

Nottingham City Council Delegated Decision



Nottingham
City Council

Reference Number:

2534

Author:

Sarah Alton

Department:

Chief Executives Group

Contact:

Sarah Alton

(Job Title: Communications & Marketing Business Partner, Email: sarah.alton@nottinghamcity.gov.uk, Phone: 0115 876 3384)

Subject:

Procuring four videos to promote the Midlands Engine

Total Value:

Up to £60K (Type: Revenue)

Decision Being Taken:

Agree to carry out the procurement of a contract for the production of four short videos on behalf of the Midlands Engine to promote the potential of the Midlands area and highlight that it is a place to invest.

Delegate authority to Director of Economic Development to award the contract to the successful bidder.

Note: This will be funded from the budget held by Midlands Connect and will have no financial impact on existing Nottingham City Council budget lines.

Reasons for the Decision(s)

The Midlands Engine Senior Leadership Group have agreed to procure these videos which can be used at a range of events to promote the Midlands Engine both the UK and abroad, from public events to private investor opportunities, including a UK Trade & Investment led trade mission which will take place in September. Nottingham City Council is a partner in the Midlands Engine and is set to become the accountable body for the partnership. The four aspirational videos will promote the Midlands Engine to its target audiences to grow the Midlands economy through inward investment, trade and tourism.

The Midlands Engine has an ambitious plan to make the area an engine for growth. By doing this it will ensure it is at the centre of future economic success in the UK and beyond. The Midlands Engine prospectus was launched by Government in December 2015 with the aim of growing the region and UK economy to generate an additional £34bn over the next fifteen years and to create 300,000 jobs. The launch follows a similar scheme which is also receiving Government backing in the north of the country to create a 'Northern Powerhouse'.

Since the launch of the prospectus in December 2015, the Midlands Engine partnership has begun to plan how it is going to deliver its ambition and has appointed one of the region's top influential figures, Sir John Peace, as Chair. Sir John is one of the country's key business leaders who is also the Lord-Lieutenant of Nottinghamshire and the Chair of Midlands Connect - a partnership which is charged with developing and delivering the region's future strategic transport infrastructure needs which will be a key component to drive forward the Midlands Engine. Midlands Connect will be meeting the cost of the videos.

Other Options Considered:

Do nothing - this is not an option. The Midlands Engine is seeking to attract inward investment and establish trade links and is competing with other areas in the UK and beyond to do this. It is vital that the Midlands Engine sells the benefits to investors of the area and also galvanises businesses and other organisations with the Midlands region to work together and get behind the Midlands Engine, just as businesses and organisations in the north have done with the Northern Powerhouse.

Background Papers:

Published Works:

Affected Wards:

Citywide

Colleague / Councillor Interests:

Consultations:

Those not consulted are not directly affected by the decision

Crime and Disorder Implications:

None

Equality:

EIA not required. Reasons: EIA not required. Reason: it would be disproportionate to carry out an EIA

Social Value Considerations:

NA

Decision Type:

Portfolio Holder

Subject to Call In:

No

The call-in procedure does not apply to the proposed decision because the delay likely to be caused by the call in process would seriously prejudice the Council's or the public's interests. The Chair of the Overview and Scrutiny Committee (or Vice-Chair) in his/her absence has been consulted and agreed both that the decision proposed is reasonable in all circumstances and that it should be treated as a matter of urgency.

Person Consulted: Cllr Brian Parbutt

Consultation Date: 13/07/2016

The videos (which aren't being funded by the council) are required by the Midlands Engine urgently

Advice Sought:

Legal, Finance, Procurement

Legal Advice:

This report raises no significant legal issues. A competitive tender process is being undertaken. As the accountable body the City Council will award the contract and will then be in a position to permit other members of the Midland Engine to use the video. Proportionate arrangements need to be put in place to ensure the City Council is able to recover the costs of the videos - it is understood that this may not take place until after award of the contract due to the high profile nature of this procurement and the need to act quickly. Advice provided by Andrew James (Team Leader Contracts and Commercial) on 15/07/2016.

Finance Advice:

This decision is to procure four videos on behalf of the Midlands Engine to promote the potential of the Midlands. It is estimated that the cost of the videos will be £60k. Nottingham City Council is set to become the accountable body for the partnership, and has agreed to facilitate the purchase of the videos.

As detailed in the report, the expenditure will be funded by Midlands Connect and will have no impact on the City Council's budget.

Steve Lynk - Finance Analyst
0115 8763726
steve.lynk@nottinghamcity.gov.uk

14th July 2016
Advice provided by Stephen Lynk (Finance Analyst) on 14/07/2016.

Procurement Advice:

**An open tender process is being run to select a supplier. Extra effort has been made to promote the opportunity to local suppliers and shortlisted suppliers are being invited to present their proposal to a panel of stakeholders.
This will ensure that the winning supplier is fully appraised of our requirement.
Advice provided by John Watson (Category Manager) on 14/07/2016.**

Signatures

Jon Collins (Leader of the Council)
SIGNED and Dated: 21/07/2016
Ian Curryer (Chief Executive)
SIGNED and Dated: 19/07/2016