

Key Decision Details

Decision Name	Raising Sponsorship and Advertising Revenues from Council Website
Date of Decision	17 July 2008
Decision maker	Cabinet
Describe the Decision taken	Authorised the Director of Commerce and Technology, after consultation with the Executive Councillor for IT and Customer Service, to appoint an agency to manage web advertising on behalf of the Council and agreed to review the advertising initiative in January 2009 and report further thereon to the meeting of Cabinet scheduled for 19 th February 2009.
What were the reasons for taking the Decision?	To generate revenue from the sale of sponsorship opportunities
What alternative options were considered and rejected?	None
Conflict of interest and dispensation	None
Is the decision a Key Decision?	Yes
Was the decision included in the Forward Plan	No
Was the decision subject to the urgency proceedings?	No
List the background papers to any report considered by the Decision Taker	None.
Person Making this report	Mrs Helen Taylor
Date upon which the Decision will come into force, subject to no call-in	25 July 2008
Accompanying Documents	Web advertising

