



CAMBRIDGESHIRE
& PETERBOROUGH
COMBINED AUTHORITY

Report Author: Pearl Roberts, Programme Manager
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OFFICER DECISION TITLE:
CA 2030 Programme - Prospectus

NAME OF OFFICER EXERCISING DELEGATED POWERS:
Chief Executive

DATE OF OFFICER DECISION: 15 January 2018

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>This decision notice relates to an extension of the work required to complete the 2030 prospectus following changes to the Combined Authority's timetable.</p> <p>Award of Contract to: PS Media</p> <p>Contract Sum: £3,900 plus VAT to complete the written and digital prospectus and associated deliverables:</p> <ul style="list-style-type: none">• a draft multi-media prospectus and media strategy• a printed and digital prospectus, a short film (2'30 max) video clips for social media, audio for radio and suggested media
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	<p>strategy</p> <p>Contract Period: from 01 January 2018 until completion expected early February 2018 (a total of 6 days, at £650.00 per day, billed in arrears at the end of each month). Any additional days required will be subject to a further decision.</p>																								
Authorisation (delete as appropriate)	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><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><td>26 Sep</td><td>18 Oct</td><td>25 Oct</td><td>1 Nov</td><td>8 Nov</td><td>20 Nov</td><td>11 Dec</td><td>13 Dec</td></tr><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></table> <p style="text-align: center;">Research, Evidence Base, Analysis Incremental development of 3 products</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</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
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	<p>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> <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 work to complete the prospectus is already underway.</p> <p>Seek Quotations. This option was discounted on the basis that PS Media has completed the preliminary work and is best placed to complete the prospectus.</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> <p>Original Officer decision notice attached</p> <p> Officer Decision Notice - CA 2030 Prc</p>

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