

Appendix A

Public Petitions and Questions – Economic Development and Skills Policy Committee– 21st February 2024

N.B - Please note that a period of up to 30 minutes shall be allocated at meetings of Policy Committees and other appropriate bodies for members of the public to present ordinary petitions or to ask questions of Members and officers present.

Petitions Received from Members of the Public - 0

	Petitions	Response:
1.	None received	

Questions Received from Members of the Public x 1

Page 1	1.	<p>Question from Russell Johnson</p> <p>Sheffield's 'Rebranding'</p> <p>Concern has been widely expressed that a London-based Consultancy has been awarded the circa £140K contract for a 'rebranding' exercise.</p> <p>(a) Before the tendering exercise, did the Council thoroughly explore any possible legal routes within the 1988 Local Government Act to enable the desired support of the local firms? For example, by splitting elements of the work to be below threshold, or a 'horizontal' arrangement (with other LAs) which could be excluded from full procurement rules on the basis that public bodies are cooperating to fulfil common objectives in the public interest.</p> <p>(b) Is Cllr Hunt sanguine that the monies will leak from the local economy?</p>	<p>Response:</p> <p>(a) The procurement was undertaken in line with our legal obligations within Sheffield City Council's Standing Orders. There were no legitimate reasons to exclude firms due to postcode, as such there was no weighted scoring for locally based agencies. This work is primarily focused on framing our marketing messages as best as possible for external audiences. We did, however, ensure that 50% of the agencies invited to tender had a local postcode or local representation. It should be noted that of the five agencies which submitted pitches, two were Sheffield based.</p> <p>(b) This work is focused on developing our current brand with more focussed messages to our external target audience, and that will help drive the highest economic value for the city. Place marketing helps the</p>
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(c) Is Cllr Hunt convinced that the quite large sum to be spent on this exercise at a time of continuing financial constraint represents good value for the people?

(d) What specific benefits of the New Brand does he envisage in the next two or three years?

city position itself for inward investment and tourism, both of which bring money into the local economy.

(c) The funding for this project has been secured predominantly (£100,000) from year 2 of our Shared Prosperity Funding, which was ringfenced for this type of activity. In year one we executed key marketing campaigns for external audiences with significant beneficial results. This evidence formed the basis of our year 2 bid. We are clear of its intended benefits, and that it is a prudent use of the resources at our disposal.

(d) This contract is not to create a new brand. Its purpose is to run further external campaigns. However, before doing so the consultant team have been asked to refocus on key messages in line with our audiences. This is to ensure we are more informed about what, where, when and to whom we need to promote Sheffield to – in a post COVID and post Brexit market – and then develop the key messages that will act as starting points for new campaigns. This will deliver a number of outputs, focused on increasing the awareness of what Sheffield has to offer to our external audiences.