

Ref:

680/16

Please leave blank for completion by DS officers

Executive Decision Record

A1 Service Area:

Programmes and Transformation

A2 Title

Website Advertising

A3 Decision Taken By

Deputy Leader

A4 Chief Officer

Please print name Sal Khan

Please sign

A5 Leader/Deputy Leader

Please print name Councillor [redacted]

Please sign

A6 Date of Decision

27/06/2016

A7 Is this Decision confidential by containing exempt information as described in Schedule 12A of the Local Government Act 1972?

No

A7.1 If yes, please state relevant paragraph from Schedule 12A LGA 1972.

n/a

A8 Which Scrutiny Committee should this decision be submitted to?

(please tick as appropriate)

Scrutiny (Promoting Local Economic Growth) Committee

Scrutiny (Value for Money Council Services) Committee

Scrutiny (Protecting and Strengthening Communities) Committee

B1 What is the Decision?

To allow advertisements to be placed on our website and other micro sites in accordance with the Council's Sponsorship and Advertising policy.

Adverts will be placed on our websites through the Council Advertising Network (CAN). There is no fee to CAN however they will share 50% of net revenue generated through the adverts. ESBC will receive the other 50%.

There are no upfront costs and ESBC will have full control of the adverts placed on the websites.

B2 What are the reasons for the Decision?

Following a sponsorship and advertising update presented to Cabinet in April 2016 it was agreed that officers continue with new methods of advertising, one of which was website advertising.

It is hoped that website advertising will bring additional revenue to the Council.

B3 What are the contributions to Corporate Priorities?

Value for Money Council Services

B4 What are the Human Rights considerations?

There are no Human Rights issues arising from this decision.

B5 What are the financial implications?

The main financial issues arising from this decision are as follows:

Revenue	2015/16	2016/17	2017/18
Projected website advertising revenue	£0	£1,600 - £5,500	£2,700 - £9,500

Capital	2015/16	2016/17	2017/18

B6 Is the Decision wholly in accordance with the Council's policy framework?

Yes

B6.1 If No, does it fall within the urgency provisions (Part 3 of the Constitution)?

N/A

AND

B6.2 Has it got the appropriate approvals under those provisions?

N/A

B7 Is the Decision wholly in accordance with the Council's budget?

Yes

B7.1 If No, does it fall within the urgency provisions (Part 3 of the Constitution)?

N/A

AND

B7.2 Has it got the appropriate approvals under those provisions?

N/A

B8 What are the Equalities implications?

B8.1 The subject of this decision is not a policy, strategy, function or service that is new or being revised. An equality impact assessment is not required.

B8.2 N/A

B9 What are the Risk Assessment implications?

B9.1 Positive (Opportunities/Benefits):

- Additional revenue for the Council

B9.2 Negative (Threats):

- Lower than expected revenue generation.

B9.3 The risks do not need to be entered in the Risk Register. Any financial implications to mitigate against these risks are considered above.

B10 What are the Legal Considerations?

B10.1 There are no significant legal issues arising from this decision.

B11 What are the Sustainability implications?

B11.1 The proposal would not result in an overall positive effect in terms of sustainability (including climate change and change adaptation measures).

B12 What are the Health & Safety implications?

B12.1 A Risk Assessment has not been carried out and entered into Harriet for all significant hazards and risks because there are no significant hazards or risks arising from this decision.

B12.2 Any financial implications to mitigate against these hazards and risks are considered above.

B13. Is this a Key Decision?

No

Note A Key Executive Decision is one where:

- 1. REVENUE – Any contract or proposal with an annual payment or saving of more than £100,000**
- 2. CAPITAL – Any capital project with a value in excess of £150,000**
- 3. A decision which significantly affects communities living or working in an area comprising two or more wards.**

B13.1 If this is a Key Decision, is this an urgent decision such that a delay caused by use of the Call-in Procedure would seriously prejudice the public interest?

N/A

B13.2 If Yes, has the Mayor or in his/her absence the Deputy Mayor or in his/her absence the Chair of the relevant Scrutiny Committee agreed that the decision will be exempt from Call-in?

N/A

NOTE: If this decision is subject to the Call-in Procedure it will come into force, and may then be implemented, on the expiry of 3 working days after publication – unless 10 Members of the Council call in the decision.

Please send the original signed document to Andrea Davies, Democratic Services.