

Record of officer decision

Decision title:	Approval to complete a contract variation for IE Brand and Digital Consultancy to provide additional consultancy services for the brand and digitalisation of Talk Community.
Date of decision:	15 th February 2021
Decision maker:	Stephen Vickers, Director for Adults & Communities
Authority for delegated decision:	<p>“Talk Community Strategic Approach”</p> <p>Decision taken by cabinet to approve the Talk Community Strategic Approach on 24th September 2020:</p> <p>That authority be delegated to the director for adults and communities to take all operational decisions necessary to ensure adoption and implementation of the proposed Talk Community programme and plan.</p> <p>http://councillors.herefordshire.gov.uk/mgIssueHistoryHome.aspx?Id=50032818&Opt=0</p>
Ward:	Countywide
Consultation:	Cllr Pauline Crockett & Cllr Angela Tyler have been consulted.
Decision made:	To complete a contract variation for IE Brand & Digital Consultancy for the provision of additional consultancy services for the brand and digitalisation for Talk Community at a cost of £17,800.
Reasons for decision:	<p>Talk Community is the strategic delivery vehicle for the community ambition of the Herefordshire County Plan 2020-2024 to improve the sustainability, connectivity and wellbeing of our county by strengthening our communities. It is the Council’s strategic approach to prevention, enabling people to get the assistance they need and managing demand for more specialist services. It conveys an aspiration and culture which prioritises prevention, innovates and intervenes at the earliest possible point to make independence and wellbeing inevitable. The key message and vision of Talk Community articulates an ambition and culture which innovates “to make independence and wellbeing inevitable”.</p> <p>In October 2020 IE Branding and Digital Consultancy were appointed to develop a complete brand awareness process for Talk Community and define Talk Community's identity, this additional work will provide a digital strategy which includes social media campaigns and ensuring the customer journey is fluid and enhances the current digital offer. It will also align current digital infrastructure within Talk Community and be completed for the launch at the end of March 2021.</p>

	<p>In compliance with Herefordshire Council's CPR's, a tendering process was undertaken to seek the appropriate supplier in October that specialises in brand awareness and engagement. Invitations to Tender were invited through the council's tender portal and following assessment through a tender evaluation panel IE Brand & Digital Consultancy was identified as the successful bidder.</p> <p>As per the contract variation process the original contract may be varied without a further procurement process subject to the increase in cost being less than 50% of the original value, this a 25% increase in the original value.</p> <p>Oversight of the delivery of the work will be provided by the Corporate Comms Team.</p>
Highlight any associated risks/finance/legal/equality considerations:	None identified
Details of any alternative options considered and rejected:	<p>Do nothing – No clear identity of the Talk Community Brand will result in lack of awareness and engagement from our communities and stakeholders. Talk Community has been developed as a demand reduction strategy for Herefordshire Council and specifically to address 'system wide' challenges faced by the council and its partners and harness the great resources evident in local communities. Without a strategic approach to communities, demand for council services will escalate well beyond resources and opportunities to promote wellbeing and tackle health inequalities will be missed. This would bring significant risk to the council's finance and reputation, whilst also not achieving the best outcomes for individual people. Talk Community will only succeed if the brand is developed and embedded throughout the county and communities are fully engaged.</p>
Details of any declarations of interest made:	None

Signed..... Date:

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