



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

Officer Decision/Mayoral Decision No.:	ODN No. 160-2019
DECISION TITLE: Peterborough promotional campaign to Inward Investors / Central Government Department relocations	
NAME OF OFFICER/MAYOR EXERCISING DELEGATED POWERS: John Hill, Chief Officer Business Board	
DATE OF OFFICER/MAYORAL DECISION: 08/11/2019	

Responsible Director/Mayor:	<i>John T Hill, Director of Business and Skills</i>
Report Author and contact details:	<i>Steve Clarke Strategic Funds Manager Cambridgeshire & Peterborough Combined Authority www.cambridgeshirepeterborough-ca.gov.uk E: steve.clarke@cambridgeshirepeterborough-ca.gov.uk M: +44 (0)7715 653901</i>
Is it a key decision?	NO
Is this a public report? If a key decision, it will be a public report and will be published on the CA website.	NO
KEY DECISIONS ONLY	N/A
Insert forward plan ref number	
Date when Mayor intend to make decision.	
Date report published on the website	
Implementation Date	
Does the report have any annex that contains exempt information?	

Decision taken	<p><i>Please provide the exact details of the decision taken.</i></p> <p>CPCA is requested to provide funding to Peterborough City Council to enable refresh of promotional materials for Inward Investment activity to target and attract Inward Investors and Central UK Government relocations to the Greater Peterborough sub-economy area. The total value of this project work is £29,739 and the contribution being sought from CPCA</p>
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	<p>towards the project contract is: £15,239 (52%). Peterborough CC will be funding the balance of £14,500 (48%).</p> <p>PCC will procurement and sub-contracted the elements of delivery.</p> <p>Signature of a funding agreement is required.</p>																																												
<p>Authorisation (delete as appropriate)</p>	<p>This decision has been taken under: General authorisation (those decisions delegated to officers as per the Constitution):</p> <p>The proposal to approve the funds to Peterborough City Council has been agreed under general authorisation by John Hill Chief Officer Business Board.</p> <p>Officer Scheme of Delegation and Proper Officers. (Ch 17 para Para 3.4)</p>																																												
<p>Background Information</p>	<p><i>The enabling funding from CPCA will enable new and refreshed promotional materials to support the Inward Investment plans and promote the outcome of the Peterborough Station Quarter masterplan and other schemes which could come forward to provide growth space for Inward Investors and central Government Departments seeking to relocate out of London.</i></p> <p><i>Without CPCA funding the project there would be no promotional materials created/refreshed for a promotional campaign.</i></p> <p><i>The items being created or refreshed are:</i></p> <p>Costs funded by CPCA</p> <table border="1" data-bbox="411 1290 1497 1576"> <tr> <td>Brochure development</td> <td>£ 3,988</td> <td>Visual Etiquette</td> <td>12 pages + individual prospect pages</td> </tr> <tr> <td>Individual prospects print</td> <td>£ 295</td> <td>PPS print</td> <td>10 x 100 copies</td> </tr> <tr> <td>Brochure print</td> <td>£ 420</td> <td>PPS print</td> <td>500 copies</td> </tr> <tr> <td>Website</td> <td>£ 8,400</td> <td>Free Thinking Design</td> <td>Refresh of http://investinpeterborough.co.uk/</td> </tr> <tr> <td>Spotlight update</td> <td>£ 105</td> <td>Paper Rhino</td> <td>Update of this brochure http://investinpeterborough.co.uk/download/business-spotlight/</td> </tr> <tr> <td>Spotlight print</td> <td>£ 2,031</td> <td>Fisherprint</td> <td>750 copies</td> </tr> </table> <p>Total CPCA £ 15,239</p> <p>Costs funded by PCC</p> <table border="1" data-bbox="411 1765 1497 1998"> <tr> <td>Powerpoint presentation</td> <td>£ 500</td> <td>PCC</td> <td></td> </tr> <tr> <td>Video</td> <td>£ 10,000</td> <td>PCC</td> <td>Estimated quote at this stage as this will follow after the brochure development</td> </tr> <tr> <td>Event</td> <td>£ 2,000</td> <td>PCC/OP</td> <td>Details to be confirmed for Q1 2020</td> </tr> <tr> <td>Social Media Campaign</td> <td>£ 500</td> <td>PCC</td> <td>Collaboration with OP to align the messaging and reach a wider audience</td> </tr> <tr> <td>Photographer</td> <td>£ 1,500</td> <td>PCC</td> <td>Images for brochure and website</td> </tr> </table> <p>Total PCC £ 14,500</p>	Brochure development	£ 3,988	Visual Etiquette	12 pages + individual prospect pages	Individual prospects print	£ 295	PPS print	10 x 100 copies	Brochure print	£ 420	PPS print	500 copies	Website	£ 8,400	Free Thinking Design	Refresh of http://investinpeterborough.co.uk/	Spotlight update	£ 105	Paper Rhino	Update of this brochure http://investinpeterborough.co.uk/download/business-spotlight/	Spotlight print	£ 2,031	Fisherprint	750 copies	Powerpoint presentation	£ 500	PCC		Video	£ 10,000	PCC	Estimated quote at this stage as this will follow after the brochure development	Event	£ 2,000	PCC/OP	Details to be confirmed for Q1 2020	Social Media Campaign	£ 500	PCC	Collaboration with OP to align the messaging and reach a wider audience	Photographer	£ 1,500	PCC	Images for brochure and website
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	<p><i>All materials, brochures, websites will carry CPCA branding and links.</i></p> <p><i>The work will be managed by Peterborough City Council.</i></p>	
Alternative options considered.	<p><i>List alternative options considered and rejected and the reasons for rejection. Do not leave this section blank or put 'None'. There is always an alternative even if it is to do nothing.</i></p> <p>Options:</p> <ol style="list-style-type: none"> 1. Award this funding to PCC to deliver materials to timetable proposed 2. Do not enter into a funding agreement at this time and do not deliver the promotional materials as proposed. 3. Delay decision and not run promotional campaign until much later and potentially miss opportunities. <p>Option 1 is the chosen decision based on Officers assessment of the deliverability and need of the promotional materials, to proceed on the basis that the VfM that PCC can bring through procurement and delivery of the agreed outcome.</p>	
Financial Implications	<p><i>Please include the total costs and how the project will be funded. Please include budget codes for your directorate</i></p> <p>The programme will be funded out of two budget lines within Business & Skills: CX0125 BEIS LIS implementation funding (£10,000) CX0097 Growth Hub (£5,239).</p>	
Consultation	<p><i>List any relevant consultation undertaken in relation to the decision. For example portfolio holders, other Chief Officers.</i></p>	
	Chief Executive	<i>Name and Date approved (or indicate if not applicable) –</i>
	Responsible Director/Chief Officer	John T Hill, 04/11/2019
	Monitoring Officer	Dermot Pearson 08/11/2019
	S73	Rob Emery 08/11/2019
	Portfolio Holder	N/A
	Other - Procurement	Heidi Parker 05/11/2019
Declarations / Conflicts of Interests (only if the decision falls under the 'Express Authorisation' category)	<p><i>List the names of any member who has been consulted on and declared an interest in relation to the decision.</i></p> <p>None</p>	
Supporting documentation	<p><i>List any supporting documentation available in relation to this decision (all of this information must be retained for public inspection for a period of at least 4 years – there is no provision for the release of exempt/confidential information).</i></p> <p>Proposal quotes from PCC</p>	



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Officer/Mayor signature	 John Hill Chief Officer Business Board	Date 11/11/2019
<i>Once signed please file in the electronic file Documents/Governance/ office decision notice and enter details in the register. If a public report, pass to Democratic Services and we will arrange publication.</i>		