

29 November 2012

This record relates to Agenda Item 86

RECORD OF POLICY & RESOURCES COMMITTEE DECISION

SUBJECT: ADVERTISING & SPONSORSHIP

AUTHOR: JOHN SHEWELL

THE DECISION

- (1) That the Interim Lead Chief Executive's Services be granted delegated authority to award the advertising and sponsorship contract for the management of large format advertising sites (Lot 1) in accordance with those parties' proposals set out in the Part 2 report; and
- (2) That the contract should include existing large format advertising sites and a requirement for the Management Company to identify and seek advertising and all other necessary consents for new potential large format advertising sites.

REASON FOR THE DECISION

The recommendation should be approved so that we can complete the tendering process and ensure delegated authority to award contracts to the successful companies. This project will ensure that the council receives value for money from advertising and sponsorship of its highways and other infrastructure, land and property portfolio.

DETAILS OF ANY ALTERNATIVE OPTIONS

Alternative options were evaluated at the inception of the project in 2008 when a waiver of standing orders was agreed to appoint Publitas Consulting to work with the council on this project mainly because of their unique position and expert knowledge in this specialist field.

Proper Officer:

Date: 30/11/2012

Mark Wall, Head of Democratic Services

Signed:



CALL-IN FOR SCRUTINY

Note: This decision will come into force at the expiry of 5 working days from the date of the meeting at which the decision was taken subject to:

- (i) any requirement for earlier implementation of the decision or,
- (ii) the decision being called in for review by 5 Members from two or more Groups represented on the Council.



