

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – TUESDAY, 12 DECEMBER 2023



Title of Report	NWLDC CORPORATE SPONSORSHIP AND ADVERTISING POLICY	
Presented by	Councillor Tony Gillard Business and Regeneration Portfolio Holder PH Briefed: Yes	
Background Papers	Corporate Scrutiny Committee, 23 November 2023.	Public Report: Yes
		Key Decision: 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. Business cases will be undertaken to assess the value of advertising and sponsorship opportunities Signed off by the Section 151 Officer: Yes	
Legal Implications	Legal Services have provided advice on the draft policy.	
	Signed off by the Monitoring Officer: Yes	
Staffing and Corporate Implications	Set out in report.	
	Signed off by the Head of Paid Service: Yes	
Purpose of Report	This report sets out the proposed Advertising and Sponsorship Policy and provides the feedback from the Corporate Scrutiny.	
Reason for Decision	To adopt the new Advertising and Sponsorship policy.	
Recommendations	THAT CABINET: <ol style="list-style-type: none"> 1. REVIEWS THE PROPOSED ADVERTISING AND SPONSORSHIP POLICY, INCLUDING FEEDBACK FROM CORPORATE SCRUTINY COMMITTEE. 2. APPROVES THE ADOPTION OF THE ADVERTISING AND SPONSORSHIP POLICY. 	

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.

2.0 Context

- 2.1 To ensure that sponsorship and associated commercial advertising activities entered in to 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 Corporate Scrutiny Committee

- 3.1 This Policy was presented to Corporate Scrutiny Committee on 23 November 2023.
- 3.2 Corporate Scrutiny Committee's recommendation to Cabinet is to defer the adoption of the Policy. Scrutiny Committee's recommendation is based on a series of points summarised below from 3.5 to 3.10.
- 3.3 The full minutes of the Corporate Scrutiny Committee, include the observations and are attached at Appendix B.
- 3.4 Corporate Scrutiny Committee feedback, along with an officer response to the feedback is set out below.

- 3.5 Committee feedback: (a) An improved layout and presentation of the proposed policy and (b) That the proposed Policy should include more definitive language, replacing the word 'should'.

Officer Response to (a) and (b): Officers are content with the structure of the proposed Policy. However, some of the language within the Policy has been rewritten to reflect the views of Committee to be more definitive. This is shown in red throughout the policy.

- 3.6 Committee feedback: (c) The Policy should be supplemented with a full breakdown of the realistic costs in officer time to administer the proposed policy and (d) That the policy should be supplemented with a forecast of income generation resulting from the proposed Policy.

Officer response to (c) and (d): It is not possible to forecast the level of income generation resulting from the proposed Policy as this will depend on the different opportunities that may arise during any given year. Guided by the proposed Policy, each service area will be responsible for securing their own advertising and sponsorship arrangements and the staffing capacity will be factored into the decision making to pursue sponsorship. On a case-by-case basis, each advertising and sponsorship opportunity will be subject to a business case assessment commensurate to the opportunity. The levels of benefits generated will be relative to the type of sponsorship or advertising being sought. The proposed policy is written to ensure any advertising or sponsorship arrangement will make a net positive contribution to the finances of the Council.

- 3.7 Committee feedback: (e) That the policy should be supplemented with a breakdown of how and where any resulting income generated through the Policy will be reinvested.

Officer response to (e): Officers propose that the Policy should not be overly prescriptive as to how income generated should be spent, instead individual service areas will prepare a business case for the advertising and sponsorship opportunity that will consider cost recovery and identify the best use of any additional income generated to support and enhance service delivery.

- 3.8 Committee feedback: (f) Concerns were raised over the reputational risk of the Council in collaborating with sponsors and (g) Concerns were raised over the limitations of restrictions over which organisations are permitted to enter advertising and sponsorship arrangements with the Council.

Officer response to (f) and (g): Chapter 5 of the proposed Policy sets out the parameters for which the Council will and will not enter into advertising and sponsorship arrangements. One of the consequences of having a corporate policy is to provide a framework to guide decision making and to mitigate the risks the Committee has identified. Chapter 11 of the proposed Policy sets out the process regular reviews of advertising and sponsorship arrangements and permits the Council to refuse or terminate arrangements.

- 3.9 Committee feedback: (h) The proposed policy should be expanded to also consider the Council's own advertising and sponsorship arrangements.

Officer response to (h): This was considered as part of the drafting of the Policy and was excluded intentionally. Should a policy be required for the Council's appetite for

sponsoring or advertising other activity, this could be prepared separately with a full consideration of subsidy control implications.

3.10 In addition, prior to the meeting, the Chair of Corporate Scrutiny Committee provided a four-page list of notes and suggestions for the proposed policy. These notes were not shared with Committee nor discussed with the Committee but have been given consideration by officers including in particular the points below:

- Considerations around consistency, compliance, reputational protection, value for money.
- Observations on permitted and non-permitted advertisement and sponsorship and the grounds for the Council's right to refuse advertising or sponsorship.

4.0 Resource Implications

4.1 The draft Policy proposes that all advertisement and sponsorship arrangements will be required to be prepared in the form of a written agreement (A template of the written agreement is presented in appendix 3) 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.

4.2 In addition, the use of Council branding and the Council logo must be considered in conjunction with the Council's Communications team.

4.3 Once approved, the Advertising and Sponsors Policy will be reviewed within the first 12 months to gauge how the Policy is implemented in practice. The review will be undertaken by the Economic Regeneration Service.

4.4 Liaising with the Council services areas who utilise the Policy, the Economic Regeneration Service will then review the policy every three years.

Policies and other considerations, as appropriate	
Council Priorities:	- Planning and regeneration - Clean, green and Zero Carbon - Communities and Housing - A well-run council
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 the delivery of 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

	<p>sponsorship agreements. This includes industries directly involved in fossil fuel extraction (in recognition of the Council's Zero Carbon Action Plan)</p>
<p>Consultation/Community/Tenant Engagement:</p>	<p>This Policy has been shaped through consultation with NLWDC Corporate Leadership Team.</p>
<p>Risks:</p>	<p>The proposed Advertising and Sponsors Policy will be reviewed within the first year to gauge how the Policy is implemented in practice. The Policy will then be subject to review every three years.</p>
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