



CAMBRIDGESHIRE
& PETERBOROUGH
COMBINED AUTHORITY


Report Author: Pearl Roberts, Programme Manager
Tel: 07702 572373

OFFICER DECISION TITLE: CA 2030 Programme - Prospectus
NAME OF OFFICER EXERCISING DELEGATED POWERS: Chief Executive
DATE OF OFFICER DECISION: 19 October 2017

Responsible Director:	<i>Martin Whiteley, Chief Executive</i>
Is this a public report? If a key decision, it will be a public report and will be published on the CA website.	No
Does the report have any annex that contains exempt information?	No


Decision taken	<p><i>Please provide an overview of the decision taken.</i></p> <p>The Chief Executive agreed to engage public relations / media support for the development of the CA Prospectus as part of the CA 2030 Programme.</p> <p>The prospectus will provide a statement of intent and ambition for Cambridgeshire and Peterborough in 2030. It will describe to the A's residents, businesses, partners and all stakeholders the key features of our future strategy. It will also provide a core resources for the CA in its engagement with stakeholders in government, business and other stakeholders.</p> <p>Award of Contract to: PS Media</p> <p>Contract Sum: £30,000 plus VAT. The fees cover all filming, editing, writing and advice. Any bulk printing will be an additional cost.</p> <p>For the provision of CA 2030 prospectus</p> <p>Contract Period: from 31 October 2017 until completion expected December 2017 for a total of 20 days, at £650.00 per day, billed in arrears at the end of each month. Any additional days required</p>
----------------	--



	will be subject to a further decision.																								
Authorisation (<i>delete as appropriate</i>)	The Chief Executive has delegated authority under the constitution to authorise expenditure up to £500k																								
Background Information	<p>The CA 2030 Programme will develop three core products; Prospectus, Public Service Terms of Reference and 4 Year Plan.</p> <p>The figure below provides an overview of the programme:</p> <table border="1" data-bbox="539 660 1476 952"> <thead> <tr> <th colspan="2">Prospectus</th> <th colspan="2">Public Service Reform</th> <th colspan="2">Prospectus</th> <th colspan="2">Four Year Plan</th> </tr> <tr> <th>26 Sep</th> <th>18 Oct</th> <th>25 Oct</th> <th>1 Nov</th> <th>8 Nov</th> <th>20 Nov</th> <th>11 Dec</th> <th>13 Dec</th> </tr> </thead> <tbody> <tr> <td>1. What do we want our area to be like in 2030?</td> <td>2. Refining and agreeing our ambition for 2030</td> <td>3. Public Service Reform: scope and approach</td> <td>4. Public Service Reform: terms of reference and timetable</td> <td>5. Local Industrial Strategy</td> <td>6. Spatial Plan</td> <td>7. Draft Four Year Plan</td> <td>8. Next steps and engagement</td> </tr> </tbody> </table> <p style="text-align: center;">  </p> <p>Due to the short timeframe for the Programme and the need to develop the prospectus before the end of the calendar year, direct award to PS Media provides a quick and effective way for the CPCA to develop the prospectus using the specialised experience and expertise required at this crucial stage of development.</p> <p>Prospectus aim:</p> <p>To have a draft multi-media prospectus and media strategy in place before the 11th of December and have the completed plan and strategy agreed and in place by the end of December.</p> <p>To include a printed and digital prospectus, a short film (2'30 max) video clips for social media, audio for radio and suggested media strategy.</p> <p>Key messages:</p> <p>The prospectus will focus on a small number of key ambitions or messages – this will enable them to resonate with the target audiences.</p> <p>The prospectus will be based around four key individuals, of different age, ethnicity, gender and geography, e.g. a five year old girl in Huntingdon, a 16 year old black/ethnic minority boy in Peterborough, a 30 year old female nurse in Cambridge, a 45 year old professional man in Ely and a 60 year old man in Wisbech - All will have very different aspirations for the future in their locality, they will also be coached to talk about our key themes and the wider issues.</p>	Prospectus		Public Service Reform		Prospectus		Four Year Plan		26 Sep	18 Oct	25 Oct	1 Nov	8 Nov	20 Nov	11 Dec	13 Dec	1. What do we want our area to be like in 2030?	2. Refining and agreeing our ambition for 2030	3. Public Service Reform: scope and approach	4. Public Service Reform: terms of reference and timetable	5. Local Industrial Strategy	6. Spatial Plan	7. Draft Four Year Plan	8. Next steps and engagement
Prospectus		Public Service Reform		Prospectus		Four Year Plan																			
26 Sep	18 Oct	25 Oct	1 Nov	8 Nov	20 Nov	11 Dec	13 Dec																		
1. What do we want our area to be like in 2030?	2. Refining and agreeing our ambition for 2030	3. Public Service Reform: scope and approach	4. Public Service Reform: terms of reference and timetable	5. Local Industrial Strategy	6. Spatial Plan	7. Draft Four Year Plan	8. Next steps and engagement																		



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY

	<p>PS Media has significant PR/Media experience in the CA geography. The Lead Consultant has worked for the BBC in the area for many years and is informed and knowledgeable about the area, the devolution deal to Cambridgeshire and Peterborough. He is known to a number of constituent local authorities and has run a number of successful campaigns in the area including well received campaigns for Cambridgeshire County Council / Peterborough City Council.</p>
Alternative options considered.	<p>Do Nothing. This option was discounted on the basis that the CPCA requires the preparation of Expressions of Interest to be undertaken urgently in order to achieve the government deadline.</p> <p>Seek Quotations. This option was discounted on the basis that the advice required by the CPCA is urgent.</p>
Consultation	<p><i>List any relevant consultation undertaken in relation to the decision. For example portfolio holders, other Chief Officers.</i></p> <p>The Mayor has been consulted about the relative merits of using a specialist media consultant to design and deliver a campaign to develop the CA 2030 prospectus.</p>
Declarations / Conflicts of Interests (only if the decision falls under the 'Express Authorisation' category)	None
Supporting documentation	<p>PS Media proposal attached</p> <p> CA Prospectus bid.docx</p>

Officer signature	Martin Whiteley	Date 19/10/2017
<p><i>Once signed please file in the electronic file Documents/Governance/ office decision notice and enter details in the register.</i></p> <p><i>If a public report, pass to Democratic Services and we will arrange publication.</i></p>		