

Cheltenham Borough Council

Cabinet – 7th November 2023

Corporate Advertising & Sponsorship Policy

Accountable member:

Cabinet Member Cyber, Regeneration and Commercial Income, Cllr Mike Collins

Accountable officer:

Head of Commercial & Income Generation, Sanjay Mistry

Ward(s) affected:

All

Key Decision: No

Executive summary:

The report updates the Council's practices and procedures in relation to advertising and sponsorship.

Recommendation: That Cabinet:

- **adopts the updated 'Corporate Advertising & Sponsorship Policy', as at Appendix 4, to come into immediate effect.**
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1. Implications

1.1 Financial, Property and Asset implications

This updated policy clearly sets out what is expected in delivering the shared Advertising and Sponsorship initiatives which align to the council's strategic priorities and core values minimising financial and reputational risks. Officers will be protected from allegations of inappropriate dealings or relationships with sponsors. By maintaining a register we will be able to monitor the initiatives and evaluate the data for future initiatives. Lastly our approach to sponsorship agreements will be administered in a consistent manner under the framework set out.

Signed off by: Avril Corbin, Finance Business Partner, avril.corbin@cheltenham.gov.uk

1.2 Legal implications

The Corporate Advertising & Sponsorship Policy details the relevant legislation and regulations which govern the advertising industry and the internal governance arrangements which must be followed.

The terms and conditions for advertisers and sponsors will be prepared in consultation with colleagues from One Legal.

Where necessary officers are advised to consult with colleagues in One Legal on the implementation of the Policy to ensure that the Council's interests are protected.

Signed off by: Hayley Sims, Head of Law (Commercial and Property),
hayley.sims@onelegal.org.uk

1.3 Environmental and climate change implications

As identified in Appendix ii

1.4 Corporate Plan Priorities

This report contributes to the following Corporate Plan Priorities: *[please delete as appropriate]*

- Ensuring residents, communities and businesses benefit from Cheltenham's future growth and prosperity
- Being a more modern, efficient and financially sustainable council

1.5 Equality, Diversity and Inclusion Implications

As identified in Appendix iii

1.6 Performance management – monitoring and review

The Head of Commercial & Income Generation is responsible for the implementation of the Corporate Advertising & Sponsorship Policy as well as the council's terms and conditions for advertisers and sponsors. The policy will be reviewed in 2027.

2 Background

2.1 The incumbent Corporate Advertising & Sponsorship policy has been in place since 2015. During this time no further iterations have been adopted.

2.2 The Council has shared a vision for the town in the recently approved 2023-2027 Corporate Plan. Achieving this vision alongside running a sustainable, resilient local authority may involve placing and accepting advertising where appropriate, as well as seeking sponsorship or acting as a sponsor for certain initiatives or services.

2.3 This updated Advertising & Sponsorship Policy provides a framework for how we are promoted and how we promote others; ethically, consistently and aligned to our core values and principles.

3 Reasons for recommendations

3.1 To ensure that the Council remains up to date with best practice and legislative requirements.

4 Alternative options considered

4.1 None but Cabinet could decide not to approve the updated policy

5 Consultation and feedback

5.1 Executive Director Finance, Assets & Regeneration; feedback incorporated into policy

5.2 Corporate Director & Monitoring Officer; feedback incorporated into policy

5.3 Leadership Team; feedback incorporated into policy

6 Key risks

6.1 As identified in Appendix i

Report author:

Sanjay Mistry, Head of Commercial & Income Generation, sanjay.mistry@cheltenham.gov.uk

Appendices:

- i. Risk Assessment
- ii. Climate Change Impact Assessment
- iii. Equality Impact Assessment
- iv. Corporate Advertising & Sponsorship Policy

Background information:

Existing policy as available on the website www.cheltenham.gov.uk

