



RECORD OF DELEGATED DECISION (OFFICER)

1. Decision Reference No.	CEX441
2. Name/Title of Officer <small>(who is taking the Decision)</small>	Pranali Parikh Director for Growth and Regeneration
3. Email address of Officer	pparikh@melton.gov.uk
4. Title / Subject Matter:	Installation of lamp post banners
5. Type of Decision:	Public
6. Key Decision?	No
7. Decision Taken: 1. To enter into a 3-year contractual agreement with Baymedia to test, print, install, maintain and remove 10 x Lamp Post Banner on Scalford Road and Sherrard Street.	
8. Reasons for Decision: This decision is to award contract, which will be funded through money allocated to tourism and the visitor economy initiatives through the UKSPF, intervention (put the intervention number here E8.1 – funding for the development and promotion of wider campaign which encourage people to visit. The objective of lamppost banner campaign is to raise awareness about campaigns, events and activities by local stakeholders with the key benefit of increasing footfall to the high street by signposting visitors at two key entry points to the town, into it to create additional trips into the town (from Scalford Road and Sherrard Street entry points). Raised Lamppost Banners provide effective and efficient communication and promotion format using targeted community engagement campaigns, providing a high impact campaign to promote to tourists and residents alike. Raised level advertisements 3m from the ground have a 2.5 times better memory recall rate than the same advert at ground level. Suitable site locations (lamp posts) have been identified but are subject to structural testing prior to submitting for a highways licence application. This project was agreed in consultation with key stakeholders and as part of the successful submission of the UKSPF investment plan which was approved by Cabinet on the 08 March 2023 (CA81).	

The supplier has been procured in compliance with Melton Borough Council procurement policy, and all necessary due diligence has been carried out by the Council Officer.

The company in question have experience of delivering this activity in the Leicestershire area.

9. Authority / Legal Power:

Cabinet of 08 March 2023 delegated authority to the Director for Growth and Regeneration, in consultation with the Portfolio Holder for Growth and Prosperity, to authorise spend and undertake decisions, approvals and awards of contract that ensure continued delivery of the UKSPF programme in line with the investment plan. This is to include, not only council led projects, but also where funding needs to be released for delivery by a third party (via grants, commissioning, procurement of services etc).

10. Background Papers attached?

(Background papers are to be attached (unless exempt))

No

11. Alternative options available / rejected:

1. No Action - not to allocate appropriate funding to this project – this would not be in line with the UKSPF submission and the council would fail to deliver predetermined outputs and outcomes that the council is obligated to deliver through the interventions related to this agenda.

12. Implications:

Legal	<p>The Council has the power to enter into contracts in order discharge its functions (Local Government Act 1972, s111 and the Local Government (contract) Act 1997, s1).</p> <p>The Local Government Act 1972 requires the Council to have regulations for how it enters into contracts. In addition to complying with all relevant UK and EU legislation every contract entered into on behalf of the Council must also comply with the Council's Contract Procedure Rules and the Council's Financial Regulations</p> <p>The Council's UKSPF Investment Plan sets out how the Council plans to spend UKSPF funding to support the community and bring enrichment to the Borough. The Plan sets out how it was developed.</p> <p>[Legal Approval - 20 June 2024]</p>
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Finance	<p>The full costs of this contract is being funded through the UKSPF programme.</p> <p>There will be no additional cost pressures placed upon the council general fund by securing these services.</p> <p>[Finance Approval – 15th May 2024]</p>
HR	N/A

13. APPROVAL/SIGN OFF (Do not complete until all implications signed off at Section 12)

<p>Signature of Decision Maker with authority to sign (See Section 9): Please do not 'pp' for a Senior Officer</p>	<p>Email approval received Pranali Parikh Director for Growth and Regeneration</p>
<p>Consultation with:</p>	N/A
<p>Date:</p>	25/06/2024

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