

Title of Report	NWLDC CORPORATE ADVERTISING AND SPONSORSHIP POLICY	
Presented by	Barrie Walford Economic Development Manager	
Background Papers	N/A	Public Report: Yes
Financial Implications	There are no cost implications of implementing the Policy. Finance will be consulted on advertisement and sponsorship arrangements.	
	The advertising or sponsorship should make a net positive contribution to the finances of the Council. Signed off by the Section 151 Officer: Yes	
Legal Implications	Set out in the report.	
	Signed off by the Monitoring Officer: Yes	
Staffing and Corporate Implications	Set out in the report.	
	Signed off by the Head of Paid Service: Yes	
Purpose of Report	This report sets out the proposed Advertising and Sponsorship Policy and seeks feedback from Corporate Scrutiny Committee prior the Policy being presented to Cabinet in December for adoption.	
Recommendations	THAT CORPORATE SCRUTINY COMMITTEE CONSIDERS AND COMMENTS ON THE PROPOSED ADVERTISING AND SPONSORSHIP POLICY AHEAD OF CONSIDERATION BY CABINET ON 12 DECEMBER 2023.	

1.0 Background

- 1.1 A new corporate Advertising and Sponsorship Policy has been developed to establish a protocol for managing commercial advertising and sponsorship.
- 1.2 The purpose of introducing the Policy is to establish guidance that will enable all departments of the Council to take a consistent and corporate approach when:
- Considering opportunities for sponsorship of Council properties, events, services and other activities.
 - The placement of advertising in or upon Council property, events or activities.

- The sponsorship by the Council of events or activities arranged by others.

2.0 Context

- 2.1 To ensure that sponsorship and associated commercial advertising activities entered into by the Council are undertaken consistently and in line with the agreed processes and procedures, a draft Advertising and Sponsorship Policy has been developed.
- 2.2 The draft Advertising and Sponsorship Policy is attached in Appendix A.
- 2.3 The Policy is intended to;
- Provide a clear definition of 'Advertising'
 - Provide a clear definition of 'Sponsorship'.
 - Establish principles for seeking and accepting advertising and sponsorship of Council property and activities.
 - Establish protocols to support the process for decision making and the award of advertising and sponsorship.
 - Identify examples of acceptable advertising or sponsorship.
 - Identify examples of unacceptable advertising or sponsorship.
 - Outline the use of Council branding through advertising and sponsorship.
- 2.4 This draft Policy has been prepared based on initial work completed by the Council's Communications team in consultation with Legal Services, Economic Regeneration, Environmental Protection and Leisure Services. In doing so, good practice from similar policies adopted by other local authorities has been followed.

3.0 Resource Implications

- 3.1 The draft Policy proposes that all advertisement and sponsorship arrangements will be required to be prepared in the form of a written agreement which will require approval by the relevant Head of Service, following consultation with legal and finance teams. This is detailed further in the draft Policy.
- 3.2 In addition, the use of Council branding and the Council logo must be considered in conjunction with the Council's Communications team.
- 3.3 The Policy is being referred to Cabinet on 12 December 2023.
- 3.4 Once approved, the Advertising and Sponsorship Policy will be subject to review every three years to be undertaken by the Economic Regeneration Service.

Policies and other considerations, as appropriate	
Council Priorities:	Insert relevant Council Priorities: <ul style="list-style-type: none"> - Supporting Coalville to be a more vibrant, family-friendly town - Support for businesses and helping people into local jobs - Developing a clean and green district

	<ul style="list-style-type: none"> - Local people live in high quality, affordable homes - Our communities are safe, healthy and connected
Policy Considerations:	No policy considerations.
Safeguarding:	No safeguarding considerations.
Equalities/Diversity:	No equalities/diversity considerations.
Customer Impact:	The Policy will provide a mechanism for generating funds to support deliver Council programmes that support our customers.
Economic and Social Impact:	The Policy will create opportunities for business and community groups to raise their profile through advertising and sponsorship.
Environment, Climate Change and zero carbon:	The policy identifies industry categories that are not acceptable for entering into an advertising or sponsorship agreements. This includes industries directly involved in fossil fuel extraction (in recognition of the Council's Zero Carbon Action Plan)
Consultation/Community Engagement:	This Policy has been shaped through consultation with NLWDC Corporate Leadership Team.
Risks:	The proposed Advertising and Sponsors Policy will be reviewed annually and, where required, be updated to reflect changing micro and macro social and economic changes.
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