

## **EAST LINDSEY DISTRICT COUNCIL EXECUTIVE DECISION NOTICE**

1. Decision to be taken: To grant Magna Vitae a licence to use lamppost columns along Tower Esplanade for advertising purposes in pursuit of their five year business plan objectives. Magna Vitae is responsible for all associated costs.

2. This is a: PORTFOLIO HOLDER SUPPORTED OFFICER DECISION

**Note: This form should not to be used for Key Decisions**

3. The following is the decision making body or person:

OFFICER James Gilbert.

4. Financial implications from this decision have been communicated to the Portfolio Holder for Finance and the Leader? N/a

5. The decision was taken on: 19.01.18

6. Contact Officer and details: James Gilbert – james.gilbert@e-lindsey.gov.uk

7. List of documents submitted for consideration in relation to the matter in respect of which the decision is to be made : N/a

8. Where the documents are held and where they can be obtained from (except exempt items) when they become available: N/a

9. The reason for the decision and other alternative options considered and rejected:

In the past the Council has run a programme that aimed to generate income from advertising on Council assets such as lamp post columns. There was limited uptake meaning the Council stopped operating such a scheme. As Magna Vitae has made a formal approach to the Council to place advertising on these columns, and in recognition of the Trust's five year business plan objectives, permission is sought to provide the Trust with a licence to use these columns at no cost, providing they cover all operating/management costs and seek the necessary advertising consents. The use of the columns will also brighten up this busy area of the resort for the benefit of local people and visitors.

10. Declaration of any conflicts of interest of the decision making body or the individual: None

11. Provide a note of any subsequent dispensations granted by the Head of Paid service: None

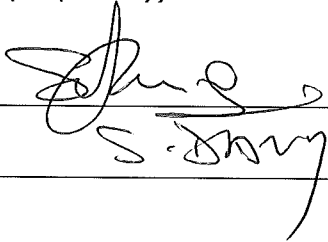
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**Financial Implications of this Decision:-**

Estimated cost:- £0


Funded from: £0

Signed: (Head of Paid Service/S151 Officer (or person presiding at the Executive Board where appropriate))

  
\_\_\_\_\_  
Name: \_\_\_\_\_


Date: 19.1.18

Signed: (Officer)

  
\_\_\_\_\_  
Name: JAMES GILBERT

Date: 19.1.18

Co-signed (Portfolio Holder ~~if~~ officer decision)

  
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Name: Richard Fry

Date: 19.1.18