

Record of officer decision

Decision title:	Approval to award a contract for a supplier to provide consultancy services for the brand and digitalisation of Talk Community
Date of decision:	29 th October 2020
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?IId=50032818&Opt=0</p>
Ward:	Countywide
Consultation:	Cllr Pauline Crockett & Cllr Angela Tyler have been consulted.
Decision made:	To award a contract to IE Brand & Digital Consultancy for the provision of consultancy services for the brand and digitalisation for Talk Community for a period of 4 months at a total cost of £70,000 plus VAT.
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”. Appointing a competent consultant to develop a complete brand awareness process for Talk Community and define Talk Community's identity, will ensure its success in delivering these messages in order to best reach its target audiences and achieve its strategic goals and outcomes.</p> <p>In compliance with Herefordshire Council’s CPR’s, a tendering process was undertaken to seek an appropriate supplier 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 and we intend to award the contract to them.</p> <p>Oversight of the delivery of the work will be provided by the Corporate</p>

	Comms Team.
Highlight any associated risks/finance/legal/equality considerations:	None identified
Details of any alternative options considered and rejected:	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.
Details of any declarations of interest made:	None

Signed..... Date: 25.11.2020

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