

**Committee Name and Date of Committee Meeting**

Cabinet and Commissioners' Decision Making Meeting – 06 August 2018

**Report Title**

Advertising and Sponsorship Policy

**Is this a Key Decision and has it been included on the Forward Plan?**

No, but it has been included on the Forward Plan

**Strategic Director Approving Submission of the Report**

Shokat Lal, Assistant Chief Executive

**Report Author(s)**

Chris Burton, Head of Communications and Marketing  
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**Ward(s) Affected**

Borough-Wide

**Report Summary**

The purpose of this report is to recommend to Cabinet the adoption of an Advertising and Sponsorship Policy

**Recommendations**

That the Advertising and Sponsorship Policy be approved.

**List of Appendices Included**

Appendix 1 Draft Advertising and Sponsorship Policy  
Appendix 2 Draft Advertising Brochure

**Background Papers**

None

**Consideration by any other Council Committee, Scrutiny or Advisory Panel**

Overview and Scrutiny Management Board – 01 August 2018

**Council Approval Required**

No

**Exempt from the Press and Public**

No

## **Advertising and Sponsorship Policy**

### **1. Background**

- 1.1 There is a need to ensure the council maximises opportunities and income and secures best value for money. It is therefore considered that a policy is required to clearly set out what is acceptable in terms of advertising and sponsorship content / material and ensure no conflict with council priorities, values or services – and how the council will approach this.
- 1.2 To establish a unified and corporate approach (including best practice) to advertising and sponsorship across the council
- 1.3 Ensure compliance with legislation, advertising industry codes and other relevant council policies.
- 1.4 A copy of the draft brochure forms Appendix 2 to this report and is provided for information and context.

### **2. Key Issues**

- 2.1 A sponsorship policy is required to provide a robust framework and control measures for advertising and sponsorship activity, in support of income generation.
- 2.2 The adoption of a policy will:-
  - Ensure the council maximises opportunities and income and secures best value for money.
  - Set out what is acceptable in terms of advertising and sponsorship content / material and ensure no conflict with council priorities, values or services and how the Council will approach this.
  - Establish a unified and corporate approach (including best practice) to advertising and sponsorship across the council.
  - Ensure compliance with legislation, advertising industry codes and other relevant council policies.
  - Support the development of commercial partnerships with the private sector.
  - Safeguard the image and environment of the borough.
  - Support the council's reputation and corporate identity.
  - Protect members and officers from allegations of inappropriate dealings or relationships with advertisers or sponsors.

### **3. Options considered and recommended proposal**

- 3.1 Consideration was given to having a more detailed, prescriptive description of 'unacceptable' advertising sources, which was removed in favour of a case-by-case approach in order to avoid being unnecessarily restrictive.

#### **4. Consultation on proposal**

4.1 There has been consultation with Commissioners, Cabinet Member and senior officers across the authority.

#### **5. Timetable and Accountability for Implementing this Decision**

5.1 The decision will be implemented following the expiration of the call-in period on 16 August 2018 and the policy will be effective from 17 August 2018.

5.2 The accountable officer for this report is Chris Burton, Head of Communications and Marketing, however the accountable officer for the application of the policy and associated decision making processes will be Damien Wilson, Strategic Director of Regeneration and Environment.

#### **6. Financial and Procurement Advice and Implications**

6.1 The policy includes a requirement for all those wishing to advertise or sponsor with the Council to comply with the authority's Financial and Procurement Procedure Rules. Beyond this, there are no implications arising from this report.

#### **7. Legal Advice and Implications**

7.1 There are no legal implications associated with the report or policy.

#### **8. Human Resources Advice and Implications**

8.1 Reference has been included within the policy to the code of conduct for officers with regard to sponsorship, and gifts and payments, which is found in sections 15 and 18 of the code.

#### **9. Implications for Children and Young People and Vulnerable Adults**

9.1 There are no implications for children, young people and vulnerable adults arising from this report.

#### **10. Equalities and Human Rights Advice and Implications**

10.1 There are no impacts on equalities or human rights.

#### **11. Implications for Partners**

11.1 There are no implications for partners arising from this report.

#### **12. Risks and Mitigation**

12.1 There are no risks associated with the report and the policy and its subsequent application will be mitigation against any risks in respect of advertising and sponsorship.

### 13. Accountable Officer(s)

Chris Burton, Head of Communications and Marketing

Damien Wilson, Strategic Director of Regeneration and Environment

Approvals obtained on behalf of:-

	<b>Named Officer</b>	<b>Date</b>
Strategic Director of Finance & Customer Services (S.151 Officer)	Nikki Kelly	18/06/2018
Assistant Director of Legal Services (Monitoring Officer)	Dermot Pearson	17/07/2018
Head of Procurement (if appropriate)	Karen Middlebrook	17/07/2018
Head of Human Resources (if appropriate)	Theresa Caswell	01/05/2018

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