

ADHS DECISION – 028

Title: Communications and Engagement photography, design and printing support

Executive summary

Decision notice to cover photography, design and printing costs for digital and printed collateral to support internal and external events, engagement activities and digital channels. This is anticipated to cover a period of approximately the financial year 2026/27

Decision

That Head of Communications and Engagement, approves:

- i. The expenditure of up to £40,000 to cover:
 - a. Design support for digital and printed materials.
 - b. Printing costs for materials required for communication with clients, partners and local resident, business and stakeholder audiences.
 - c. Professional photography for the OPDC website and digital channels, including corporate portrait shots for members of the Board and Executive Team.

Matthew Neylan, Head of Communications and Engagement

I do not have any disclosable interest in the proposed Decision. It is consistent with OPDC's priorities and has my approval.

Signature: 28/07/26

Date: 

PART 1: NON-CONFIDENTIAL FACTS AND ADVICE

1. Background and context

- 1.1 OPDC's Communications and Engagement team is requesting up to £40,000 to cover design, printing and photography costs for the financial year 2026-27.
- 1.2 OPDC's Communications and Engagement team requires design support to develop printed and digital materials to support engagement initiatives, internal and external events, corporate strategies/publications and wider Communications and Engagement activities.
- 1.3 OPDC's Communications and Engagement team requires printing services for the purpose of producing marketing materials and external communications documents, including leaflets, banners, brochures and posters.
- 1.4 Alongside this OPDC will be commissioning corporate portrait pictures for the OPDC Board and Executive team, to be used on the new OPDC website. As such, the team requires the services of a photographer to capture and edit these images.
- 1.5 OPDC requires design, printing and photography services through 2026-27 to support statutory and non-statutory consultation, stakeholder engagement, corporate communications, events, publications and digital activity. Combining these related services into a single approval provides operational flexibility and ensures activities can be delivered efficiently throughout the financial year.

2. The proposal and how it will be delivered

- 2.1 OPDC's Communications and Engagement team will work with designers including Twenty Eight Design to produce branded marketing, internal and external communications materials. Twenty Eight Design has previously delivered high-quality design services to OPDC and has a strong understanding of the organisation's brand and requirements. The company provides value for money through efficient delivery and reduced onboarding requirements. Where required, OPDC may also utilise other suitably qualified suppliers to meet specific business needs.
- 2.2 The design element of this expenditure will be delivered primarily through Twenty Eight Design in accordance with OPDC's Contracts and Funding Code. The supplier has a proven track record of delivering high-quality design services for OPDC and is familiar with OPDC's brand, reducing project risk and ensuring continuity of service.
- 2.3 OPDC's Communications and Engagement team will use printing suppliers that provide value for money and are able to meet the required quality, accessibility and delivery standards. Suppliers will be selected based on cost, quality, turnaround times and suitability for the specific requirement. This will include producing marketing materials and external communication documents, which will encompass, but not be limited to brochures, leaflets, posters and banners.
- 2.4 OPDC produces engaging printed and digital materials and makes these available in a variety of formats to inform and involve the local community, in line with our

Community Engagement Strategy and Equity, Diversity and Inclusion Strategy and Action Plan.

- 2.5 OPDC will engage with trusted printing suppliers that have a track-record of successful work with OPDC and that have consistently delivered a high-quality service often within short timeframes, demonstrating good value for money against other comparable companies. Any supplier appointments will be undertaken in accordance with OPDC's Contracts and Funding Code and relevant procurement requirements.
- 2.6 OPDC does not have an up-to-date or consistent collection of corporate profile pictures for those fulfilling leadership roles within the organisation, as such, OPDC will work with a professional photographer to capture pictures of the Board and Executive team, with the option to include Heads of Service and Assistant Directors.
- 2.7 A first photo session will take place during a Board Away day to capitalise on Board and Executive Team availability and provide a consistent backdrop.

3. Objectives and expected outcomes

- 3.1 The anticipated outcome of this proposal is to have high-quality print and digital documents for internal and external events, enabling OPDC to continue to effectively engage with key audiences.
- 3.2 Using professional design, printing and photography services will enable OPDC to uphold a professional brand when communicating with key stakeholders and audiences.
- 3.3 This will include delivering timely, professional and accessible communications materials that support effective engagement with residents, businesses and stakeholders throughout 2026-27.
- 3.4 The proposal also supports the creation of an up-to date-suite of professional corporate photography assets for use across the OPDC website, digital channels and corporate publications.

4. Strategic fit

- 4.1 The design and printing of communications and engagement materials fit within our strategic aims, in particular:
 - Collaboration – working with trusted suppliers to produce professional assets that demonstrate our brand and key messages. Printing materials also maximises opportunities for local communities to have their say in ongoing consultation and engagement projects.
 - Inclusivity – ensuring that those who are unable to attend events and those who may not have access to the internet are not excluded from having their say.
 - Integrity - ensuring that our messages reach all those who may be interested and represent our brand in a professional manner. Professional photographs of

our Board and Executive team will help audiences understand the organisation's leadership structure, supporting transparency.

- 4.2 Our trusted suppliers will make assets/documents engaging and accessible to help to convey OPDC messaging effectively.

5. Project governance and assurance

- 5.1 The Digital Communications Manager, Communications & External Relations Manager and Senior Engagement Officer will be responsible for day-to-day liaison with design, print and photography suppliers.
- 5.2 This team will work closely with the suppliers on approval processes, ensuring quality control and value for money for any services undertaken.
- 5.3 Expenditure against this approval will be monitored throughout the financial year by the Communications and Engagement team to ensure services remain within the approved budget and continue to provide value for money.

6. Risk, Issues and Opportunities

Risk description	Inherent score	Mitigations	Target score
Demand for printing, design or photography services exceeds forecast expenditure	Likelihood: 3 Impact: 4 Total: 12	Expenditure will be monitored against budget throughout the financial year with approval sought for any additional expenditure required.	Likelihood: 2 Impact: 3 Total: 6
Delays in supplier delivery will impact activities or events	Likelihood: 3 Impact: 4 Total: 12	OPDC will use suppliers with a proven track record of delivering within required timescales and will maintain regular oversight	Likelihood: 2 Impact: 2 Total: 4

7. Equity, Diversity and Inclusion Comments

- 7.1 OPDC must have 'due regard' to the need to eliminate unlawful discrimination, harassment and victimisation as well as to the need to advance equality of opportunity and foster good relations between people who share a protected characteristic and those who do not.
- 7.2 The protected characteristics and groups are: age, disability, gender reassignment, pregnancy and maternity, race, gender, religion or belief, sexual orientation and marriage/ civil partnership status. Fulfilling this duty involves having due regard to: the need to remove or minimise any disadvantage suffered by those who share a protected characteristic or one that is connected to that characteristic; taking steps to meet the different needs of such people; and encouraging them to participate in

public life or in any other activity where their participation is disproportionately low. Compliance with the Equality Act may involve treating people with a protected characteristic more favourably than those without the characteristic. The duty must be exercised with an open mind and at the time a Decision is taken in the exercise of the OPDC's functions.

- 7.3 This decision is not anticipated to give rise to any negative impacts on any groups identified with protected characteristics.

8. Social Value and Environment

- 8.1 Sustainability - OPDC will only print materials where necessary, for identified audiences, to avoid undue impact on the environment.
- 8.2 Community Engagement – OPDC will continue to inform, involve and empower the communities and businesses we serve. Well-designed materials, available in digital and printed form, will maximise opportunities for communities to participate in our ongoing work in the area.
- 8.3 Design Quality – by engaging with professional design, printing and photography services, OPDC will ensure assets produced are of high quality and accessible to the audiences they are intended for.

9. Other considerations

- 9.1 There are no other considerations that need to be considered in the taking of this decision.

10. Conflicts of interest

- 10.1 No one involved in the preparation or clearance of the form has any conflicts of interest

11. Financial comments

- 11.1 The £40,000 cost is within the budget allocated to CEO, Communications, Engagement & Strategy directorate for the financial year 2026-27.

12. Legal comments

- 12.1 No separate legal review is required as this decision is in line with OPDC's governance policies and procedures, including its Scheme of Delegation and Contracts and Funding Code

Appendices

- None

Other supporting papers

- None

PUBLIC ACCESS TO INFORMATION

Information in this Form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA). OPDC aims to publish the Form within three working day of approval.

If immediate publication risks compromising the implementation of the Decision (for example, impacting a procurement process), it can be deferred until a specific date (when it will be published). Deferral periods are kept to the shortest length strictly necessary.

Part 1 – Deferral

Publication of this Part 1 is to be deferred: **No**

The deferral is until: **NA**

This is because: **NA**

Part 2 – Confidential information

Only the facts or advice that would be exempt from disclosure under FoIA should be included in or attached to any separate Part 2 Form, together with the rationale for withholding the information at this time.

There is a separate and confidential Part 2 Form: **No**

DECLARATIONS

Drafting officer

Hannah Young-McHugh has drafted this Form in accordance with OPDC procedures, including for handling conflicts of interests, and confirm that:

Advice: The Governance and Finance have commented on the proposal. ☒

CONFIRMATIONS

Section 106 funding

This use of S106 to fund the expenditure proposal was approved via a Section 106 spend proposal form on NA

Review

This Decision was circulated for Senior Review on Tuesday 28 July 2026.

FINANCE AUTHORISATION: Yasin Razaaq, Head of Finance

Financial implications have been appropriately considered in the preparation of this form. ☒



Signature:

Date: 28/07/2026

GOVERNANCE AUTHORISATION: [\[Click and add name and job title\]](#)

Governance implications have been appropriately considered in the preparation of this form. ☒

Signature:

M. Hain

Date: 28/07/2026