

EXECUTIVE DECISION RECORD

REF No: 153.24

A1 Service Area	Regeneration & Development
A2 Title	Burton upon Trent Place Brand consultant appointment
A3 Decision Taken By	Cabinet Member / Chief Officer
A4 Chief Officer	Please print name: Thomas Deery Please sign name: (Approved via email 10/05/2024)
A5 Leader / Deputy Leader consulted?	Please print name: Cllr Paul Walker Please sign name: (Approved via email 9/05/2024)
A6 Date of Decision	10 th May 2024

Confidentiality

A7 Is this Decision confidential by containing exempt information as described in Schedule 12A of the Local Government Act 1972?	No
A7.1 If yes, please state relevant paragraph from Schedule 12A LGA 1972.	Paragraph

Conflict of Interest

Are there any conflicts of interest to declare? No (*please delete as appropriate*)

(If “Yes” please contact the Chief Executive before making the Decision. A note of dispensation should be attached).

Scrutiny



A8 Which Scrutiny Committee should this decision be submitted to? *(Please tick as appropriate)*

Scrutiny (Value for Money Council) Committee

Scrutiny (Regeneration Development and Market Hall) Committee ✓

Scrutiny (Health and Wellbeing) Committee

Scrutiny (Climate Change and Environment) Committee

B1 What is the Decision?	To appoint Epona Marketing as the preferred Consultant to assist the Council in first phase (research and community consultation) of developing a new distinctive identity to champion and promote Burton upon Trent.
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<p>B2 What are the reasons for the Decision?</p>	<p>To appoint the selected supplier despite three formal quotations not being achieved.</p> <p>This first part of this project focusses on developing an extensive and robust programme of consultation with the local community, businesses and wider partners and stakeholders to ensure this new identity is a well-informed and as galvanising as possible, ahead of a creative process, which will form part of a future and separate procurement opportunity.</p>
<p>B2 Alternative options considered and rejected?</p>	<p>Despite a comprehensive procurement exercise, which included inviting four specialist place suppliers to quote, two of those organisations declined to submit proposals.</p> <p>The two remaining suppliers has been reviewed and scored in line with the council's procurement policy, with one, Epona Marketing, being selected as the chosen supplier.</p> <p>Despite receiving only two formal quotations, the preferred supplied submitted a highly detailed and comprehensive bid, which represented the best value for the council.</p> <p>The supplier also brings industry knowledge, experience and a proven track record of delivery similar successful projects, elsewhere in the UK</p> <p>The alternative option would be for East Staffordshire Borough Council to go back out to the market, however a wide and varied range of suppliers were invited to quote.</p>

B3 What are the contributions to Corporate Priorities?	Creating a prosperous East Staffordshire
B4 What are the Human Rights considerations?	There are no Human Rights issues arising from this decision.

Financial Implications

B5 What are the financial implications?	<p>The main financial issues arising from this decision are as follows:</p> <p>Appointment of the proposed supplier will commit East Staffordshire Borough Council to an agreement totally, £11,850.</p> <p>The main financial issues arising from this decision are as follows:</p> <p>Appointment of the proposed supplier will commit East Staffordshire Borough Council to incur spend of £11,850 in the 2024/25 financial year.</p> <p>There was £25,000 approved as per EDR 44/23 to use for Place Brand funding in 2023/24. The project has been slightly delayed and the money is still in Reserve LN107 Regeneration – Multi-Disciplinary Support. Money will be released to new attribute ADV60 in MK00 4490 to fund this £11,850 expenditure. The remaining funding will be allocated to the next phase of the project.</p>
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Revenue	2023/24	2024/25	2025/26
Appointment of Burton upon Trent Place Brand consultant (for phase one of the project)		£11,850	

Capital	2023/24	2024/25	2025/26

The finance section has been approved by the following member of the Financial Management Unit:	<p>Please print name: Please print name: : Nhung Le</p> <p>Please sign name: (Approved via email on 09/05/2024)</p>
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Policy Framework

B6 Is the Decision wholly in accordance with the Council's policy framework?	Yes
B6.1 If No, does it fall within the urgency provisions (Part 3 of the Constitution)?	NA
B6.2 Has it got the appropriate approvals under those provisions?	Yes
B7 Is the Decision wholly in accordance with the Council's budget?	Yes
B7.1 If No, does it fall within the urgency provisions (Part 3 of the Constitution)?	NA
B7.2 Has it got the appropriate approvals under those provisions?	Yes

Equalities Implications

B8 What are the Equalities implications:
B8.1 Positive (Opportunities/Benefits):
B8.2 Negative (Threats):
B8.3 The subject of this decision is not a policy, strategy, function or service that is new or being revised. An equality impact assessment is not required.
B8.4 The equality impact assessment identified the following actions to be carried out

Risk Assessment

B9 What are the Risk Assessment implications:
B9.1 Positive (Opportunities/Benefits):
B9.2 Negative (Threats):
B9.3 The risks do not need to be entered in the Risk Register. Any financial implications to mitigate against these risks are considered above.

Legal Considerations

B10 What are the Legal Considerations:
B10.1 Legal Services will advise on the terms of a Consultancy Agreement..
This section has been approved by the following member of the Legal Team
Please print name: Glen McCusker – Locum Solicitor and Deputy Monitoring Officer
Please sign name: (Approved via email 07/05/2024)

Sustainability Implications

B11 What are the Sustainability implications:
B11.1 The proposal would not result in an overall positive effect in terms of sustainability (including climate change and change adaptation measures).
B11.2 Positive (Opportunities/Benefits):
B11.3 Negative (Threats):

Health & Safety Implications

B12 What are the Health & Safety implications:
B12.1 N/A
B12.2 N/A
B12.3 N/A
B12.3.1 Positive (Benefits)
B12.3.2 Negative (Threats)

Key Decision

B13 Is this a Key Decision? No

Note: A Key Executive Decision is one where:

- 1. REVENUE – Any contract or proposal with an annual payment or saving of more than £100,000**
- 2. CAPITAL – Any capital project with a value in excess of £150,000**
- 3. A decision which significantly affects communities living or working in an area comprising two or more wards.**

B13.1 If this is a Key Decision, is this an urgent decision such that a delay caused by use of the Call-in Procedure would <u>seriously</u> prejudice the public interest?	NA
B13.2 If yes, has the Mayor or in his/her absence the Deputy Mayor or in his/her absence the Chair of the relevant Scrutiny Committee agreed that the decision will be exempt from Call-in?	NA

NOTE: If this decision is subject to the Call-in Procedure it will come into force, and may then be implemented, on the expiry of 3 working days after publication – unless 10 Members of the Council call in the decision.

Please send the original signed document to andrea.davies@eaststaffsbc.gov.uk