

RECORD OF DECISION MADE UNDER DELEGATED AUTHORITY

***PART 1 – PUBLIC DOCUMENT**

Any interest to declare/ or conflict and any dispensation granted for the Officer or Executive Member [NO]

Any queries must be directed to the Democratic Services Manager

SERVICE DIRECTORATE: Enterprise

1. DECISION TAKEN

To approve the allocation of up to £7,726 of UK Shared Prosperity Fund funding (UK SPF) to Royston Business Improvement District (BID) for Visit Royston destination marketing activity, including the launch of Visit Royston website, PR and digital outreach and the design, print and distribution of a destination map.

2. DECISION TAKER

Director of Enterprise in consultation with the Executive Member for Enterprise Cllr Thomas.

3. DATE DECISION TAKEN:

28. 09.26

4. REASON FOR DECISION

- 4.1 To enable the some of the remaining UKSPF allocation to be utilised within the programme timescales to support eligible activity aligned with the Council's approved UKSPF interventions and priorities.
- 4.2 The proposed project has been assessed for eligibility, deliverability and value for money, with further detail set out in section 8.

5. ALTERNATIVE OPTIONS CONSIDERED

- 5.1 The alternative option was not to allocate UKSPF funding to the proposed project. This was rejected as the project has been assessed as eligible and deliverable within the programme timescales and representing value for money.
- 5.2 Alternative levels of funding were considered through the quotations received. The proposed award of up to £7,726 reflects the maximum UKSPF contribution towards the proposed activity. Royston BID and has been assessed against relevant UKSPF requirements, deliverability, value for money and available funding. Further details of the assessment are set out in section 8.

6. CONSULTATION (INCLUDING THE EFFECT ON STAKEHOLDERS, PARTNERS AND THE PUBLIC)

- 6.1 No formal public consultation is required in relation to this decision.
- 6.2 In accordance with the delegation approved by Cabinet, the relevant Executive Member and Director have been consulted. The S151 Officer and Legal Services have also been consulted as part of the assessment and governance process.
- 6.3 The Royston BID proposal is intended to support economic development and town centre activity within North Herts. No significant adverse impacts on stakeholders, partners or the public have been identified.

7. FORWARD PLAN

- 7.1 This decision is not a key Executive decision and has therefore not been referred to in the Forward Plan.

8. BACKGROUND/ RELEVANT CONSIDERATIONS

- 8.1 The UKSPF is a government funded programme intended to support local priorities, including communities and place and supporting local business.
- 8.2 In March 2025, Cabinet approved the proposed allocation of the Council's UKSPF funding across a number of interventions and schemes. Cabinet also delegated approval of individual grants and payments to the relevant Director, in consultation with the relevant Executive Member. The Royston BID proposal falls within the Economic Development project identified in Table 8.1 of the Cabinet Report 18 March 2025 [Link](#) and will be funded from the Council's UKSPF Economic Development allocation.
- 8.3 Following a review of expenditure and commitments within the programme, the Council have £17,726 remaining budget against the Council's UKSPF allocation of £490,574. Potential projects have been considered to maximise the use of the remaining funding with the applicable programme timescales. Of the remaining £17,726 Economic Development allocation, up to £7,726 is being allocated to Royston BID through this decision. The remaining £10,000 is being progressed against another identified proposal capable of delivery within the UKSPF deadline of 30th September 2026. This proposal is not approved through this decision and remain subject to the relevant governance and approval requirements.
- 8.4 Relevant local partners were invited to put forward potential projects for consideration. Proposals were required to demonstrate alignment with the relevant UKSPF interventions.

The Royston BID proposal relates to Visit Royston destination marketing activity, including the launch of Visit Royston website, PR and digital outreach and the design, print and distribution of a destination map.

- 8.5 The assessment considered:
- The activity proposed and its alignment to UKSPF objectives.
 - Anticipated outputs and outcomes.
 - Deliverability within the required programme timescales.
 - Project costs and value for money.
 - Subsidy control requirements, where applicable.

- 8.6 Further information and supporting evidence were sought from Royston BID where required to complete the assessment. Two quotations have been received for the map design element, with approval obtained to proceed on this basis. The proposed funding of up to £7,726 remains subject to confirmation that all funded activity can be completed by 30th September 2026 and satisfactory evidence being provided.
- 8.7 The specific interventions, outputs and outcomes associated with the project will be recorded and monitored as part of the Council's UKSPF monitoring and reporting arrangements.

9. LEGAL IMPLICATIONS

- 9.1 At the Cabinet meeting on 18th March 2025, Cabinet approved the proposed allocation of the Council's UKSPF and delegated approval of individual grants and payments to the relevant Director, in consultation with the relevant Executive Member. This delegated report gives effect to that delegation. Relevant consideration has been given to the Subsidy Act in taking this decision and Legal Services will be instructed to assist in the drafting a grant funding application.

10. FINANCIAL IMPLICATIONS

- 10.1 The proposed grant of up to £7,726 to Royston BID will be funded from the Council's existing UKSPF Economic Development allocation. Finance has confirmed that £10,000 of UKSPF funding remains available within the relevant allocation following deduction of the proposed £7,726.
- 10.3 The proposal has been assessed with regard to cost and value for money. As the proposed decision involves providing financial assistance to external organisations, the subsidy control implications of the proposed awards have been assessed in accordance with the Subsidy Control Act 2022.

11. RISK IMPLICATIONS

- 11.1 Good Risk Management supports and enhances the decision-making process, increasing the likelihood of the Council meeting its objectives and enabling it to respond quickly and effectively to change. When taking decisions, risks and opportunities must be considered.
- 11.2 There is a risk that funded activity may not be delivered within the applicable UKSPF programme timescale. This risk has been mitigated by considering deliverability as part of the assessment process. Royston BID has advised that it will have all of the proposed work completed by 30th September 2026.
- 11.3 There is a risk that expenditure may not meet UKSPF eligibility, procurement or subsidy control requirements. This could result in expenditure being considered not eligible. Officers have mitigated this by carrying out appropriate checks prior to the award of funding, including review of supporting information, procurement evidence and completion of any required subsidy control assessment.

12. EQUALITIES IMPLICATIONS

12.1 In line with the Public Sector Equality Duty, public bodies must, in the exercise of their functions, give due regard to the need to eliminate discrimination, harassment, victimisation, to advance equality of opportunity and foster good relations between those who share a protected characteristic and those who do not.

12.2 There are no equalities implications.

13. SOCIAL VALUE IMPLICATIONS

13.1 The Social Value Act and “go local” policy do not apply to this decision.

14. ENVIRONMENTAL IMPLICATIONS

14.1. There are no known Environmental impacts or requirements that apply to this decision.

15. HUMAN RESOURCE IMPLICATIONS

15.1 There will be no impact.

16. BACKGROUND PAPERS

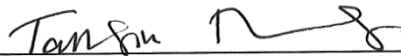
16.1 [Shared Prosperity Fund process and proposed allocation for 2025/26](#)

17. APPENDICES

None

NOTIFICATION DATE

Date that the decision appears in MIB – Committee, Member & Scrutiny Services can confirm this with you

Signature of Executive Member Consulted 

Date22.09.26.....

Signature of Decision Taker ... 

Please Note: Due to the deadlines on spending UKSPF funding, the Chair of the Council has agreed that urgency provisions apply in relation to call-in. As per paragraph 6.3.11 b) i) of the Constitution.