

## EXECUTIVE DECISION RECORD SHEET

<b>Name of decision maker:</b>	<b>Councillor Stephen Holmes</b>
<b>Portfolio:</b>	<b>Planning and Regeneration</b>
<b>Date of Portfolio Holder Decision:</b>	

<b>Title of Decision:</b>	<b>Procurement of Consultant to prepare Marlowes Shopping Zone Improvement Strategy</b>
<b>Decision made and reasons:</b>	To appoint JMP Consultants to prepare an Improvement Strategy for the Marlowes Shopping Zone.
<b>Reports considered:</b>	Background report attached.
<b>Officers/Councillors/Ward Councillors/Stakeholders Consulted:</b>	Assistant Director, Planning, Development and Regeneration Group Manager, Strategic Planning and Regeneration Group Manager, Commissioning, Procurement and Compliance Town Centre Regeneration Group Town Centre Partnership
<b>Monitoring Officer/ Chief Financial Officers Comments:</b>	Monitoring Officer: No further comments to add to this report.  Deputy S.151 Officer: Accountancy have confirmed there is sufficient funding in place to accommodate the costs arising from this report. The production of the strategy itself will have no further financial implications.
<b>Implications:</b>	Where the Marlowes Shopping Zone currently fails is in the quality of the streetscape and public realm, and in the presentation of its buildings and businesses. The Improvement Strategy will contribute significantly towards enhancing the public realm and streetscape, attracting new investors and encouraging visitors to come into the centre of Hemel Hempstead during the day and into the night.
<b>Risk:</b>	The Hemel 2020 Vision sets out the Council's aspirations for the development and improvement of the town. One of the six key projects is concentrated on the regeneration of Hemel Hempstead Town Centre; to create a distinctive, vibrant and connected town centre that provides the right visitor experience for both residents and visitors so that Hemel Hempstead becomes a regional destination in its own right and a focal point for Hertfordshire.

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Failure to deliver the Improvement Strategy would impinge on the delivery of one of the key projects within the Council's Hemel 2020 Vision.

### Value for Money:

JMP Consultants have been selected according to the stated procurement evaluation criteria which is made up of a balance of cost and outputs.

The project delivers good use of Resources and Value for Money through the use of Section 106 receipts and Growth Area Funding.

### Options Considered and reasons for rejection:

**In House Production:** There is neither the capacity nor the full expertise and knowledge within the Council to carry out what is quite specialist work.

**Do Nothing:** Please refer to reasons under Risk.

### Portfolio Holders Signature:

Date:

### Details of any interests declared and any dispensations given by the Standards Committee:

#### For Member Support Officer use only

Date Decision Record Sheet received from portfolio holder: 17-08-10

Date Decision Published: 18/08/10 Decision No: PH/041/10

Date of Expiry of Call-In Period: 25/08/10

Date any Call-In received or decision implemented:

## BACKGROUND REPORT

Hemel 2020 seeks to create a town centre environment that provides the right visitor experience for both residents and visitors so that Hemel Hempstead becomes a regional destination in its own right.

The new Riverside development in the Plough Zone has started this process but highlights the need to create a more cohesive public realm with improved linkages and pedestrian movement throughout the town centre. This must be in accordance with the vision for the town centre which is to be a memorable place where people will want to live, work, learn, visit and enjoy.

The overall aspirations and vision for the town centre will be anchored with a town centre Masterplan, whilst detailed improvement strategies will be allocated in phases for each of the various character zones. With the Marlowes Shopping Zone, we are in a position to kick-start the regeneration of the heart of the town centre with an improvement strategy that will significantly enhance the public realm and

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streetscape, attracting new investors and encouraging visitors to come into the centre of Hemel Hempstead during the day and into the night.

This requirement was subject to a competitive tendering exercise, which took place during June 2010. This resulted in the consideration of six submissions. JMP Consultants were the clear leaders as a result of the tender evaluation process, copies of which are now held by the Council's Procurement Service. The results of the tender evaluation are as follows:

	<b>Ove Arup</b>	<b>Atkins</b>	<b>JMP</b>	<b>Land Use</b>	<b>Landscape Partnership</b>	<b>Waterman</b>
<b>Technical Capability</b>	31%	28.25%	42.5%	18.5%	37.25%	24.5%
<b>Service Delivery</b>	19.4%	16%	17%	10%	17.4%	12%
<b>Price</b>	4.2%	30%	28.2%	0%*	13.8%	16.5%

<b>Total</b>	54.6%	74.25%	87.7%	28.5%	68.45%	53%
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\*Land Use Consultants scored zero for the pricing element of their tender as they had submitted such a low price that it was felt that they had not fully understood the Council's requirements.

The cost of the Marlowes Shopping Zone Improvement Strategy will be £55,000 to be met by utilising Section 106 contributions and the revenue element of the Growth Area Fund. £39,000 of Growth Area Revenue Funding from year three (2010/11) has been allocated towards Town Centre Regeneration and Masterplanning. The allocation of funding to this project has been approved by Cabinet. A Business Case for this project is to be considered by the Capital Strategy Steering Group on 5 August 2010.