

Record of operational decision

Decision title:	Covid Economic Recovery Plan – Shop local, love local campaign
Date of decision:	28 September 2021
Decision maker:	Interim Director of Economy and Place
Authority for delegated decision:	<p>Decision taken by Cabinet to approve the COVID 19 Recovery Plan on 24 June 2021: That authority be delegated to the Director of Economy and Place, Director Adults and Communities, Director Children and Families and Director of Public Health be authorised to take all operational decisions to implement recommendation including, but not limited to, the procurement and commissioning of the identified projects (as set out in the detailed action plan)</p> <p>Decision - Covid 19 Recovery Plan - Herefordshire Council</p>
Ward:	Countywide
Consultation:	<p>The COVID Recovery Plan was approved by Cabinet on 24 June 2021 which provides funding of £6m to support economy, community wellbeing and organisational recovery. The plan provided an overview of the schemes for delivery, which included the “Return to Towns and Cities” scheme and all appropriate consultation was undertaken at this time.</p> <p>The Section 151 Officer has been consulted and supportive of the project.</p>
Decision made:	<p>A campaign will be launched encompassing a number of projects encouraging Herefordshire residents to shop locally to support Herefordshire-based businesses and the county’s retail, hospitality, cultural and leisure sectors in their recovery from the impact of Covid-19. It will include the following elements;</p> <p>Communications (£100K) – The Shop Local campaign will be widely promoted, including through a leaflet sent to every home and business premise in the county. Residents will be encouraged to shop and buy locally, given details of council initiatives to support this aim and have raised awareness of the recovery plan support. The leaflet delivery will be implemented through a procured local mailing house.</p> <p>Marketing (£50K) - Placing adverts/ advertorials in local print press to reach offline audiences and other local media outlets promoting shop local/ buy local and the Love Going out Locally, Getting Out and About, Loyal Free and Get Active offers.</p> <p>PR and Social Media Advertising (£50K) – A strategic Shop Local campaign will be devised and delivered to promote uptake. This will run across multiple platforms with a central message that shopping locally is good for the whole county economy. Communications support has been obtained to help support the campaign.</p>
Reasons for decision:	Covid 19 has had a significant impact on local businesses. The Covid 19 Recovery Plan identifies a range of measures the council will undertake in

	<p>2021/22 to support the soonest possible recovery. This includes a focus on encouraging people to buy locally, particularly in the run up to and over the Christmas period. This will support local businesses to recover, and safeguard local jobs.</p> <p>Building on the 'Love Local' campaign implemented over the last 18 months, the next phase of the shop local/ love local campaign will engage residents through a range of communication channels (as outlined above) to encourage them to spend locally. The campaign will also promote the wide range of recovery activities available to them.</p>
Highlight any associated risks/finance/legal/equality considerations:	The Covid recovery plan budget allocation must be committed within the 2021/22 financial year. Failure to implement the project, may lead reduced local spend and lack of take up of the range of council supported recovery initiatives, leading to possible business closures and job losses.
Details of any alternative options considered and rejected:	The council could choose not to implement the project. However, it is part of the approved Covid Recovery Plan, it may lead to reduced local spend in Herefordshire businesses (threatening viability) and the available funds would be lost. The development of the project has considered the most appropriate routes to engaging with local residents and businesses, informed by previous experience and best practice.
Details of any declarations of interest made:	None

I am an officer delegated to make the decision

Signed:

Print Name: Neil Taylor

Job Title: Director for Economy and Place