

# WORCESTERSHIRE COUNTY COUNCIL

## RECORD OF OFFICER EXECUTIVE DECISION

<b>Date Of Decision</b>	21 August 2014
<b>Decision Maker</b>	Ahmed Goga Head of Economic Development & Strategic Planning
<b>Brief Description Of Decision</b>	<p>The Provision of Marketing and Communications Services for Worcestershire Business Central is required to support the development and delivery of the marketing and communications activity set out below. Several of the services have received funding from EU sources and therefore there are pressing deadlines to meet to enable WCC to draw down money and fulfil its promises. The objectives of the overall marketing and communications activity are too:</p> <ul style="list-style-type: none"> <li>• Raise Awareness, understanding and engagement of WBC with key stakeholders and audiences</li> <li>• To position WBC as a recognised point of contact for the business community within Worcestershire.</li> </ul> <p><b>Overview of Services:</b></p> <ul style="list-style-type: none"> <li>• To use communications to build a positive reputation for WBC within the Worcestershire business community.</li> <li>• To provide a creative, responsive and flexible service to ensure the businesses across Worcestershire understand the services offered by WBC.</li> <li>• To effectively measure and evaluate marketing activity and provide regular report on the effectiveness of the service and return on investment.</li> <li>• To develop case studies which illustrate the benefits and impacts clients of WBC have received across a broad spectrum of businesses from start-ups to small and medium sized enterprises to larger corporates.</li> <li>• To develop a sound knowledge of the services of WBC and its partners to ensure marketing and communications opportunities can be fully exploited.</li> </ul>
<b>Reason(s) For Decision</b>	Funding for marcomms activity is available until March 2015; the post holder left and recruitment failed because of the short term nature the post offered made it unattractive. The money allocated to the post is going to be used to fund a marcoms project to achieve the objectives in a short timescale by using an outside agency.
<b>Alternative Options Considered</b>	There are no alternate options available to support the above mentioned project. WCC marcomms team have used Matrix to get a marketing expert in on a short term basis, this has been a fruitless exercise

<b>And Rejected</b>	
<b>Any Conflict of Interest declared by a consulted Cabinet Member/ any dispensation granted</b>	Nil

March 2013  
SPM d2