

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	Wood Green Nighttime Economy Study – Award of Contract to Publica Associates
Date of Decision	September 2024
Decision	For the Head of Programme Management within the Regeneration and Economic Development directorate to approve the implementation of Contract Standing Order 9.07 .1c. and award a contract for the Wood Green Nighttime Economy Study – Part One to Publica Associates for a period of 14 months from September 2024 to November 2025. The contract value is £39,915.00
Reason for the Decision	<p>To deliver on key aims outlined within both Shaping Wood Green and Opportunity Haringey, the Council needs to define their vision for the Nighttime Economy, get buy in from key stakeholders, and agree the delivery approach.</p> <p>An initial study is needed to enable the Council to understand what the current nighttime economy provision is, identify where opportunities to enhance it lie, any potential challenges; and the process that should be taken to develop a full strategy.</p> <p>Appointing Publica Associates will enable the Council to deliver on the above ambitions and inform a business case for the procurement and development of a full nighttime economy study for the area, which can function as a pilot to be replicated borough wide.</p>
Details of any alternative options considered and rejected by the officer when making the decision	<p>Do Nothing:</p> <p>Not appointing Publica Associates to deliver this piece of work would mean the nighttime economy study cannot be delivered, as the Council does not have the resources or expertise in house to undertake this. This would result in a failure to deliver on key elements of both Opportunity Haringey and Shaping Wood Green, which are both central to the Place and Economy strand of the Corporate Delivery Plan.</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	N/A

which relates to the decision and details of dispensation granted by the Council's Head of Paid Service	
<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	
Name of the Decision Maker	David Lee
Does the decision need to be published	Yes

NOT FOR PUBLICATION by virtue of paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

This report is not for publication as it contains information classified as exempt under Schedule 12A of the Local Government Act 1972 in that it contains information relating to the financial or business affairs of any particular person (including the authority holding that information)

DECISION MAKING REPORT

Report for Delegated Decision

Item number: n/a

Title: Award of Contract under Contract Standing Order (CSO) 9.07.1c

Report

Approved by: Pippa Gueterbock, Head of Area Regeneration, Wood Green

Report authorised by : David Lee, Head of Programme Management, Regeneration and Economic Development

Lead Officer: Anna Burton, Regeneration Officer, Wood Green Area Regeneration Team

Ward(s) affected: Noel Park, Woodside

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

1. Describe the issue under consideration

This is a request for the Head of Programme Management, Regeneration and Economic Development to approve a contract award for the value of £39,915.00 to Publica Associates, for the delivery of the 'Wood Green Nighttime Economy Study – Part One'. This is through the implementation of Contract Standing Order 9.07.1c, which provides that a Director may award, assign, or novate contracts valued up to £500,000 (five hundred thousand pounds).

2. Cabinet Member Introduction

N/A

3. Recommendations

For the Head of Programme Management within the Regeneration and Economic Development directorate to approve the implementation of Contract Standing Order 9.07 .1c. and award a contract for the Wood Green Nighttime Economy Study – Part One to Publica Associates for a period of 14 months from September 2024 to November 2025. The contract value is £39,915.00.

4. Reasons for decision

To deliver on key aims outlined within both Shaping Wood Green and Opportunity Haringey, the Council needs to define their vision for the Nighttime Economy, get buy in from key stakeholders, and agree the delivery approach.

In order to achieve this, an initial study is needed to enable the Council to understand what the current nighttime economy provision is, identify where opportunities to enhance it lie, any potential challenges; and the process that should be taken to develop a full strategy.

Appointing Publica Associates will enable us to deliver on the above ambitions and inform a business case for the procurement and development of a full nighttime economy study for the area, which can function as a pilot to be replicated borough wide.

5. Alternative options considered

Do Nothing – Not appointing Publica Associates to deliver this piece of work would mean the nighttime economy study cannot be delivered, as the Council does not have the resources or expertise in house to undertake this. This would result in a failure to deliver on key elements of both Opportunity Haringey and Shaping Wood Green, which are both central to the Place and Economy strand of the Corporate Delivery Plan.

6. Background information

Feedback received as part of the Wood Green voices engagement programme indicates that local people want to see a better offer in the evening in Wood Green. Enhancing current provision is particularly important considering the Council's successful Borough of Culture 2027 bid and given the role that the nighttime economy can play in creating a vibrant and flourishing cultural centre. Furthermore, 'Encouraging an Evening and Nighttime economy' is a priority action in Opportunity Haringey's High Streets and Industrial Estates theme.

The outputs of an enhanced night time economy include:

- increased dwell time of daytime visitors
- introduction of new groups who can enjoy the town centre after 6pm
- increased footfall
- reduction in various types of anti-social behaviour

It will also generate more holistic benefits to the area as a whole, creating an environment that is welcoming, accessible and diverse after 6pm, to shift the perception of Wood Green from a place to stop by to a place to stay. To meet these aspirations, we will work with key local stakeholders and leveraging inward investment to introduce innovative new offers focussed on leisure, culture, markets, hospitality, and events

The Scope of Study Includes:

- **Stage 1: Project Inception** – Understand existing plans, strategies and policy, introduction to vision and key stakeholders
- **Stage 2: Creating a Baseline** – Undertake desktop research and site visits to map current nighttime economy provision and other key data to create the baseline that will be used in the full strategy and measured against in future. Summarise findings in visually accessible, legible format
- **Stage 3: Engagement** – Building on existing stakeholder mapping and engagement work with a targeted focus to understand demand. Summarise findings in an engagement summary
- **Stage 4: Comparator Data and Best Practice** – Case studies and comparisons from high streets across London and UK

- **Stage 5: SWOT Analysis** – Based on findings from Engagement and Evidence gathering, and Analysis of Best Practise
- **Stage 6: Recommendations** - A plan which recommends the key next steps that should be taken by the Council to enable us to develop our nighttime economy strategy, which will include defining our long-term vision and approaches to inward investment and delivery.

Procurement Summary

Given the broad range of factors to consider, the project brief and scope was developed in collaboration relevant teams including Culture, Public Health and Inclusive Economy; and external stakeholders such as Alexandra Palace.

This opportunity was issued on 11th June and closed on 15th July. 4 bids were received via HPCS and were assessed by the evaluation panel which was made up of officers from Regeneration and Inclusive Economy teams.

The winning bid, submitted by Publica Associates was the most economically advantageous tender, and scored the highest based on a mixture of price (30% of score) and quality (70% of score). The quality score was assessed based on methodology, relevant prior experience and project team. Table 1 below shows a summary of the final scoring:

Organisation	Quality - 70%	Prince - 30%	TOTAL SCORE
Company A	6.22	2.98	9.20
Publica	7.00	2.90	9.90
Company C	4.67	3.00	7.67
Company D	4.90	2.90	7.80

Table 1- Procurement scoring table

7. Contribution to strategic outcomes

- **Culturally Rich Borough** – Culture and the nighttime economy have a symbiotic relationship: a robust nighttime offer supports and enables a thriving arts and culture sector and vice versa. The development of the approach to nighttime economy will be vital to ensure that the Council is able to not only support existing cultural provision in the Borough but also to deliver an ambitious programme of events and activation which spans the day and into the evening during Haringey’s time as Borough of Culture in 2027 and beyond.
- **Place and Economy** – A robust nighttime offer directly supports the Councils vision for a more resilient local economy where businesses can grow and thrive – helping as it does to generate footfall, increase dwell time, increase spend, create sustainable jobs and attract diverse inward investment. A broad nighttime offer also helps make town centres more accessible to diverse groups, creating truly inclusive places.
- **Safer Haringey** – A key consideration when developing the approach to nighttime economy is the impact on levels of safety for users of the town centre. A thriving, well managed nighttime economy can contribute towards a reduction in anti-social behaviour and encourage diverse groups to utilise the town centre after dark.

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

N/A

The cost of this provision will be met by ‘Adaptive WG – Town Centre Strategy’, cost code 10006775, scheme 478.

9. **Use of Appendices**

N/A

10. **Local Government (Access to Information) Act 1985**

Nb if information is to be excluded from publication – i.e. as it contains exempt information should state here – grounds are included at the end of the record of decision sheet