

PORTFOLIO HOLDER DECISION RECORD SHEET

Name of decision maker:	Cllr Terry Douris
Portfolio:	Planning & Regeneration
Date of Portfolio Holder Decision:	11/12/2012

Title of Decision:	Decision to award contract to develop a Design Strategy and Improvement Specifications for the Maylands Business Park
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Decision made and reasons:
To delegate the decision to award the contract to develop a Design Strategy and Improvement Specification for the Maylands Business Park to the Assistant Director (Planning, Development and Regeneration) and the Group Manager (strategic Planning and Regeneration)

Reports considered: (here reference can be made to specific documents)
Officers report – see background report attached

Officers/Councillors/Ward Councillors/Stakeholders Consulted:
Assistant Director – Planning, Development and Regeneration Group Manager – Strategic Planning and Regeneration Procurement Officer – Commissioning, Procurement and Compliance

Monitoring Officer comments:	There are no legal or constitutional barriers to the decision on the award of this contract being delegated to the Assistant Director and Group Manager referred to above.
Deputy S151 Officer comments:	The proposal is fully externally funded. There are no further financial implications. A procurement exercise will be undertaken to secure value for money in the use of the external funding to obtain a supplier.

Implications:	If the decision to delegate the award of this contract is not made then the delivery of this project would be delayed.
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Risk:	Should the Council not award the contract this could damage the reputation of the council as the project would have to be delayed with the milestones for this project made public through the Dacorum Delivery Plan (DDP). Not making this decision could also result in the loss of funding, as this project is funded through the LSTF program if the programme milestones are not met then this could result in the funding being returned to the Department for Transport.
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Financial:	Loss of the LSTF funding £76,000 for the development of the Design
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Strategy and Improvement Strategy. This is external funding that needs to be spent on this project and has set deadlines for when this needs to occur.

No core funding consideration. All funding is external.

Value for Money:

The decision to award each contract will only be taken after a robust evaluation process based around detailed cost and quality criteria. Should the Council not award these contracts in the allotted time, it will have a major impact on the delivery of a key project within the Dacorum Development Programme.

The Group Manager, Commissioning, Procurement and Compliance will ensure that a report is produced for the Assistant Director, Planning, Development and Regeneration showing the evaluation process, the evaluation scores for all bidders, the methodology taken during the evaluation process and a recommendation as to who should be awarded the contract.

Options Considered and reasons for rejection:

To not create a Design Strategy for Maylands – This option was rejected as the design strategy and improvement specifications will act as key tools to help improve the Urban Realm of Maylands Business Park and help deliver its regeneration aspirations. The Regeneration of Maylands Business Park is a Council Priority and is highlighted through the Maylands Master Plan and Hemel Hempstead Core Strategy.

Portfolio Holders Signature:

Date:

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

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Date Decision Record Sheet received from portfolio holder: 11/12/2012

Date Decision Published: 11/12/2012

Decision No: PH/072/12

Date of Expiry of Call-In Period: 18/12/2012

Date any Call-In received or decision implemented:

BACKGROUND

Maylands is located on the north eastern edge of Hemel Hempstead's main residential areas. The Business Park is home to around 600 businesses which employ an estimated 16,500 people. Guided by the Maylands Master Plan the area is undergoing significant regeneration to try and encourage more businesses to be based at Maylands.

Maylands has good access to the strategic road network with the M1 providing convenient links to the M25, M10 and local destinations such as Luton Airport, Watford and London. It is also served by a local network of A roads linking to Berkhamsted, St Albans, Harpenden and beyond.

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The Maylands Master Plan looked at how the area can become the leading location for business in the East of England and made recommendations on how the business park will need to change to meet future challenges.

The vision for Maylands is: “To create an environment where a range of businesses can grow and prosper through the development of Maylands as a sustainable, well connected Green Business Park offering a high standard of accommodation within a pleasant high quality environment, served by a range of conveniently located shops and amenities.”

The diversity of businesses that Maylands accommodates is one of its strengths, but it also contributes to one of its principal weaknesses – one of confused identity, lack of ‘legibility’ (making way-finding around the area difficult) and a mix of uses, some of which are conflicting. Our consultation with property agents has found that the lack of a single identifiable office park, as opposed to individual offices or small clusters of offices that sit within a traditional industrial estate, makes it difficult to attract service sector business to Maylands. To deal with this problem, the Maylands Master Plan takes the lead from existing planning policy – the Dacorum Local Plan designates Maylands Avenue as a primary office location – and divides the Maylands business park into distinct Character Areas. These are intended to provide a differentiation in terms of the kind of business that should be encouraged to locate in various areas.

To deal with the issues highlighted above, a clear Design Strategy and Improvement Specification is required to ensure that future improvements come forward in a comprehensive manner and make Maylands an appealing destination, to encourage employees to want to work here, existing businesses to remain here and attract new businesses to locate here. The Improvement of Maylands Public Realm will help to deliver the “Dacorum Look No Further” and “Open for business” initiatives that the DBC are currently delivering by creating an attractive destination for potential businesses that are looking at moving to the area.

This project is fully funded through the Local Sustainable Transport Fund (LSTF). This is central government project managed by the Department for Transport with the aim to increase economic growth through reducing congestion and CO2 emissions. The Design Strategy and Improvement Specification for Maylands will act to identify the Urban Realm improvements to enable increased walking at Maylands Business Park as well as identify other urban realm issues that make the area a less attractive place to do business.