

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 for Footfall Counters – Borough Wide
Date of decision	22 October 2021
Decision	<p>Following a competitive Request For Quotation tender process and in accordance with Contract Standing Order (CSO) 8.03 award the contract to Springboard Research Limited for the installation and maintenance of 17 x footfall camera devices and provide data and options for relevant analysis on footfall for several town centres in Haringey.</p> <p>The total cost of the provision of these services is £74,945 excl. VAT and is funded through the ERDF Welcome Back Fund (£39,000 to be spent by end of March 2022) and the Future High Streets Fund (£35,945 to be paid in full in 2021/22).</p>
Reasons for the decision	<p>Town centres in Haringey have been profoundly impacted by the Covid-19 crisis.</p> <p>As part of the council’s Good Economy Recovery Plan and High Streets Recovery Action Plan response to supporting businesses through the pandemic and managing the impact of Covid-19 in the short to medium-term term, the requirement for footfall counting and data analysis has become more essential. Footfall counting and data analysis 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 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 and policies for the borough’s high streets and town centres and impact on the council’s ability to ensure their sustainability.</p> <p>Retender – this is not deemed necessary as the supplier submitted a high-quality tender response within budget.</p>

<p><u>Conflicts of interest – Executive decisions</u></p> <p>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</p>	N/A
<p><u>Conflicts of interest – Non executive decisions</u></p> <p>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>	N/A
<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	<i>Elizabeth Skelland</i>
Name of Decision Maker	Liz Skelland
<p>Does the decision need to be published</p> <p>Yes <input checked="" type="checkbox"/></p>	

No

DECISION REPORT

Report for: Head of Programme Management – Regeneration & Economic Development

Item number: N/A

Title: Contract award for Footfall Counters – Borough Wide

Report authorised by: Diane Southam, Head of Economic Development

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

Ward(s) affected: Bounds Green, Bruce Grove, Fortis Green, Haringay, Muswell Hill, Noel Park, Northumberland Park, St Ann's, Tottenham Green, Tottenham Hale.

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

1. Describe the issue under consideration

Following a competitive Request for Quotation tender process and in accordance with Contract Standing Order (CSO) 8.03 award the contract to Springboard Research Limited for the installation and maintenance of 17 x footfall camera devices and provide data and options for relevant analysis on footfall for several town centres in Haringey.

2. Cabinet Member Introduction

N/A

3. Recommendations

Following a competitive RFQ tender process and in accordance with Contract Standing Order (CSO) 8.03 award the contract to **Springboard Research Limited** for the installation and maintenance of 17 x footfall camera devices and provide data and options for relevant analysis on footfall for several town centres in Haringey for the amount of £74,945 (Excl VAT).

4. Reasons for decision

- Town centres in Haringey have been profoundly impacted by the Covid-19 crisis. As part of the council's Good Economy Recovery Plan and High Streets Recovery Action Plan response to supporting businesses through the pandemic and managing the impact of Covid-19 in the short to medium-term term, the requirement for footfall

counting and data analysis has become more essential. Footfall counting and data analysis has a primary a role in assessing the economic wellbeing our town centres and will play a key role in local decision making and help plan for town centre recovery.

- There is a necessity for the council to deliver evidence-based interventions and policies for the borough’s high streets and town centres and impact on the council’s ability to ensure their sustainability and monitor each town centre’s performance through the recovery.
- The total cost for the provision of these services for a three-year period is **£74,945 plus VAT** and is funded through the ERDF Welcome Back Fund (£39,000 to be spent by end of March 2022 and Future High Streets Fund (£35,945 to be paid in full in 2021/22). The breakdown of funding is as follows:

Funding Stream	Number of Cameras	£ Amount per budget line
ERDF Welcome Back Fund (spend by March 2022)	13	£39,000
Future High Streets Fund	4	£34,945

- In accordance with CSO 8.03 – as the budget for this procurement was over £10k and under £160k, competitive quotes were sourced from a minimum of three potential providers. Three consultants were invited to submit a Request for Quotation (RFQ) through the HPCS portal. A further three were invited by email and requested to register on the HPCS portal. One consultant - **Springboard Research Limited** responded to the RFQ.
- Despite there only being one response submitted, **Springboard Research Limited** achieved the necessary level of response to the RFQ to be selected as the successful bidder. Springboard Research Limited achieve the following quality and price evaluation score:

No.	Consultant	QDP %	Price %	Total
1	Springboard Research	51.80%	30.00%	81.80%

5.0 Alternative options considered

- **Do Nothing** - 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 and policies for the borough’s high streets and town centres and impact on the council’s ability to ensure their sustainability.
- **Retender** – this is not deemed necessary as the supplier submitted a high-quality tender response within budget.

6.0 Background

- Town centres have been profoundly impacted by the Covid-19 crisis. They have mostly seen significant changes of footfall which has an impact on their vitality and the well-being of businesses. Since the easing of restrictions, town centres have experienced very different patterns of footfall due to a sharp increase in online retailing, more people working from home and staying local when they do so and the impact of furlough and job losses impacting spending patterns. The Council is therefore looking at the vitality of its main high streets and managing the impact of Covid-19 in the medium and longer term and wishing to analyse the patterns arising.
- Footfall counting and data analysis have key roles in assessing the economic wellbeing and vitality of our town centres and providing 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. It will also be shared with the relevant town centre business networks as part of their planning for the future.

7 Contribution to strategic outcomes

- In support of Borough Plan Economy Priority 13 (A growing economy - thriving local businesses, supported by a community wealth-building approach), especially considering 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)

8.1 Finance

The recommendation is for the Head of Programme Management, Regeneration and Economic Development to approve the award of the contract for the sum of £74,945 to **Springboard Research Limited** for the installation and maintenance of 17 x footfall camera devices and provide data and options for relevant analysis on footfall for several town centres in Haringey. This is in accordance with the Contract Standing Order (CSO) 8.03. The funding will be met from existing budgets: Revenue - ERDF Welcome Back Funds of £39,000 and Capital - Future High Streets Funds of £35,945.

8.2 Legal

Not applicable.

8.3 Procurement

The SSC notes the contents of the report and believes it meets the necessary criteria for waiver. Therefore, on this occasion the SSC has no objections to the report against clause 8.03 as allowed under CSO clause 10.01.2.

9. Use of Appendices

None

10. Local Government (Access to Information) Act 1985

10.1 Not applicable