

**OFFICER DELEGATION SCHEME  
RECORD OF OPERATIONAL DECISION**



**TO BE UPLOADED TO THE INTERNET BY DEMOCRATIC SERVICES**

<b>Date:</b>  14 <sup>th</sup> July 2020	<b>Ref No:</b> BGI0042
<b>Type of Operational Decision:</b>	
<b>Executive Decision</b> <input checked="" type="checkbox"/>	<b>Council Decision</b> <input type="checkbox"/>
<b>Status:</b>	
<b>Title/Subject matter:</b> ERDF funded Town Centre Safe Reopening Fund – Comms "Keep Safe adverts"	
<b>Budget/Strategy/Policy/Compliance</b> – Is the decision:	
(i) within an Approved Budget	Yes
(ii) in accordance with Council Policy	
<b>Equality Impact Assessment</b> [Does this decision change policy, procedure or working practice or negatively impact on a group of people? <b>If yes</b> – complete EIA and summarise issues identified and recommendations – forward EIA to Corporate HR]	

## **Details of Operational Decision Taken [with reasons]:**

£50 million ERDF monies have been made available under the banner of the Town Centre Safe Reopening Fund. Bury is able to access £169k from this fund.

The funding is very clearly intended to support safe reopening of SMEs and the associated guidance specifies that the fund must be used to subsidise the introduction of temporary measures over and above planned work.

There are a number projects that are being progressed to aid the safe re-opening, including:

**Communications** – advertising the 'keep safe' message across the Borough on available space. This includes bill boards, telephone kiosks, rear of buses;

**Business materials** – posters / signage / stickers that businesses can request to ensure that their premises are able to put social distancing measures in place;

**Business advice** – employ temporary resource to specifically provide advice to businesses on how they can open safely and operate in a safe manner (including helping to fill in the required application, risk assessments, sign posting etc). Resource could be mobile and have 'surgeries' in respective centres for local businesses;

**Physical materials** – this can include barriers to provide identifiable trading areas or manage queues outside premises or to help provide temporary materials to stop up roads. This can also include temporary footpaths to extend space for business (e.g. to cover parking bays);

**Hand sanitisers** - installation of temporary hand sanitisers

This is a request to authorise the procurement of further advertorial space under the following workstream:

**Communications** – advertising the 'keep safe' message across the Borough on available space. This includes bill boards, telephone kiosks, rear of buses;

We have recently commissioned Primesight Global for space on the rear of buses, bill boards and telephone kiosks to the value of **£7,188 + VAT**.

The following advertorial spaces are in addition.

This will create a borough wide single message with the biggest impact across all of our town centres and highstreets.

- 45 street furniture sites over 30 unique panels split over 6 weeks. All the sites are either central or on key routes, scoring the highest number of impression or audience views.

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In addition the company have allocated 125,000 x 10 second digital plays across all of their Bury sites completely free of charge for 4 weeks from the 30th August.


The total cost of this additional communication activity is **£10,800 + VAT**.

This will bring the total spend so far to **£17,998 + VAT**

As the communication activity promoting the safe reopening of our town centres and high streets will be borough wide we will be branding appropriately within towns i.e. In Radcliffe, promotional activity will be promoted as Radcliffe.

Under ESIF national Procurement guidance we are able to procure with one organisation in an emergency situation.

A delay in authorisation would take the activity into August or later.

Decision taken by:	Signature:	Date:
Executive Director or Chief/Senior Officer		14.7.20
<b>Members Consulted [see note 1 below]</b>		
Cabinet Member/Chair		
Lead Member		
Opposition Spokesperson		

<b>Notes</b>
<p>1. It is not generally a requirement to consult with any Members on Operational Decisions but where a Chief Officer considers it necessary to consult with the appropriate Cabinet Member and/or Lead Member, they must sign the form so as to confirm that they have been consulted and that they agree with the proposed action. The signature of the Opposition Spokesperson should be obtained to confirm that he/she has been consulted.</p> <p>2. <b>This form must not be used for urgent decisions.</b></p>