

RECORD OF OFFICER EXECUTIVE DECISION

Subject: Open4Business Digital event, business database, promotion and branding

Officer: Simon Hughes

(1) **Record of decision taken:-** to agree for Mid Sussex District Council to procure marketing, data and branding services to Open4Business. This will expand its use to promote Mid Sussex businesses in the future.

(2) **Date of decision:-** 07 July 2016

(3) **Statement of reasons for making the decision**

Legal Basis for Decision - Contracts up to £20,000

- (a) *Where the estimated value or amount of a proposed contract does not exceed £20,000 and provision has been made in the Council's annual budget for such expenditure, the Head of Service concerned shall have the authority to enter into any such contract provided the Head of Service is satisfied that the Council is receiving value for money. In the event of a Head of Service exercising their right to enter into a contract under this Rule 5 the Head of Service or other officer appointed to do so on their behalf shall prepare and retain a report detailing the reasons for the appointment of the relevant contractor having regard to the experience, competency, workmanship and the financial status of the contractor.*
- (b) *A Head of Service may at his/her discretion invite quotations in accordance with Rule 6 where the estimated value or amount of a proposed contract is £20,000 or less.*

Following the decision of Council to set aside a reserve for developing the Council's support of local business and business development work was identified to deliver the first element of this work. This consists of:

- refocussing the Open4Business event,
- refreshing the business data base,
- new branding so that Open4Business can be used more widely for initiatives to promote local businesses in the future,
- identifying potential presenters and stall holders,
- promotion of the event using social media and traditional marketing, and
- designing and delivering an event focussed on digital for Small and Medium sized Enterprises (SMEs), or any company wanting to further their business using digital technology.

This work will provide content and data that will then be used for a number of years.

Purple Rose Digital, a local Mid Sussex business based in Burgess Hill, will deliver the work within the budget identified.

(4) Alternative options considered and rejected

A procurement exercise was completed to identify the best value supplier of these services. Purple Rose Digital delivered on the price, enthusiasm and local knowledge.

(5) Name of Cabinet Member with whom decision discussed

Councillor Jonathan Ash-Edwards
Councillor Gary Marsh

(6) Any Code of Conduct Interests of the Cabinet Members

None

(7) Any relevant Code of Conduct dispensations

N/A



Signed:

Officer – Simon Hughes, Head of Digital and Customer Service