

DECISION UNDER DELEGATED POWERS

Subject	<p>Award the contract for the Town Centre Branding with Hemingway Design to create two complementary brands to promote Rugby Town Centre. One for business-to-business audiences and the other for consumer audiences.</p> <p>This is one workstream of the Town Centre Regeneration Strategy Delivery Action Plan.</p>
Officer Requesting Decision	Major Projects & Economic Development Manager
Officer Making the Decision	Chief Officer Growth & Investment
Authority for Decision	Delegated authority under Part 2 (2.5) (h) and (i) of the Council's Scheme of Delegation
Recommendation	Award the contract for the Rugby Town Centre Branding to HemingwayDesign.
Alternatives considered and rejected	Not to appoint to the contract and not meeting the objectives of the Town Centre Regeneration Strategy to promote Rugby as a place to invest, do business, live, work and visit.
Decision	Approve
Reason	To enable the fulfilment of a workstream required to promote Rugby town centre and its regeneration.
Date	6 th December 2023
Background Papers	Quotation documentation is "confidential information" for the purposes of reg 9 of the Openness of Local Government Bodies Regulations 2014
Decision record kept until	6 December 2029

Background papers kept
until

6 December 2027



Signed.....

Dated.....6th December 2023.....