

Gloucester City Council

INDIVIDUAL OFFICER DECISION DECISION RECORD FORM

Date of Decision	13 March 2024
Subject	Agreement for Sale of Advertising on Fleet of Waste, Recycling and other Sundry Vehicles
Wards affected	All Wards
Officer taking decision	Ruth Saunders, Corporate Director
Decision taken To agree an updated Agreement with Roadvert for the sale of advertising on the fleet of waste, recycling and other sundry vehicles.	
Delegated power used The scheme of sub-delegation allows for the Corporate Director to take all steps reasonably necessary for the effective and efficient delivery of services for which they are responsible.	
Reason for decision Following a procurement exercise, Roadvert will be contracted to deliver advertising on our fleet. This is a continuation of a previous agreement which was in place since 2017. Advertising on our fleet is a common approach used by councils to maximise income.	
Alternative options considered None	
Consultation Undertaken and Results of Consultation Not applicable.	
People Impact Assessment (PIA) Screening Stage completed: Yes Full PIA required, completed and attached: No (advertising standards as stated in the contract must be adhered to)	
Any Conflicts of Interest None	
Declarations of Interest (including any dispensations granted): None	
Background documents:	

Confidential or Exempt Information:

No

Name of document(s) which are confidential or exempt Final Report:

Decision Maker:

Date: 13 March 2024



Ruth Saunders, Corporate Director