



CAMBRIDGESHIRE  
& PETERBOROUGH  
COMBINED AUTHORITY

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OFFICER DECISION TITLE:

**EG Question Time Event**

NAME OF OFFICER EXERCISING DELEGATED POWERS:

**The Chief Executive of the Cambridgeshire and Peterborough Combined Authority**

DATE OF OFFICER DECISION: 27<sup>th</sup> April 2018

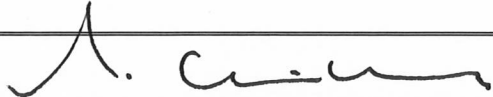
Responsible Director:	<i>Martin Whiteley, Chief Executive</i>
Is this a public report? If a key decision, it will be a public report and will be published on the CA website.	No
Does the report have any annex that contains exempt information?	No

Decision taken	<p>The Chief Executive has agreed to sponsor the EG Question Time event taking place in Cambridge in 2018 to the value of £9,000 + VAT.</p> <p>There are no legal implications relating to this contract.</p>
Authorisation ( <i>delete as appropriate</i> )	<p>This decision has been taken under delegated authority of the Chief Executive. The Chief Executive is delegated authority to take decisions up to £500K subject to any such decisions being reported to the next Board meeting of the Combined Authority.</p>
Background Information	<p>The EG Question Time event in Cambridge is a highly respected commercial property event that attracts a significant number of key stakeholders each year. Appearance on the panel is by sponsorship only.</p> <p>The full sponsorship package includes:</p> <ul style="list-style-type: none"><li>• Panellist position on the debate itself</li><li>• Ability to form the topics for the debate</li><li>• Full branding on all email adverts</li><li>• Full branding on all full page print adverts</li></ul>



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	<ul style="list-style-type: none"><li>• Full branding on the Question Time registration website</li><li>• Full branding on event coverage, which includes 3 page editorial in magazine and also, EGi news write up</li><li>• Full branding at the event, on stage and in networking room-banners, staging, AV</li><li>• Marketing brochures for Cambridgeshire &amp; Peterborough Combined Authority to be distributed around event</li><li>• Editorial comment in the magazine</li><li>• Branding on the sli.do interactive tech</li><li>• Potential to comment in an individual podcast, which is hosted on EGi</li><li>• 1 x Full page advert in EG, post event</li></ul> <p>Total cost - £9,000 plus VAT</p>
Alternative options considered.	There are no other events in the local area that attract the same audience and key stakeholder group planned at this moment in time, therefore this is deemed to be a unique opportunity.
Consultation	
Declarations / Conflicts of Interests (only if the decision falls under the 'Express Authorisation' category)	None
Supporting documentation	None

<b>Officer signature</b>		<b>Date</b>
<p><b><i>Once signed please file in the electronic file Documents/Governance/ office decision notice and enter details in the register.</i></b></p> <p><b><i>If a public report, pass to Democratic Services and we will arrange publication.</i></b></p>		