

# Playing to Win



Barry Hurley, Managing Director of Software Logistics, speaks to *Government Opportunities* about their recent contract win with Birmingham City Council for the design and production of a 950-page catalogue for the second consecutive year.

## Q. What was the background to the contract?

A. With over a million citizens, Birmingham City Council is the largest metropolitan council in the UK. It consists of 42 wards, each with three elected councillors. The Council is also responsible for over 450 schools in the area. This represents a vast amount of purchasing power, and every year the Council produces the Birmingham City Council Catalogue to assist in the procurement of goods by those who work and provide services for the city. For the second consecutive year, Software Logistics has been chosen to manage the production and publication of this significant catalogue, from artwork to printing and binding.

## Q. What did the Council require for the contract?

A. The Council needed a single source supplier to take over the design and production of its procurement catalogue. Previously, two companies had been involved in the collation of material for, and design, print and production of, this weighty publication. With just one company, any misinterpretation of requirements or timing issues would be resolved. The catalogue contains the details of products from up to

250 suppliers and is divided into 28 different sections, including curriculum schools products, which range from gym equipment to books and blackboards. There are even domestic appliances, such as fridge-freezers for social services homes or schools, through to stationery and office supplies. In the latest edition, a new section aimed at delivering better environmental performance has been added, which includes energy-efficient goods and those produced from sustainable materials. With over 950 pages in each catalogue and a total of 5000 catalogues required, the company chosen to produce the publication needed to be able to handle large projects and have exemplary project management skills.

## Q. What solution was provided?

A. Software Logistics' reprographics and design studio manages the images and copy provided by the different suppliers via the Council. Once the content has been agreed, Software Logistics provides a full service, including resizing of pictures and management of clipping paths through to finished artwork, print and production. The services provided by Software Logistics include



project management; creative and pre-press services; finished artwork; editing and proofreading; typesetting and page assembly; publication print management; catalogue printing; and binding and delivery.

## Q. What results were achieved?

A. As a result of the work done on the 2006 Birmingham City Council Catalogue, Software Logistics was selected to design and print the 2007 catalogue – there is also an option for the 2008 edition. The initial contract was awarded to Software Logistics on the basis of price and quality. While working with the company in 2006, the Council saw how having

design, print and production handled in one place helped the whole process to run smoothly. The Council also discovered the wide array of value-added services around print production that Software Logistics provided without having to be asked. It was, therefore, a natural progression for the Council to work with the company for a second time to produce the 2007 Birmingham City Council Catalogue.

**i** This feature presents case studies highlighting private sector success in winning public sector business. If you or your company wish to share your tendering successes with GO readers email: [news@govopps.co.uk](mailto:news@govopps.co.uk) for further information.