

OFFICER DECISION RECORD

For staff restructures, please also complete an RA1 form to update the HR Portal. This is attached at Annex 2.

Decision Ref. No:
**AHWB/106/2017 WTY
Cycle Partnership**

Box 1

DIRECTORATE: Adults Health and Wellbeing

DATE:28-6-17

Contact Name: Andrew Maddox

Tel. No.: 737377

Subject Matter: WTY Cycle Partnership

Box 2

DECISION TAKEN:

To enter into an agreement with Welcome to Yorkshire to further develop our cycle and tourism offer for the borough.

Box 3

REASON FOR THE DECISION:

Doncaster, with Welcome to Yorkshire, hosted a successful stage finish of the Tour de Yorkshire in 2016. The event attracted significant interest in the borough, attracting in excess of 50,000 spectators across the route.

Since the 2014 Tour de France grand depart, Yorkshire as a region has seen a growth in cycling, and Doncaster in particular having some of the highest levels of recreational cycling across the region, with an above-average percentage of Doncaster residents cycling at least once per week; at **15.4%**, this is the highest of our comparator group of similar local authorities.

Cycle usage (as measured through annual cordon counts) declined during the 1990's, but since the turn of the century has grown on average at 2-3% per year or 57% between 2002 and 2012. It has fluctuated up and down a little since then.

There has been further interest in the sport of cycling, with Doncaster Cycle Festival now attracting 4000 spectators and 450 riders at its annual event. There has been a number of cycle challenges (sportives) organised within the borough, and growth within the cycle tourism sector and club memberships across the region. Doncaster is developing its place marketing offer, of which cycling is a key element both as a means of developing tourism business and as well as improving the health of our population through engaging in a physical active past time.

The partnership with Welcome to Yorkshire delivered through agreed contract will enable Doncaster to maximise opportunities to increase numbers of people cycling, as well as engaging with a wider audience outside the region to promote Doncaster assets as a tourism destination.

We will access both print and social media channels managed by Welcome to Yorkshire, enabling Doncaster to promote accessing tourism and cycling opportunities across the borough.

We will be able to take part in WTY promotional events, including the Great Yorkshire Show, Y18 and trade specific shows.

In addition, the partnership will enable Doncaster to play a full role in future large scale events organised by Welcome to Yorkshire, including having opportunity to host Tour De Yorkshire starts and finishes, should we wish, and a stage start of the UCI road world championships.

[redaction]

[redaction]

Box 4

OPTIONS CONSIDERED & REASONS FOR RECOMMENDED OPTION:

Option 1:

Not to enter in to contract will not enable DMBC and partners to maximise cycling and tourism opportunities by accessing support, advise as well as Welcome to Yorkshire promotion programmes.

Option 2:

To enter into contract with Welcome to Yorkshire will enable DMBC and partners to maximise cycling and tourism opportunities, by delivering stages of the Tour de Yorkshire and UCI world championships as well as developing schemes of work with Welcome to Yorkshire that access their existing print, media and social media streams both in the UK and internationally.

Box 5

LEGAL IMPLICATIONS:

Section 1 of the Localism Act 2011 provides the Council with a general power of competence, allowing the Council to do anything that individuals generally may do.

Legal should be consulted in the preparation of the agreement with Welcome to Yorkshire.

Name: Nicky Dobson Signature: _by email_

Date: 29th September 2017_____

Signature of Assistant Director of Legal and Democratic Services (or representative)

Box 6**FINANCIAL IMPLICATIONS:**

It is proposed to enter into a contract with Welcome to Yorkshire to enable DMBC and partners to maximise cycling and tourism opportunities.

The cost ^[redaction]
be funded from general reserves.

Name: Olivia Brown Signature: via e-mail Date: _10/10/17_____
Signature of Assistant Director of Finance & Performance
(or representative)

Box 7**HUMAN RESOURCE IMPLICATIONS:**

There are no Human Resources Implications

Name: _Kelly Wilks_____ Signature: __By Email_____
Date: _23rd August 2017_____
Signature of Assistant Director of Human Resources and Communications (or
representative)

Box 8**PROCUREMENT IMPLICATIONS:**

As detailed within the body of the report it is anticipated that the entering in to a partnership agreement with Welcome to Yorkshire over a 3 year period will total ^[redaction]
^[redaction] This figure is above the EU threshold for the provision of Services

(£164,176k) and therefore excludes the Authorities ability to waiver the rules by way of direct award.

However in certain circumstances the use of the negotiated procedure without prior publication can be adopted. Regulation 32 (2) (b) (ii) states the negotiated procedure without prior publication can be used where competition is absent for technical reasons but only where there is no reasonable alternative or substitutes exist and the absence of competition is not the result of artificially narrowing of the parameters of the procurement.

Reliance on the use of this procurement route (exception under technical reasons) must be rigorously defined and justifiable under the service offer proposed and recorded by way of an ODR and/or regulation 84 report.

The conclusion of the process will still require the Council to publish an award notice to record the decision.

The CFO therefore is advised to counter sign this ODR in lieu of a formal CPR waiver and enable the record of a direct award to Welcome to Yorkshire.

Name: _____Scott Duffield_____ Signature: _____By Email_____
Date: ____30th August 2017_____
Signature of Assistant Director of Finance & Performance
(or representative)

Box 9**ICT IMPLICATIONS:**

There are no anticipated ICT implications in relation to the decision to enter into Cycling Partnership with Welcome to Yorkshire to further develop our cycle and tourism offer for the borough. Where any ICT requirements are identified in relation to the decision then a Business Case must be submitted for consideration by the ICT Governance Board.

Name: Peter Ward (ICT Strategy Programme Manager)

Signature: P. Ward

Date: 30/08/17

Signature of Assistant Director of Customers, Digital & ICT (or representative)

Box 10**ASSET IMPLICATIONS:**

There are no direct implications arising from the recommendations of this report that impact on the use of DMBC assets.

Name: Gillian Fairbrother (Assets Manager, Project Co-ordinator)

Signature: By email

Date: 31st August, 2017

**Signature of Assistant Director of Trading Services and Assets
(or representative)**

Box 11**RISK IMPLICATIONS:**

To be completed by the report author

Not taking this decision will impact on our ability to develop a more rounded cycle and tourism offer reducing the positive economic impact increased visitors will enable.

(Explain the impact of not taking this decision and in the case of capital schemes, any risks associated with the delivery of the project)

Box 12**EQUALITY IMPLICATIONS:**

To be completed by the report author

Affordable and accessible opportunities to take part in physical activity, sports and leisure are important to increasing participation.

Through this partnership and its increases in physical activity levels, it is anticipated that the rates and levels of obesity in the general population will be reduced, enabling more people to remain independent and be healthier for longer, and there will be a sustained reduction in health inequalities.

Greater opportunities will be afforded to residents, leading to improvements in their quality of life. Children and young people will have the opportunity to engage in positive activities across the borough by improvement to our inward and public tourism offer.

Name: Andy Maddox Signature: by email Date:10-10-17

(Report author)

Box 13
CONSULTATION

Officers

(In addition to Finance, Legal and Human Resource implications and Procurement implications where necessary, please list below any other teams consulted on this decision, together with their comments)

Members

Under the Scheme of delegation, officers are responsible for day to day operational matters as well as implementing decisions that have been taken by Council, Cabinet, Committee or individual Cabinet members. Further consultation with Members is not ordinarily required. However, where an ODR relates to a matter which has significant policy, service or operational implications or is known to be politically sensitive, the officer shall first consult with the appropriate Cabinet Member before exercising the delegated powers. In appropriate cases, officers will also need to consult with the Chair of Council, Committee Chairs or the Chair of an Overview and Scrutiny Panel as required. Officers shall also ensure that local Members are kept informed of matters affecting their Wards.

Please list any comments from Members below:

Box 14
INFORMATION NOT FOR PUBLICATION:

In accordance with the Freedom of Information Act 2000 section 43 allows for commercially sensitive information to be redacted (boxes 3, 6 & 8). The signatures will also be redacted.

**Name: _Gillian Parker_ Signature: _by email_ Date: _18/10/2017_
Signature of FOI Lead Officer for service area where ODR originates**

Box 15

[redaction]

Signed: _____ **Date:** 19.10.17
Director of Public Health

[redaction]

Signed: _____ **Date:** 19/10/17
Steve Mawson Chief Financial Officer & Assistant Director Finance

Signed: _____ **Date:** _____
Signature of Mayor or relevant Cabinet Member consulted on the above decision (if required).

- This decision can be implemented immediately unless it relates to a Capital Scheme that requires the approval of Cabinet. All Cabinet decisions are subject to call in.
- A record of this decision should be kept by the relevant Director's PA for accountability and published on the Council's website.
- A copy of this decision should be sent to the originating Directorate's FOI Lead Officer to consider 'information not for publication' prior to being published on the Council's website.
- A PDF copy of the signed decision record should be e-mailed to the LA Democratic Services mailbox