

Name of decision maker:	Councillor Stephen Holmes
Portfolio:	Planning and Regeneration
Date of Portfolio Holder Decision:	21 September 2011

Title of Decision:	Extension of contract with JMP Consultants relating to the provision of an Improvement Strategy for the Marlowes Shopping Zone
Decision made and reasons:	To agree to extend the contract with JMP Consultants to undertake further design work in respect of the Marlowes Shopping Zone Improvement Strategy.
Reports considered:	Background report attached.
Officers/Councillors/Ward Councillors/Stakeholders Consulted:	Assistant Director, Planning, Development and Regeneration Assistant Director, Legal, Democratic and Regulatory Group Manager, Strategic Planning and Regeneration Group Manager, Commissioning, Procurement and Compliance Capital Strategy Steering Group
Monitoring Officer/ Chief Financial Officers Comments:	Monitoring Officer: No further comments to add to this report. S.151 Officer: Funding is available and its release has been approved through CSSG and Cabinet for the extension to the contract. No further comments to add to this report.
Implications:	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 proposed improvement 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. Risk: An ongoing Risk Assessment for the Regeneration Programme is monitored by the Corporate Regeneration Group. The Project Initiation Document for Hemel Hempstead Town Centre includes a risk assessment which is reviewed regularly.

Options Considered and reasons for rejection:

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

Do Nothing: One of the key projects within the Dacorum Development Programme would fail to be delivered.

Portfolio Holders Signature:

Date: 21st September 2011

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: 21st September 2011

Date Decision Published: 28 September 2011 Decision No: PH/11/044

Date of Expiry of Call-In Period: 5th October 2011

Date any Call-In received or decision implemented:

BACKGROUND REPORT

The Marlowes Shopping Zone is at the heart of Hemel Hempstead Town Centre and is the prime retail pitch with the greatest footfall. It is also a central gateway to the Gade Zone, the Hospital Zone and the Plough Zone. Therefore, major improvements to the Marlowes Shopping Zone will work in synergy with future improvements proposed for the wider town centre through the Hemel Hempstead Town Centre Masterplan.

Following a competitive tendering exercise which took place during June 2010, JMP Consultants were commissioned to prepare an Improvement Strategy for the Marlowes Shopping Zone and to develop detailed designs for immediate works in the region of £300,000, which at the time of entering into the contract was the total funding available for the works. The value of the contract with JMP at this stage was £55,000, which was met by utilising Section 106 Contributions and the revenue element of the Growth Area Fund.

The Improvement Strategy was agreed by Cabinet on 28 June 2011, together with the initial phase of public realm works to be taken forward with JMP Consultants to the next stage of detailed design and implementation.

Since the contract with JMP commenced, further capital resources totalling £3.059m have been identified for the next four financial years, up to 2016. Consequently, JMP have provided a quotation for undertaking the detailed design for the works that will be delivered with this additional funding. The cost of the additional design work will be £75,000 and will be met by utilising Section 106 contributions secured specifically for the improvement of the town centre. A Business Case for this project was

considered by the Capital Strategy Steering Group on 18 August 2011. Cabinet approval will be sought on 13 September 2011.

The total value of the contract with JMP will now be £130,000. The Group Manager Commissioning, Procurement and Compliance has advised that the contract can be extended to incorporate the additional work under Section 10 (2.8) of the Procurement Standing Orders. Due to the tender not being advertised as an above OJEU threshold tender, under no circumstances can the value of the contract exceed the OJEU threshold of £156,442. It has therefore been advised that a total contract value cap of £145,000 be placed on the contract to ensure the Public Contract Regulations 2006 are not breached.

The continuation of the contract with JMP Consultants will have the following benefits:

- Having developed the overall Strategy for the Marlowes Shopping Zone, JMP can ensure that the objectives and vision are delivered in the detailed design phase.
- JMP already have an in-depth knowledge of the area, and our plans and aspirations for the Town Centre.
- As well as Urban Designers and Engineers, JMP have experience as Project Managers for public realm improvement schemes and can assist with planning the delivery on site and optimising phasing. This will also mean that resources within the Strategic Planning and Regeneration Team are freed up for other projects.
- Having the same team at JMP working on all projects will minimise hand-over/briefing time and ensure improvements are delivered in a timely and uninterrupted fashion.
- It will provide a single point of contact for all projects, ensuring consistency in the design choice and providing a coherent connective streetscape.

The extension of the contract will have no further financial implications.