



## Boston Borough Council

### Delegated Decision Record

This records a key or other decision taken by the Cabinet in accordance with the Council's Scheme of Delegations (as set out in Section 3 of Part 3 of the Council's Constitution).

Please note that a copy of the Cabinet Agenda has previously been circulated to all members of the Council. If you require any further information on this decision please contact, in the first instance, the Portfolio Holder or Lead Officer.

Unless the Leader and the Chairman of the relevant Overview and Scrutiny Committee certify that the matter is so urgent that the normal five-day scrutiny delay on action should not apply, then this decision will come into force and may then be implemented on the expiry of five clear working days after the publication of the decision, unless called in under the call-in procedures as set out in Section E of Part 4 of the Council's Constitution.

Decision Maker	Cabinet
Report Title	Sponsorship Generation in Boston
Summary Background	To consider a proposal in respect of how the council may look to increase revenue from sponsorship, to support council-led activity.
Author / Contact Officer	Assistant Director – Strategic Growth and Development Matthew.Hogan@sholland.gov.uk
Ward(s) Affected	All Wards
Urgent?	No
Key Decision?	No
In Forward Plan?	Yes
Date of Decision	07 May 2025
Date Published	9 May 2025
Call-In Expiry	16 May 2025
Exempt Information?	No
Decision (Action Agreed)	1. That approval be given to a programme of pursuing the generation of sponsorship to support council activity, with a view to seek to deliver the expected benefits as articulated within the report;

	<p>2. That the recommended resourcing strategy for such a programme (i.e. the procurement of a contractor) as articulated within the report be approved; and</p> <p>3. That delegated authority be given to the Assistant Director Strategic Growth and Development, in conjunction with the Deputy Leader of the Council, to conclude contractual matters associated with the report recommendations.</p>
Reason(s)	To enable the council to pursue a programme of sponsorship generation activity, with a view to deliver the expected benefits as articulated within this report.
Alternative Options	Do nothing – Under this option the recommendations do not proceed, meaning that the opportunity and expected benefits as articulated within this report do not materialise.
Any conflict of interests declared and any dispensations granted by the Head of Paid Service	None
Further Information	N/A