

# RECORD OF EXECUTIVE DECISION

## TITLE OF THE DECISION :- To Commission Blink Media And KAT Marketing To Deliver Project Funded By The UK Shared Prosperity Fund

| Date       | Decision Maker                            | Decision                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Reason(s) for Decision                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Alternative Options Considered                                                                                                                                                                                                                                                                                                                     | Conflicts of Interest Declared<br>(and Dispensations granted by the Monitoring Officer) | Consultation with relevant Ward Member(s)<br>Yes/No | Subject to Call-in?<br>Yes/No |
|------------|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------|-------------------------------|
| 19/12/2024 | Portfolio Holder for Business and Economy | <p>To approve the chosen suppliers to design and build the Tendring4Growth website and a separate provider to develop a suite of training videos, after a procurement exercise, noted in the executive decisions dated 22<sup>nd</sup> November 2024.</p> <p><b>Project 1:</b> To design and develop a Tendring4Growth Website, the recommended provider to procure this project is Blink Media. This project has been allocated £10,000 from the UK Shared Prosperity Fund under Intervention E16: Improvements to town centre retail / markets / service infrastructure, with business support. The ongoing maintenance of the site will be funded by the Economic Growth Teams enabling fund allowing the site to be maintained for the term of contract which is 5 years.</p> | <p><b>Tendring4Growth Website:</b></p> <p>An Executive Decision has been published for this procurement.</p> <p>Through continued growth of Tendring4Growth, we have identified a need for a dedicated space to house important information for Tendring businesses. This approach effectively provides local businesses with the necessary resources in one place and demonstrates the council's commitment to encouraging growth in the local economy.</p> <p>Key reasons for this recommendation include Blink Media being a Tendring-based business, offering unlimited pages</p> | <p>To not utilise UKSPF funding to deliver this training and website and not have a free resource for Tendring Businesses to use.</p> <p>To be unable to signpost local businesses to council resources surrounding business training videos, as these do not exist.</p> <p>If the allocated UKSPF funding is not spent and the project is not</p> | N/A                                                                                     | No                                                  |                               |

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|  |  | <p><b>Project 2:</b> To develop a suite of training videos to be used as a training resource for local businesses, the recommended provider to procure this project is KAT Marketing. This project includes, animated video creation, live webinars, training, marketing, client liaison. This project has also been allocated funding from UKSPF; £20,000, under intervention E34: Courses inc. basic skills (digital, English and English as a Second Language), and life skills and career skills and financial support.</p> <p>This Decision makes the recommendation to commission Blink Media to provide the Tending4Growth website and KAT Marketing to provide a suite of training videos for Tending businesses.</p> | <p>(compared to another quotes maximum of six pages), and providing a comprehensive outline of site capabilities that align with our objectives. They have also confirmed that the ongoing maintenance charge is fixed for 5 years and will not increase.</p> <p><a href="https://tdc-mgov-prod-01.tendingdc.gov.uk/ieDecisionDetails.aspx?ID=13009">https://tdc-mgov-prod-01.tendingdc.gov.uk/ieDecisionDetails.aspx?ID=13009</a></p> <p><b>Suite of Training Videos:</b></p> <p>An Executive Decision has been published for this procurement.</p> <p>The concept of delivering this training through recordings, rather than one-off events, makes the information more accessible to people who may not be able to visit an event, as we do not have the capacity to professionally record a training session being delivered in an event setting.</p> <p>The recommendation is for KAT Marketing to be</p> | <p>completed by March 2025, this will need to be returned to UK Government.</p> <p>To only commission one of these projects and not take advantage of the funding opportunity that is available right now.</p> |  |  |
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|                                                                                                                 |  |  |  | <p>commissioned as the successful party in this procurement. KAT Marketing submitted a more comprehensive proposal compared to other quoters. This proposal includes impressive forms of delivering the training videos, using AI and animation, with complimentary webinars to be hosted alongside this. Ultimately, their proposal aligned far better with the project objectives.</p> <p><a href="https://tdc-mgov-prd-01.tendringdc.gov.uk/ieDecisionDetails.aspx?ID=13010">https://tdc-mgov-prd-01.tendringdc.gov.uk/ieDecisionDetails.aspx?ID=13010</a></p> |                                                                                                                      |            |  |        |
| <b>URGENT DECISIONS ONLY (If non-urgent go to "Agreement to Decision" below):-</b>                              |  |  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                      |            |  |        |
| <b>GENERAL EXCEPTION APPLIES?</b><br>(Rule 14 Access to Information Procedure Rules)                            |  |  |  | YES/NO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | If yes, has at least 5 clear days notice been given to the Chairman of the relevant overview and scrutiny committee? |            |  | YES/NO |
| <b>SPECIAL URGENCY APPLIES?</b><br>(Rule 15 Access to Information Procedure Rules)                              |  |  |  | YES/NO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | If yes, has the Chairman of the relevant overview and scrutiny committee's consent been obtained?                    |            |  | YES/NO |
| <b>EXEMPTION FROM CALL-IN APPLIES?</b><br>(Rule 18i Overview and Scrutiny Procedure Rules)                      |  |  |  | YES/NO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | If yes, has the Chairman of the relevant overview and scrutiny committee's consent been obtained?                    |            |  | YES/NO |
| <b>URGENT &amp; OUTSIDE BUDGET OR POLICY FRAMEWORK?</b><br>(Rule 6 Budget and Policy Framework Procedure Rules) |  |  |  | YES/NO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | If yes, why is it not practical to convene a quorate meeting of full Council?                                        |            |  |        |
|                                                                                                                 |  |  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | If yes, has the Chairman of the relevant overview and scrutiny committee's consent been obtained?                    |            |  | YES/NO |
| <b>AGREEMENT TO DECISION:-</b>                                                                                  |  |  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                      |            |  |        |
| Signed:-                   |  |  |  | Date:-                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                      | 20/12/2024 |  |        |
| Decision Maker                                                                                                  |  |  |  | Delegated Power Reference (in Part 3 of the Constitution):-<br>.....                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                      |            |  |        |

Original signed copy to be retained by Service.

**Electronic copy to be sent to [democraticservices@tendrindc.gov.uk](mailto:democraticservices@tendrindc.gov.uk) for publication.**