



**EXECUTIVE DECISION RECORD**  
**Officer**

**REF No: 208.24**

<b>A1</b> Service Area	Regeneration & Development
<b>A2</b> Title	Additional Marketing Capacity
<b>A3</b> Decision Taken By	Chief Officer
<b>A4</b> Chief Officer	Please print name: Thomas Deery  Please sign name: (Approved via email 14 <sup>th</sup> August 2024)
<b>A5</b> Leader / Deputy Leader consulted?	Please print name:  Please sign name:
<b>A6</b> Date of Decision	14 <sup>th</sup> August 2024

**Confidential or Exempt Information**

<b>A7</b> Does this decision contain Confidential Information?	No
<b>A7.1</b> Does this Decision contain Exempt Information as described in Schedule 12A of the Local Government Act 1972?	No
<b>A7.2</b> If yes, please state relevant paragraph from Schedule 12A LGA 1972.	N/A

**Conflict of Interest**

Are there any conflicts of interest to declare? No

(If "Yes" please contact the Chief Executive before making the Decision. A note of dispensation should be attached).



### Scrutiny/Audit

**A8** Which Committee should this decision be submitted to? (*Please tick as appropriate*)

Scrutiny (Value for Money Council) Committee

Scrutiny (Regeneration Development and Market Hall) Committee ✓

Scrutiny (Health and Wellbeing) Committee

Scrutiny (Climate Change and Environment) Committee

Audit Committee

<b>B1</b> What is the Decision?	Appointment of a temporary freelance Marketing Officer.
<b>B2</b> What are the reasons for the Decision?	<p>Following EDR 44/23 the Council has used Marketing support from Olivia Robinson Marketing since September 2023. In 2023/24, Regeneration – Multi-Disciplinary Support reserve was used to fund the expenditure. From April 2024, the budget for Marketing Officer, which was approved in Star Chambers 2024/25, was used to offset the costs.</p> <p>This ODR to continue the arrangement to appoint a new temporary freelance Marketing Officer from end of August 2024 to end of December 2024, which a permanent full time Marketing Officer is recruited.</p> <p>This position will assist in the delivery of marketing and communications to residents and visitors across the organisation, work to promote a wide range of council projects and initiates under the guidance of the Interim Marketing and Tourism Manager, whilst a full time permanent Marketing Officer is recruited.</p>
<b>B2</b> Alternative options considered and rejected?	<p>The alternative option considered was the appointment of a full service marketing agency to support in the delivery of marketing. This arrangement presents less flexibility and additional costs to the council and so was not taken further.</p> <p>In Star Chambers 2024/25, budget was approved for a new Marketing Officer from 2024/25. The recruitment was delayed until the autumn of 2024, whilst the permanent Marketing &amp; Tourism Manager was recruited.</p>
<b>B3</b> What are the contributions to Corporate Priorities?	Creating a prosperous East Staffordshire
<b>B4</b> What are the Human Rights considerations?	There are no Human Rights issues arising from this decision.

## Financial Implications

<b>B5</b> What are the financial implications?	Budget from 2024/25 was set for a full time Marketing Officer at grade 6. As the post will not be filled until January 2025, budget from April 2024 to December 2024 can be used to fund the freelance Marketing Officer.
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Revenue	2024/25	2025/26	2026/27
Budget for Marketing Officer grade 6 (full year)	40,270	41,840	43,470
Budget for Marketing Officer grade 6 (Apr 24 – Dec 24)	30,200		
Year-to-date Temporary Staff Costs (Apr 24 – Aug 24)	6,840		
Estimated cost for new freelance Marketing Officer @ £1,200/month (Sept 24 – Dec 24)	4,800		
Remaining budget (Apr 24 – Dec 24)	<b>18,560</b>		

Capital	2024/25	2025/26	2026/27

The finance section has been approved by the following member of the Financial Management Unit:	Please print name: Daniel Binks – Chief Accountant  Please sign name: Approved via email 13 <sup>th</sup> August 2024
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## Policy Framework

<b>B6</b> Is the Decision wholly in accordance with the Council's policy framework?	Yes
<b>B6.1</b> If No, does it fall within the urgency provisions (Part 3 of the Constitution)?	NA
<b>B6.2</b> Has it got the appropriate approvals under those provisions?	Yes
<b>B7</b> Is the Decision wholly in accordance with the Council's budget?	Yes
<b>B7.1</b> If No, does it fall within the urgency provisions (Part 3 of the Constitution)?	NA
<b>B7.2</b> Has it got the appropriate approvals under those provisions?	Yes

## Equalities Implications

<b>B8</b> What are the Equalities implications:
<b>B8.1</b> Positive (Opportunities/Benefits):x This position will give additional marketing support across the Regeneration and Development service, helping to deliver and promote a wide range of council projects and initiatives to local residents and visitors.
<b>B8.2</b> Negative (Threats):
<b>B8.3</b> The subject of this decision is not a policy, strategy, function or service that is new or being revised. An equality impact assessment is not required.
<b>B8.4</b> [The equality impact assessment identified the following actions to be carried out:]

## Risk Assessment

<b>B9</b> What are the Risk Assessment implications:
<b>B9.1</b> Positive (Opportunities/Benefits): The additional support will improve the way in which the council communicates and markets its services and indicatives to local residents.
<b>B9.2</b> Negative (Threats):
<b>B9.3</b> The risks do not need to be entered in the Risk Register. Any financial implications to mitigate against these risks are considered above.

## Legal Considerations

<b>B10</b> What are the Legal Considerations:
<b>B10.1</b> By s112 (1) Local Government Act 1972, the Authority may appoint such officers as they consider necessary for the proper discharge of any of its functions, and by sub-section 2, on such reasonable terms and conditions as they think fit.
<b>This section has been approved by the following member of the Legal Team</b>

**B10** What are the Legal Considerations:

Please print name: Glen McCusker – Locum Solicitor and Deputy Monitoring Officer.

Please sign name: Approved via email 7<sup>th</sup> August 2024

### **Environmental Impact**

**B11** What are the Environmental Impacts:

Consider impacts related to the Climate Change & Nature Strategy aims:

- Reducing greenhouse gas emissions (climate change mitigation)
- Preparing for future climate change (adaptation)
- Protecting and enhancing nature
- Using resources wisely and minimising waste and pollution

**B11.1** The impacts are **not significant** and are set out below without enhanced consideration by the Council's Climate Change and Adaptation Officers.

(note – a **significant** impact will likely result from any project, policy, procurement exercise or service change that has a direct or indirect effect on energy or fuel use, water use, land use, other physical resource use, waste generation, pollution, regeneration or construction – If unsure contact the Council's Climate Change and Adaptation Officers.)

**B11.3** Positive Impacts (Opportunities/Benefits):

**B11.4** Negative Impacts (Threats/Mitigation):

### **Health & Safety Implications**

**B12** What are the Health & Safety implications:

**B12.1** [A Risk Assessment has been carried out and entered into Safety Media for all significant hazards and risks.] [A Risk Assessment has not been carried out and entered into Safety Media for all significant hazards and risks because there are no significant hazards or risks arising from this decision.]

**B12.2** [The significant hazards and risks have been identified in the Safety Media Risk Assessment numbered [ ]. Any financial implications to mitigate against these hazards and risks are considered above.]

**B12.3** [Control measures and an action plan have been identified for any significant hazards and risks identified in the risk assessment. The positive/negative impacts are set out below]

**B12** What are the Health & Safety implications:

**B12.3.1** Positive (Benefits)

**B12.3.2** Negative (Threats)

### Key Decision

**B13** Is this a Key Decision?      Yes/No (*please delete as appropriate*)

**Note: A Key Executive Decision is one where:**

- 1. REVENUE – Any contract or proposal with an annual payment or saving of more than £100,000**
- 2. CAPITAL – Any capital project with a value in excess of £150,000**
- 3. A decision which significantly affects communities living or working in an area comprising two or more wards.**

**B13.1** If this is a Key Decision, is this an urgent decision such that a delay caused by use of the Call-in Procedure would seriously prejudice the public interest?

Yes/No/NA (*please delete as appropriate*)

**B13.2** If yes, has the Mayor or in his/her absence the Deputy Mayor or in his/her absence the Chair of the relevant Scrutiny Committee agreed that the decision will be exempt from Call-in?

Yes/No/NA (*please delete as appropriate*)

**NOTE:** If this decision is subject to the Call-in Procedure it will come into force, and may then be implemented, on the expiry of 3 working days after publication – unless 10 Members of the Council call in the decision.

Please send the original signed document to:

[democratic.services@eaststaffsbc.gov.uk](mailto:democratic.services@eaststaffsbc.gov.uk)