

EAST LINDSEY DISTRICT COUNCIL EXECUTIVE DECISION NOTICE

1. Decision to be taken:

To appoint Distract Ltd to provide the Council with PR support to raise the profile of the Lincolnshire Wolds and Lincolnshire coast, on an initial 11 month contract from 1st May 2019.

2. This is a:

PORTFOLIO HOLDER SUPPORTED OFFICER DECISION

Note: This form should not be used for Key Decisions

3. The following is the decision making body or person:

Jon Burgess (Economic Development Manager) after consultation with Karen Edwards (Lead Tourism Officer); Kate Harrison (Tourism Support Officer). Contract terms and conditions provided by Legal Services Lincolnshire.

4. Financial implications from this decision have been communicated to the Portfolio Holder for Finance and the Leader? YES

5. The decision was taken on: 12 April 2019

Note: - the above date to be completed by Democratic Services upon publication

6. Contact Officer and details:

Jon Burgess
Economic Development Manager
Growth and Promotions Service,
East Lindsey District Council,
Room 49, Tedder Hall,
Manby Park,
Louth,
Lincolnshire. LN11 8UP

Direct Line: 01507 613 117 (internal ext. 3117)

7. List of documents submitted for consideration in relation to the matter in respect of which the decision is to be made :

Appointment follows publication of the Council's service requirements and evaluation of quotations received through the Council's electronic procurement portal (ProContract – ref: DN398596)

Decision Notice Form (ExD2)

8. Where the documents are held and where they can be obtained from (except exempt items) when they become available:

On shared filestore for tourism (P:/)

9. The reason for the decision and other alternative options considered and rejected:

Tenders evaluated by three officers within the Growth and Promotions Service on the 9th April. Distract Ltd were the highest scoring proposal of all bids received.

In-house officers do not have the capacity to work with national journalists, media and bloggers to plan and secure coverage in a range of publications/newspapers/online sources, alongside existing work programme.

10. Declaration of any conflicts of interest of the decision making body or the individual:

None

11. Provide a note of any subsequent dispensations granted by the Head of Paid service:

None

12. Financial Implications of this Decision:-

Estimated cost:- £11,000 (as part of approved base budget for tourism service)

Funded from:- 42040-GRGP-2021-000

N.B. Please enter names below, signatures will be retained as a hard copy and will not be published therefore should be provided on page 3 of this form:

13. This decision has been signed off by:

Head of Paid Service/S151 Officer (**Robert Barlow**)

- signatures should be provided overleaf on page 3

Officer (**Jon Burgess**)

Portfolio Holder (**Cllr Adam Grist**):
