



## Officer Decision Record

### 1. Subject and details of the matter (to include reasons for the decision)

To seek approval to award the concessions contract for the Sponsorship of Authority Assets following conclusion of the evaluation process.

The provider of the concessions contract will manage the sponsorship programme for the Council's assets.

As this is a Concession Contract the Council will entrust the provider the right to provide the service. Rather than the Council pay the provider for delivery of the service during the concession period, the provider has the benefit of retaining a percentage of the gross income generated from the sale of the sponsorship under this Concessions Contract ("Gross Income") to cover operation of the service and to make a profit. The Gross Income will be shared with the Council in line with the requirements stated in the contract.

The concessions contract will initially run for a period of five (5) years. There is a further possibility of two (2) further twelve (12) month extension periods depending on performance and business requirements.

The estimated whole life value of the contract is £1,381,000.

An open procurement process was followed in line with the Contract Procedure Rules.

Following the completion of the evaluation, Community Partners Limited have been identified as the most economically advantageous tenderer.

### 2. Is it a Key Decision as defined in the Constitution?

Yes. Approval to undertake the procurement was granted by Cabinet on the 28th May 2020.

Cabinet delegated the award approval to the Director of Economy and Growth.

DN.120

### **3. Details of Decision**

Award the concessions contract for Sponsorship of Authority Assets to Community Partners Limited.

### **4. Is it an Urgent Decision? If yes, specify the reasons for urgency Urgent decisions will require sign off by the relevant scrutiny chair(s) as not subject to call in.**

No.

### **5. Anticipated outcome(s)**

The concessions contract for the Sponsorship of Authority Assets will be awarded to Community Partners Limited.

### **6. Details of any alternative options considered and rejected by the officer when making the decision**

Not award the concessions contract. Community Partners Limited have been identified as the most economically advantageous tenderer, so there is no reason to not award.

### **7. Background documents considered**

None.

### **8. Does the taking of the decision include consideration of Exempt information? If yes, specify the relevant paragraph of Schedule 12A and the reasons**

N/A

### **9. Details of any conflict of interest declared by any Cabinet Member who was consulted by the officer which relates to the decision (in respect of any declared conflict of interest, please provide a note of dispensation granted by the Council's Chief Executive)**

No conflicts of interest were identified.

**10. Monitoring Officer Comments (Monitoring Officer or Deputy Monitoring Officer)**

The award is consistent with the Cabinet decision and delegations of 28<sup>th</sup> May 2020. The process followed is compliant with the Contract Procedure Rules.

**11. Section 151 Officer Comments (Deputy S151 Officer or nominee)**

The tender process followed aims to ensure the Council achieves optimal income generation from the contract.

**12. Human Resource Comments (Strategic Workforce Lead or nominee)**

There are no direct HR implications

**13. Risk Assessment (in accordance with the Report Writing Guide)**

The risk associated with non-award of the contract is that the Council will not be able to fulfil the decision agreed by Cabinet on the 28<sup>th</sup> May 2020.

The replacement concessions contract will look to take advantage of the following opportunities:

- a) Access to a large pool of potential sponsors;
- b) A managed service for the selling of sponsorship;
- c) Increased sponsorship opportunities; and,
- d) Increased income generation.

**14. Decision Maker(s):**

Name: Clive Tritton

Title: Interim Director for Economy,  
Growth and Environment

Signed: REDACTED

Dated: 17<sup>th</sup> November 2020

**15. Consultation carried out with  
Portfolio Holder(s):**

Name: Cllr Stewart Swinburn

Title: Portfolio Holder  
Environment and Transport

Signed: REDACTED

Dated: 18 November 2020

**16. If the decision is urgent then  
consultation should be carried out  
with the relevant Scrutiny  
Chair/Mayor/Deputy Mayor**

Name:

Title:

Signed:

Dated: