


Haringey Council
Written Statement/Record of a decision made by an officer under delegated authority

Decision Maker (Post Title)	Head of Programme Management, Regeneration and Economic Development
Subject of the decision	Contract award to Local Data Company for Footfall Counters for London Borough of Haringey
Date of decision	23/04/2021
Decision	<p>Following three competitive quotes to undertake the work and in accordance with CSO 8.03, award the contract to Local Data Company (LDC) for the installation of 5 x footfall device sensors at locations selected by LBH (Tottenham and Crouch End); access to footfall data and location insights; and quarterly reporting to summarise footfall data.</p> <p>The total cost for the provision of these services for a 12-month period is £12,550 and is funded through the ERDF supported Reopening the High Streets Safely Fund.</p>
Reasons for the decision	<p>Town centres in Haringey (incl. Tottenham and Crouch End) have been profoundly impacted by the Covid-19 crisis.</p> <p>As part of the council's approach to safe opening and safe shopping on its high streets and managing the impact of Covid-19 in the medium and longer term, the requirement for footfall counting and data analysis has become more essential and has a primary role in assessing the economic wellbeing of our town centres and will play a key role in local decision making and help plan for town centre recovery.</p>
Details of any alternative options considered and rejected by the officer when making the decision	<p>Do nothing</p> <p>If the council were to adopt a do nothing approach it would have a detrimental impact on the council's ability to deliver evidence-based interventions for the borough's high streets and town centres and impact on the council's ability to ensure the safety of the public as lockdown restrictions are relaxed.</p>
<u>Conflicts of interest – Executive decisions</u> Details of any conflict of interest declared by a Cabinet Member who is consulted by the officer which relates to the decision and details of dispensation granted by the Council's Head of Paid Service	N/A
<u>Conflicts of interest – Non executive decisions</u>	N/A

Where the decision is taken under an express delegation e.g. by a Committee, the name of any Member who declared a conflict of interest in relation to this matter at the committee meeting,	
<p>Title of any document(s), including reports, considered by the officer and relevant to the above decision or where only part of the report is relevant to the above decision, that part)</p> <p>These documents need to be attached to the copy of this record/statement kept by the Authority but must not be published if they contain exempt information</p>	N/A
<p>Reasons for exemption with reference to categories of exemption specified overleaf or</p> <p>Reason why decision is confidential (see overleaf)</p> <p>Decisions containing exempt or confidential information falling within the categories specified overleaf are not required to be published.</p>	N/A
Signature of Decision Maker	
Name of Decision Maker	Liz Skelland, Head of Programme Management, Regeneration and Economic Development
<p>Does the decision need to be published</p> <p>Yes <input checked="checked" type="checkbox"/></p> <p>No <input type="checkbox"/></p>	

Exempt Information

Local Government Act 1972 Schedule 12A

Part 1: Descriptions of Exempt Information

1. Information relating to any individual.
2. Information which is likely to reveal the identity of an individual.
3. Information relating to the financial or business affairs of any person (including the authority holding that information).
4. Information relating to any consultations or negotiations or contemplated consultations or negotiations in connection with any labour relations matter arising between the authority or a Minister of the Crown and employees of, or office holders under, the authority.
5. Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.
6. Information which reveals that the authority proposes -
 - (a) To give under any enactment a notice under or by virtue of which requirements are imposed on a person; or
 - (b) To make an order or direction under any enactment.
7. Information relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime.

Note: It is insufficient to simply identify a category of exemption, you must also conduct a public interest test on the basis specified in the Act as follows:
Information falling within categories 1-7 is exempt if and so long as in all the circumstances of the case the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

Confidential Decisions

1. The decision contains information provided by a Government department on a non disclosure basis
2. There is a Court order against disclosure

DECISION REPORT

Report for Head of Programme Management, Regeneration and Economic Development

Item number: N/A

Title: Footfall Counters for London Borough of Haringey.

Report authorised by : Diane Southam, Head of Economic Development

Lead Officer: Ian Cruise, Principal Town Centre Regeneration Officer – West

Ward(s) affected: Bruce Grove and Crouch End wards

**Report for Key/
Non Key Decision:** Non Key Decision

1. Describe the issue under consideration

To award of Contract under Contract Standing Order (CSO) 8.03 to Local Data Company (LDC) to provide Footfall Counters for London Borough of Haringey.

2. Cabinet Member Introduction

N/A

3. Recommendations

Following three competitive quotes to undertake the work and in accordance with CSO 8.03, to award the contract to Local Data Company (LDC) for the installation of 5 x footfall device sensors at locations selected by LBH (Tottenham and Crouch End); access to footfall data and location insights; and quarterly reporting to summarise footfall data for each sensor including daily, weekly, monthly, and annual footfall averages

4. Reasons for decision

- 4.1. LDC will deliver the footfall data and additional location insights in the following formats: via an online portal, Local Data Online, which is accessible for up to 4 authorised council users, as well as bespoke quarterly reports which can be shared with wider teams, investors, and hosts. Both weekly and monthly footfall reports can be exported automatically via Local Data Online.

4.2. The total cost for the provision of these services for a 12-month period is £12,550 and is funded through the ERDF supported Reopening the High Streets Safely Fund.

4.3. In accordance with CSO 8.03 – as the budget for this procurement was over £10k and under £160k, competitive quotes were sourced from three potential providers. They were:

- Local Data Company
- Proximity Futures
- Springboard Research

4.4. Local Data Company scored the highest overall with a score of 82%. The award is based on the most economically advantageous tender, i.e., a mixture of price and quality.

5.0 Alternative options considered

If the council were to adopt a do nothing approach it would have a detrimental impact on the council's ability to deliver evidence-based interventions for the borough's high streets and town centres and impact on the council's ability to ensure the safety of the public as lockdown restrictions are relaxed.

6.0 Background

6.1 Town centres in Haringey (incl. Tottenham and Crouch End) have been profoundly impacted by the Covid-19 crisis. Town centres across the borough have seen a significant reduction of footfall which has an impact on their vitality and the well-being of businesses.

6.2 As part of the council's approach to safe opening and safe shopping on its high streets and managing the impact of Covid-19 in the medium and longer term, the requirement for footfall counting and data analysis has become more essential than ever before.

6.3 Footfall counting and data analysis has a primary a role in assessing the economic wellbeing and vitality of our town centres and provide important information on activity patterns. This information will play a key role in local decision making and evidence-based interventions and help plan for town centre recovery

7 Contribution to strategic outcomes

7.1 In support of Borough Plan Economy Priority 13 (A growing economy thriving local businesses, supported by a community wealth-building approach), especially in light of the profound impact of Covid on businesses and the economy.

8. Statutory Officers comments (Chief Finance Officer (including procurement), Assistant Director of Corporate Governance, Equalities)

Finance

8.1 Not applicable.

Legal

8.2 Not applicable.

Procurement

8.3 Not applicable.

9. Use of Appendices

None

10. Local Government (Access to Information) Act 1985

10.1 Not applicable