

SPONSORSHIP AND ADVERTISING POLICY

Summary:	This report presents the Sponsorship and Advertising Policy for consideration by Cabinet and links directly with objective 2.3 of the Delivery Plan. The Delivery Plan timescales scheduled the approval of the policy for the end of April 2020. The policy will provide a framework within which officers to try and drive additional income for the Council from sponsorship and advertising to support service delivery.
Options considered:	The policy itself will provide a framework within which officers will be able to operate. The options for consideration will then be developed before being shared and discussed in more detail with Members.
Conclusions:	The majority of Councils have a Sponsorship and Advertising Policy. Having an approved policy in place will provide officers a framework within which these opportunities can be explored with a view to generating additional income to support services provision and the Council's financial sustainability.
Recommendations:	That Cabinet approve the Sponsorship and Advertising Policy and that a further report is produced covering the potential opportunities.
Reasons for Recommendations:	To enable officers to try and drive additional income for the Council from sponsorship and advertising opportunities and to agree the policy in line with objective 2.3 of the Delivery Plan.

LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW

(Papers relied on to write the report, which do not contain exempt information and which are not published elsewhere)

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Cabinet Member(s) Cllr Greg Hayman	Ward(s) affected All
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1. Introduction

- 1.1. The new Corporate Plan and supporting Delivery Plan have now been approved. Objective 2 under the 'Financial sustainability and growth' theme centres around 'taking, where appropriate, a more commercial approach to the delivery of discretionary services.' One of the Delivery Plan actions to help achieve this is set out under 2.3 and is to 'explore the opportunities to generate income from advertising and sponsorship.'
- 1.2. The Council does not at present have an approved policy in relation to sponsorship and advertising so the first step towards achieving this objective is to draft and agree a policy so that this income stream can start to be developed within an agreed framework.
- 1.3. The purpose of this paper is therefore to present the Sponsorship and Advertising Policy for consideration by Cabinet. The Delivery Plan timescales schedule the approval of the policy by the end of April.
- 1.4. The draft policy is attached (Appendix A) along with the project proposal document (Appendix B). This initial stage of the work and the development of the policy itself has been assessed as **small** using the current Project Management guidance and as such does not at this stage required the development of a full Project Initiation Document (PID).

2. Income generation

- 2.1. The idea behind this Delivery Plan action is to generate additional income for the Council and to take a more commercial approach to this area. There are a range of different areas which could be explored, the idea being that once the policy is approved, that officers investigate opportunities and present them to Members for consideration.
- 2.2. The links below provide various examples from other authorities;
 - Buckinghamshire roundabout and traffic site sponsorship [here](#);
 - Merton - various [here](#);
 - Vale of Glamorgan – dedications and memorials [here](#);
 - Portsmouth [here](#);
 - Portsmouth filming mini-site [here](#) – NNDC could definitely replicate something like this given our recent success with various filming opportunities;
 - Rushmoor tree sponsorship [here](#).
- 2.3. The relevant internal teams will be engaged with as part of this exploration process.

3. Corporate Plan Objectives

- 3.1. The development of this policy links directly to the 'Financial sustainability and growth' theme. Objective 2 relates to 'taking, where appropriate, a more commercial approach to the delivery of discretionary services.' The Delivery Plan action to achieve this as set out under 2.3 is to 'explore the opportunities to generate income from advertising and sponsorship.' Ultimately this policy will set the framework within which income from advertising and sponsorship can be delivered.

4. Medium Term Financial Strategy (MTFS)

- 4.1. As the delivery of this policy supports the 'Financial sustainability and growth' element of the Corporate Plan there is a direct link with the MTFS. The idea behind the policy framework is to generate additional income from new sponsorship and advertising activities. The target for the net additional income to be generated through this objective is £40k although at this point no additional income has been built in to the 2020/21 budget to reflect this.

5. Financial and resource implications

- 5.1. At present the resource implications are fairly minimal as the policy is drafted, it is very similar to a number of policies agreed by other Councils.
- 5.2. The real financial implication will come from the investigation and exploration of opportunities presented by the approval of the new policy rather than the policy itself.
- 5.3. The net projected income after staff/development costs is currently anticipated to be c£40k although as mentioned above this is not currently built in to next year's budget and just represents a high level forecast at this stage.

6. Legal implications

- 6.1. The draft policy will be shared with the legal team for comment, legal advice will also be taken regarding individual opportunities and the development of agreements where appropriate.

7. Communications issues

- 7.1. This policy area will ultimately rest with the Property and Estates team but will provide a framework for officers across the Council. The Communications team will play a fundamental part in helping to support and advertising/promoting these opportunities.

8. Risks

- 8.1. There are minimal risks associated with the actual development and approval of the policy itself. The risks will be assessed on a case by case basis as opportunities are assessed, the policy itself is designed to mitigate against any reputational risks by restricting the types of advertising etc available. There is a risk that without a policy and framework such as this that the Council is missing out on income generating activities.
- 8.2. The Project Plan document contains the currently identified risks.

9. Next steps

- 9.1. In terms of the investigation and development of the income streams and opportunities it is recommended that a small project team is pulled together before further discussions and consideration by the Strategic Leadership Team (SLT) and Members.

10. Conclusions and Recommendations

10.1. The majority of Councils have a Sponsorship and Advertising Policy. Approval of this policy will provide a framework within which officers will be able to explore new opportunities to deliver additional income from advertising and sponsorship. This area of work is also directly referenced within the new Corporate Plan (Financial Sustainability & Growth) and is included within objective 2.3 of the Delivery Plan.

10.2 It is therefore recommended that Cabinet approve the Sponsorship and Advertising Policy and that a further report is produced covering the potential opportunities.

11. Sustainability

11.1 The framework provided by this policy will enable officers to drive additional income to support service provision and the Council's financial sustainability.

12. Equality and Diversity

12.1 There are no equality and diversity implications as a result of this policy.

13. Section 17 Crime and Disorder considerations

13.1 There are no Section 17 crime and disorder implications as a result of this policy.