



**EXECUTIVE DECISION RECORD
Officer**

REF No: 44/23

A1 Service Area	Regeneration & Development
A2 Title	Additional Marketing Capacity
A3 Decision Taken By	Cabinet Member / Chief Officer
A4 Chief Officer	Please print name: Thomas Deery Please sign name: Approval by Email 21/09/2023
A5 Leader / Cabinet Member consulted?	Please print name: Cllr Paul Walker Cabinet Member Please sign name: Approval by Email 21/09/23
A6 Date of Decision	22/09/2023

Confidentiality

A7 Is this Decision confidential by containing exempt information as described in Schedule 12A of the Local Government Act 1972?	No
A7.1 If yes, please state relevant paragraph from Schedule 12A LGA 1972.	Paragraph

Conflict of Interest

Are there any conflicts of interest to declare? No *(please delete as appropriate)*

(If “Yes” please contact the Chief Executive before making the Decision. A note of dispensation should be attached).



Scrutiny

A8 Which Scrutiny Committee should this decision be submitted to? *(Please tick as appropriate)*

Scrutiny (Value for Money Council) Committee

Scrutiny (Regeneration Development and Market Hall) Committee ✓

Scrutiny (Health and Wellbeing) Committee

Scrutiny (Climate Change and Environment) Committee

Financial Implications

B5 What are the financial implications?	<p>The main financial issues arising from this decision are as follows:</p> <p>Appointing this temporary position from August 2023 until June 2024 will cost up to £15,840.</p> <p>A fixed sum of £25,000 is also identified for further work on the Place Brand for Burton upon Trent, to create additional capacity for building on the existing project.</p> <p>This expenditure will be met from the multi-disciplinary regeneration capacity funding allocated in the MTFS.</p>
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Revenue	2023/24	2024/25	2025/26
Temporary Marketing Officer	£11,160	£4,680	
Place Brand funding	£25,000		

Capital	2023/24	2024/25	2025/26

<p>The finance section has been approved by the following member of the Financial Management Unit:</p>	<p>Please print name: Anya Murray</p> <p>Please sign name: Approval by email 20/09/2023</p>
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Policy Framework

B6 Is the Decision wholly in accordance with the Council's policy framework?	Yes
B6.1 If No, does it fall within the urgency provisions (Part 3 of the Constitution)?	NA
B6.2 Has it got the appropriate approvals under those provisions?	Yes
B7 Is the Decision wholly in accordance with the Council's budget?	Yes
B7.1 If No, does it fall within the urgency provisions (Part 3 of the Constitution)?	NA
B7.2 Has it got the appropriate approvals under those provisions?	Yes

Equalities Implications

B8 What are the Equalities implications:

B8.1 Positive (Opportunities/Benefits):

This position will give additional marketing support across the Regeneration and Development service, helping to deliver and promote a wide range of council projects and initiatives to local residents and visitors. The position will also in part, back fill the existing Market Officer role which is temporarily vacant.

B8.2 Negative (Threats):

B8.3 The subject of this decision is not a policy, strategy, function or service that is new or being revised. An equality impact assessment is not required.

B8.4 The equality impact assessment identified the following actions to be carried out

Risk Assessment

B9 What are the Risk Assessment implications:

B9.1 Positive (Opportunities/Benefits):

The additional support will improve the way in which the council communicates and markets its services and initiatives to local residents.

B9.2 Negative (Threats):

B9.3 The risks do not need to be entered in the Risk Register. Any financial implications to mitigate against these risks are considered above.

Legal Considerations

B10 What are the Legal Considerations:

B10.1 By s112 (1) Local Government Act 1972, the Authority may appoint such officers as they consider necessary for the proper discharge of any of its functions, and by sub-section 2, on such reasonable terms and conditions as they think fit.

This section has been approved by the following member of the Legal Team

Please print name: Glen McCusker – Locum Solicitor

B10 What are the Legal Considerations:

Please sign name: Glen McCusker
Approval by email 09/08/2023

Sustainability Implications

B11 What are the Sustainability implications:

B11.1 The proposal would not result in an overall positive effect in terms of sustainability (including climate change and change adaptation measures).

B11.2 Positive (Opportunities/Benefits):

B11.3 Negative (Threats):

Health & Safety Implications

B12 What are the Health & Safety implications:

B12.1 N/A

B12.2 N/A

B12.3 N/A

B12.3.1 Positive (Benefits)

B12.3.2 Negative (Threats)

Key Decision

B13 Is this a Key Decision? No

Note: A Key Executive Decision is one where:

- 1. REVENUE – Any contract or proposal with an annual payment or saving of more than £100,000**
- 2. CAPITAL – Any capital project with a value in excess of £150,000**
- 3. A decision which significantly affects communities living or working in an area comprising two or more wards.**

B13.1 If this is a Key Decision, is this an urgent decision such that a delay caused by use of the Call-in Procedure would <u>seriously</u> prejudice the public interest?	NA
B13.2 If yes, has the Mayor or in his/her absence the Deputy Mayor or in his/her absence the Chair of the relevant Scrutiny Committee agreed that the decision will be exempt from Call-in?	NA

NOTE: If this decision is subject to the Call-in Procedure it will come into force, and may then be implemented, on the expiry of 3 working days after publication – unless 10 Members of the Council call in the decision.

Please send the original signed document to andrea.davies@eaststaffsbc.gov.uk