

Record of officer decision

Decision title:	Award of professional services contract to undertake design and consultation of Marketing & Communications support to the Hereford City Masterplan, pursuant to the ESPO Framework Agreement (reference 664_21 Consultancy Services).
Date of decision:	25 May 2022
Decision maker:	Corporate Director for Economy and Environment
Authority for delegated decision:	<p>Funding for this work is covered under the following decision:</p> <p>A cabinet member decision taken on 24 June 2021 gives the Interim Delivery Director authorization to take operational decisions associated with the commissioning of technical support required to deliver this project. The full report and decision notice can be found here Agenda for Cabinet on Thursday 24 June 2021, 2.30 pm - Herefordshire Council</p>
Ward:	All Wards.
Consultation:	<p>Work falls under the budget for delivering a Hereford City Centre Masterplan framework. The tender process has been carried out in consultation with Commercial Services to ensure that the council's contract procedure rules are followed correctly.</p> <p>Consultation has taken place with Finance, Legal and the S151 Officer.</p>
Decision made:	To award a professional services contract for consultants to provide the Marketing and Communications aspect of the City Masterplan Project. The quoted cost for delivery of the works is £154,612.00. An additional £30,000 contingency is also needed to allow for any modifications/changes to the brief and accommodate identified risks (to be managed through the project risk register). The total amount required to implement this decision is therefore £184,612.00.
Reasons for decision:	<p>A Hereford City Masterplan framework will help Hereford to become a more active travel city in the short, medium and long term. To complete a workable and suitable framework then a specialist marketing and communications team would need to be brought on board to help deliver and promote the message within the final framework. It will be these specialist consultants that develop and deliver a campaign to support modal shift from car to public transport, which is key to encouraging more people to walk, cycle and use public transport and therefore helping with the climate emergency.</p> <p>The project used the ESPO framework to speak to the specialist consultant</p>
Highlight any associated risks/finance/legal/equality considerations:	<p>The identified contingency sum will ensure that the project has adequate funds to cover all eventualities detailed in the risk register. The risk register will be regularly monitored, reviewed and updated as work progresses to ensure that activities are delivered as planned.</p> <p>The contract is to be awarded ESPO Framework Agreement (reference 664_21 Consultancy Services). The contract documentation and HC specific clauses have been reviewed and developed in conjunction with Legal Services.</p>
Details of any alternative options	Not to take on any specialised marketing and communication support. This is not recommended as the public and external stakeholder engagement will be a key

considered and rejected:	factor in keeping everyone on board with Hereford becoming a more active travel city and aiming at reducing the number of cars in and around the city centre. Not to progress with the project. This is not recommended as this will not achieve the framework needed to promote active travel within Hereford City Centre
Details of any declarations of interest made:	None

I am an officer delegated to make the decision

Signed:

Print Name: Ross Cook

Job Title: Corporate Director Economy and Environment