender OJEU notice Part B was posted on 25 November 2009, with a return date of 4 January 2010. This was later extended to allow more time for companies to tender due to the difficult weather conditions nationally during this period. The tender process was handled electronically using an e-procurement process which is new to the Council.
13. A range of companies that had been identified as potential suppliers were alerted to the tender process. Interested companies were provided with the specification and legal documents and invited to submit qualifying questionnaires and full tender submissions.
14. Bidders were required to indicate how they would meet the requirements of the specification and were asked to submit variable unit rates for the product and ancillary equipment and services based on the percentage level of take up, in four bands.
15. The Council received only 1 compliant bid at the close of the tender, from Smartwater. A second bid was received 3 days after the close of tender and the company was advised that the bid would be acknowledged as received but the evaluation plan was not obliged to

consider it. As the tender exercise attracted only two bids the evaluation panel decided that they should consider the second tender as well.

16. The evaluation panel met on 1 February 2010 and comprised the Divisional Director of Environment, the Head of Community safety, and two senior police officers. The panel considered the tenders against a predetermined evaluation model that weighted as follows:

Price	40%
Deliverability of the programme	20%
Compliance with the product specification	35%
Risk management	5%

17. The panel recommended that the tender submitted by Smartwater offered better value overall. The Smartwater main product was at a slightly higher unit price but it provided a closer fit to the specification. The key differences with regard to the specification concerned visibility and durability. The Smartwater pricing for the ancillary services was more favourable. Both companies advised that the specification expectation of a product that was permanent and transferable was not achievable in a single product and required two products.

Consideration of Alternative Options

18. The alternative options that have been considered in reaching the recommendations are:
- a. Not to offer a product, in which case the project would not proceed.
 - b. Re-run the procurement to attempt to attract alternative bidders as only two submissions were received. It is clear from the procurement exercise that the provision of products that were traceable in the way that the project required is a specialist market with a limited number of potential partners.

Financial Implications

19. A sum has been earmarked for this project from the special projects fund that was created at the end of 2008-9. This funding is one-off, and the rollout of the scheme will run for a fixed two year period. The cost of the project will be determined by the rate of takeup by residents. It is anticipated that not all residents will want to take part in this scheme and a 50% take up would be considered very successful based on similar scale schemes in other boroughs. This level of take up would be at a cost of £425,000.

Performance Issues

20. This project is expected to have a positive impact on a cluster of performance improvements associated with community safety.
21. The Local Area Agreement has local indicators seeking to achieve a reduction in the number of residential burglaries where the victim is over 75 years, and the proportion of adults saying they are in fear of being a victim of crime from a baseline of 41% to 33% in 2008/9 and 30% in 2009/10.
22. The project is expected to have a positive impact on responses to the Place Survey questions on:
 - The most important factor in making Harrow a good place to live - crime was the highest factor for residents in 2009 for 66% of respondents.
 - What most needs improving - level of crime was the 4th highest priority.
 - How well are the local public services working together to make the area safer.
 - Satisfaction with the Metropolitan Police - currently 51% are very or fairly satisfied.

Environmental Impact

23. There are no direct impacts on environmental factors. This type of product can potentially be used in projects to deter environmental crime such as fly tipping.

Risk Management Implications

24. The successful implementation of the project is expected to have positive impacts on the risk levels for households in the borough.
25. The level of take-up by residents is key to the success and affordability of the scheme. A low level of take-up would impact detrimentally on one of the main deterrence objectives of the project. A very high take up would establish a financial risk, or a reputation risk if the offer needed to be capped to remain within budget. The incremental distribution of the product will enable the financial risk to be contained. The plan to target first those areas where there is evidence of greatest need mitigates against the risk to reputation.

Risk included on Directorate risk register? No

Separate risk register in place? No

Section 3 - Statutory Officer Clearance

Name: Myfanwy Barrett Chief Financial Officer

Date: 8 February 2010

Name: Hugh Peart Monitoring Officer

Date: 5 February 2010

Section 4 – Performance Officer Clearance

Name: Alex Dewsnap Divisional Director

Partnership,
Development and
Performance

Date: 4 February 2010

Section 5 – Environmental Impact Officer Clearance

Name: John Edwards Divisional Director
Environmental Services

Date: 4 February 2010

Section 6 - Contact Details and Background Papers

Contact: John Edwards Divisional Director for Environment
02087366799

Background Papers: Report to Cabinet 12 November 2009

**Call-In Waived by the
Chairman of Overview
and Scrutiny
Committee**

NOT APPLICABLE

*(for completion by Democratic
Services staff only)*