

EXECUTIVE DECISION

made by a Cabinet Member



REPORT OF ACTION TAKEN UNDER DELEGATED AUTHORITY BY AN INDIVIDUAL CABINET MEMBER

Executive Decision Reference Number – T06 22/23

Decision	
1	Title of decision: Advertising on Highways Assets
2	Decision maker: Councillor Jonathan Drean, Cabinet Member for Transport
3	Report author and contact details: Phil Bellamy, Engineering Manager, Street Services (01752 306947)
4	Decisions to be taken: <ul style="list-style-type: none"> a) To approve the Business Case for the Council to directly manage advertising/ sponsorship opportunities on highway assets [Appendix A] b) To approve the Advertising and Sponsorship Policy [Appendix B]
5	Reasons for decision: <ul style="list-style-type: none"> a) To generate income for PCC b) To support local businesses
6	Alternative options considered and rejected: <ul style="list-style-type: none"> a) Do nothing – this option has been rejected on the basis that there would be no additional income to support highways budgets and won't support the Council's funding gap through maximising assets. In addition continuation of current ad hoc products with no set process or fee structure in place carries a risk of reputation damage. b) Undertake a procurement exercise for Managed Services – this option has been rejected on the basis that previous experience with this type of contract has provided for ongoing issues with both customers and the contracted company who have not returned the expected income to PCC in line with the contract. Using an external company to manage the opportunities means that the income won't be staying in Plymouth (if awarded to a company outside of the City) and that PCC won't be getting 100% of the income. c) Using Framework Agreement such as ESPO – this option has been rejected on the basis that as above a procured exercise would mean PCC not retaining all income generated from sales of advertising space on assets. In addition the supplier previously contracted by PCC are included on ESPO's 'checked supplier' list, yet despite having a clear and binding contract PCC have been left out of pocket and with poor customer management under our prior contract.
7	Financial implications and risks: Generating additional income, see Briefing report for details of cost benefit. Risks:

	a) No interest from businesses b) Takes more staff time than anticipated to manage contracts			
8	Is the decision a Key Decision? (please contact Democratic Support for further advice)	Yes	No	Per the Constitution, a key decision is one which:
			X	in the case of capital projects and contract awards, results in a new commitment to spend and/or save in excess of £3million in total
			X	in the case of revenue projects when the decision involves entering into new commitments and/or making new savings in excess of £1million
		X	is significant in terms of its effect on communities living or working in an area comprising two or more wards in the area of the local authority.	
	If yes, date of publication of the notice in the Forward Plan of Key Decisions	N/A		
9	Please specify how this decision is linked to the Council's corporate plan/Plymouth Plan and/or the policy framework and/or the revenue/capital budget:	Corporate plan: <ul style="list-style-type: none"> A vibrant economy Engaging with and listening to our businesses Plymouth Plan: <ul style="list-style-type: none"> HEA4 – Playing an active role in the community by supporting and engaging with our business community GRO1 – Creating the conditions for economic growth by offering highly visible advertising/sponsorship opportunities for local businesses		
10	Please specify any direct environmental implications of the decision (carbon impact)	As far as possible, recyclable materials will be used for advertising, therefore minimising any environmental impact.		
Urgent decisions				
11	Is the decision urgent and to be implemented immediately in the interests of the Council or the public?	Yes		(If yes, please contact Democratic Support (democraticsupport@plymouth.gov.uk) for advice)
		No	X	(If no, go to section 13a)
12a	Reason for urgency:			
12b	Scrutiny Chair Signature:		Date	

	Scrutiny Committee name:			
	Print Name:			
Consultation				
I3a	Are any other Cabinet members' portfolios affected by the decision?	Yes		
		No	X	(If no go to section I4)
I3b	Which other Cabinet member's portfolio is affected by the decision?	N/A		
I3c	Date Cabinet member consulted	N/A		
I4	Has any Cabinet member declared a conflict of interest in relation to the decision?	Yes		If yes, please discuss with the Monitoring Officer
		No	X	
I5	Which Corporate Management Team member has been consulted?	Name	Philip Robinson	
		Job title	Service Director for Street Services	
		Date consulted	22/09/2022	
Sign-off				
I6	Sign off codes from the relevant departments consulted:	Democratic Support (mandatory)	DS36 22/23	
		Finance (mandatory)	ba.22.23.225	
		Legal (mandatory)	MS/38543	
		Human Resources (if applicable)	N/A	
		Corporate property (if applicable)	N/A	
		Procurement (if applicable)	N/A	
Appendices				
I7	Ref.	Title of appendix		
	A	Business Case		
	B	Advertising Policy		
	C	Equalities Impact Assessment		
Confidential/exempt information				
I8a	Do you need to include any	Yes		If yes, prepare a second, confidential ('Part II')

	confidential/exempt information?	No	<input checked="" type="checkbox"/>	briefing report and indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box in 18b below. (Keep as much information as possible in the briefing report that will be in the public domain)				
		Exemption Paragraph Number						
		1	2	3	4	5	6	7
18b	Confidential/exempt briefing report title:							
Background Papers								
19	Please list all unpublished, background papers relevant to the decision in the table below. Background papers are <u>unpublished</u> works, relied on to a material extent in preparing the report, which disclose facts or matters on which the report or an important part of the work is based. If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.							
Title of background paper(s)		Exemption Paragraph Number						
		1	2	3	4	5	6	7
Cabinet Member Signature								
20	I agree the decision and confirm that it is not contrary to the Council's policy and budget framework, Corporate Plan or Budget. In taking this decision I have given due regard to the Council's duty to promote equality of opportunity, eliminate unlawful discrimination and promote good relations between people who share protected characteristics under the Equalities Act and those who do not. For further details please see the EIA attached.							
Signature				Date of decision	03/08/2022			
Print Name	Cllr Jonathan Drean Cabinet member for Transport							