

DECISION RECORD ¹

Officer Key Decisions are subject to the Council's Call-In Procedure (Part 4 of the Council's Constitution <https://www.stevenage.gov.uk/documents/council-and-democracy/constitution/part-4e-overview-and-scrutiny-procedure-rules-august-2018.pdf>)

Subject: Corporate Advertising and Sponsorship Framework

Staff Contact: Clare Fletcher
Tel: x2933

Executive Member: Joan Lloyd
Portfolio: Resources

1. Decision

That the Strategic Director (CF), in consultation with the Executive Portfolio Holder for Resources,

1. Has determined that Annex A to this Decision Record should not be disclosed to the public as it contains exempt information as defined by Section 100 of the Local Government Act 1972, Schedule 12A, the public interest in maintaining the exemption outweighing the public interest in disclosing that information; and
2. Awards the contract for the Corporate Advertising and Sponsorship Framework to the preferred supplier set out in Annex A and approves the award and signing of the contract.

2. Reasons for the decision

This is a technical decision which has been taken down the delegated officer route, in consultation with the Portfolio Holder for Resources. The Advertising and Sponsorship framework is an enabler which set out the parameters for operation when entering into agreements with third party suppliers around advertising and sponsorship. The framework follows a standard format as adopted by other local authorities. It defines what the Council deem to be acceptable advertising and sponsorship to the Council and sets out the general principles and procedures for operation.

3. Alternative options considered and rejected ²

The decision to take it through the Commercial and Investment Executive Committee was rejected as it is a technical decision and the framework is standard in nature, mirroring that of other local authorities. It is an enabler for a more joined up approach to advertising and sponsorship across the organisation.

4. Consultation

- (a) Comments of Executive Member ^{3 4}

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I fully endorse the decision for the advertising and sponsorship framework and contract which is in the forward plan and delegated to officers. I have discussed the offer with both the Chief Financial Officer and Commercial Manager and believe it to be a good deal for the Council which should give us a good financial return with no costs to ourselves.

(b) Comments of other consultees ⁵

None

5. Following consultation with, and the concurrence of the Executive Member, I am proceeding with the proposed decision.

Signed:

Title: Strategic Director S151 Date: 4th May.....

¹ for guidance see Borough Solicitor's note "Taking Decisions"

² details of any alternative options considered and rejected by the officer at the time the decision was made

³ record any conflict of interest declared by any Executive Member consulted. If an Executive Member declares a conflict of interest DO NOT PROCEED without seeking advice from the Borough Solicitor

⁴ If the matter has general significance for the Council and/or is, or is likely to be, controversial, then the officer shall consult the appropriate Executive Member before proceeding. In some cases it will be necessary to consult more than one Executive Member, and in some cases the Leader of the Council will need to be consulted

⁵ If the matter has local significance, but no general significance for the Council and no controversial aspects, the officer shall consult or inform the local member in writing (or by e mail) and proceed. It is essential that all officers responsible for delivering services ensure that local members are kept well briefed on issues affecting their areas.