

REPORT OF THE LEADER OF THE COUNCIL**ADVERTISING AND SPONSORSHIP****Purpose of the Report**

1. This report is to consider Nottinghamshire County Council's approach to advertising and sponsorship; and whether a policy on advertising and sponsorship is needed.

Information and Advice

2. Currently there is a range of advertising and sponsorship activity that is taking place across the Council.
3. The Council uses a range of advertising platforms to communicate its own messages and campaigns, including: adverts on bus shelters and bus backs; lamp post banners; plasma screens in venues; adverts in local publications and newspapers (e.g. Primary Times, Nottingham Post, Newark Advertiser). The Council also places advertising in its own channels, including adverts for fostering/adoption and County Enterprise Foods in the What's on Guide. It is also a sponsor of the Nottingham Post's Business Awards and an event partner for the Cycle Live weekend event.
4. External advertisers and sponsors are already using a range of council-owned platforms. For example, sponsorship of some roundabouts; providing offers and competitions prizes in County News; and paying for advertising in Frontline (staff magazine). A Portfolio Holder decision in 2009 also gave approval for the Council to allow advertising on its website, although this has not yet been put into practice. In addition, approaches are made to a variety of services each year for the Council to be a sponsor.
5. There is currently a lack of control and consistency in the Council's approach to advertising and sponsorship. Without coordination and a centralised process, the Council is not securing best value for money or maximising income. A lack of policy on advertising and sponsorship also means the Council is at risk of complaints and legal challenge. This leaves the Council exposed and its reputation and corporate identity are also at risk.
6. The introduction of a policy on advertising and sponsorship would resolve these issues, but would not allow any new advertising to be done beyond what is currently being delivered. A separate paper would be brought back to Policy Committee to consider any existing and new opportunities for Councillors to approve.

7. An advertising and sponsorship policy would have the following benefits for the Council:
- Uphold the Council's reputation and corporate identity
 - Further the Council's strategic vision and support its priorities (by facilitating communication messages)
 - Secure best value for money and maximise income
 - Provide a framework and control measures
 - Establish a corporate approach and standards (including best practice)
 - Ensure compliance with legislation, advertising industry codes and other Council policies (e.g. Corporate Identity Policy)
 - Support development of commercial partnerships with the private sector
 - Safeguard the image and environment of the county
9. If the Council wishes to establish an advertising and sponsorship policy, it is recommended that this covers the Council in two scenarios: the Council as – i) an advertiser or sponsor and, ii) as an owner of an advertising platform or initiator of a sponsorship opportunity which an external individual, group or organisation may wish to take up.
10. A draft advertising and sponsorship policy is included as **Appendix 1** for consideration. This could be supported by the following documents (see background papers):
- An advertising and sponsorship procedure
 - Terms and conditions for advertisers wishing to use Council owned platforms; and
 - Terms and conditions for sponsors of Council products or services.

Other Options Considered

12. The following Council services have been consulted as part of the development of the draft advertising and sponsorship policy: Policy; Legal Services; Corporate Finance; Corporate Procurement; HR; Highways and Planning. All are supportive of the need to establish a framework for advertising and sponsorship.

Reasons for Recommendation

13. To secure control, consistency and coordinating of advertising and sponsorship.
14. To secure best value for money and maximise the potential for income.
15. To mitigate the risk of complaints and provide cover should there be legal challenge.
16. To ultimately safeguard the Council's reputation and corporate identity.

Statutory and Policy Implications

17. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION

- 1) It is recommended that Policy Committee supports the introduction of a policy for advertising and sponsorship.

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Constitutional Comments [NAB 21.06.12]

1. The recommendations within the report and the associated decisions fall within the terms of reference for Policy Committee.

Financial Comments [MB 25/06/12]

2. There are no specific financial implications arising from the report.

Background Papers

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Advertising and Sponsorship Procedure
Terms and Conditions for Advertisers
Terms and Conditions for Sponsors

Electoral Division(s) and Member(s) Affected

All