

Record of officer decision

Decision title:	Visitor Economy Media Campaign
Date of decision:	24 August 2021
Decision maker:	Director for Economy and Place
Authority for delegated decision:	<p>On 24 June 2021, the Cabinet made the following recommendations:</p> <p>a) The Covid 19 Recovery Plan 2021/22 is approved, implementing up to £6.144m of Covid 19 funding to deliver the immediate actions required to enable short term economic, community wellbeing and organisational recovery.</p> <p>b) 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 in appendix A).</p> <p>Neil Taylor and Andrew Lovegrove subsequently approved a project proposal form to implement the visitor economy marketing and PR element of the Covid 19 Recovery Plan.</p> <p>Budget £115,000</p>
Ward:	All Wards
Consultation:	<p>This decision has been taken in consultation with the council's Section 151 officer and in light of the decision of the Cabinet on 24 June 2021</p> <p>http://hc-modgov:9070/ieDecisionDetails.aspx?ID=7996</p>
Decision made:	To appoint Hello Starling to lead the media element (£115,000) of the project following successful procurement (Invitation to Tender) undertaken in accordance with the council's contract procedure rules.
Reasons for decision:	<p>The visitor economy has been the worst effected sector by Covid 19, required to close for long periods of lockdown, losing income during periods of peak season. The council's Covid 19 Recovery Plan identified a need to support the soonest possible recovery of the visitor economy through a marketing and PR campaign promoting opportunities for staycation visits into the autumn of 2021 and spring of 2022, building on a successful early phase of activity funded by the Marches LEP.</p> <p>Following cabinet's approval of the Covid Recovery Plan, the council has procured PR, Marketing and Media agencies to deliver the proposed project in accordance with the contract procedure rules.</p> <p>This decision relates to the appointment of Hello Starling who have been openly procured to lead on the media element of the campaign. This includes the purchasing of appropriate advertising (social media, TV, print etc) targeting the counties key visitor markets.</p>
Highlight any associated risks/finance/legal/equality	Failure to appoint a media agency will lead to a gap in the delivery of visitor economy marketing and PR campaign, reducing the impact of the project and

considerations:	impair the recovery of a key local sector. Costs are capped at the value of the procurement and related contract.
Details of any alternative options considered and rejected:	Do nothing – The council could chose not to implement the visitor economy marketing and PR element of the Covid 19 Recovery Plan. However, this would significantly impair the recovery of the worst effected sector, leading to reduced trade and potential job losses.
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