

**EXECUTIVE
COMMITTEE**

18th September 2012

SPONSORSHIP POLICY

Relevant Portfolio Holder	Luke Stephens, Portfolio Holder for Leisure and Tourism
Portfolio Holder Consulted	Yes
Relevant Head of Service	John Godwin, Head of Leisure and Cultural Services
Wards Affected	All
Ward Councillor Consulted	No
Non-Key Decision	

1. SUMMARY OF PROPOSALS

This report sets out the background and purpose of the Sponsorship and Advertising Policy. The Document/Policy outlines how the Council will promote and engage with local business and commercial organisations to achieve sponsorship opportunities and in return promote their business in high profile locations within the Borough.

2. RECOMMENDATIONS

The Executive Committee is asked to RECOMMEND that:

- 1) the policy on Sponsorship and Advertising on roundabouts be approved and adopted; and**
- 2) authority be delegated to the Head of Leisure and Cultural Services in consultation with the Portfolio Holder for Leisure and Tourism to agree the sponsorship fees with a maximum 20% plus/minus variance of approved charges.**

3. KEY ISSUES

Financial

- 3.1 As set out in the 2012/2013 Medium Term Financial Plan there is a target of £20,000 income for Leisure and Cultural Services in relation to Roundabout Sponsorship.

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- 3.2 In order to achieve this income, there will be set up and maintenance costs in relation to:
- Obtaining Planning Permission
 - Purchasing of signs
 - Installation and maintenance of signs
 - Business Rates
- 3.3 The target income of £20,000 is the net figure after the associated costs of the scheme are deducted.

Legal Implications

- 3.4 Worcestershire County Council is the Highways Authority and the roundabouts to be included in the sponsorship scheme are located on highway land. The power to maintain roundabouts is contained in Section 64 of the Highways Act 1980.
- 3.5 Redditch Borough Council currently maintains highway verges and roundabouts on behalf of Worcestershire County Council and an agreement has already been reached with the County Council for Redditch Borough Council to implement a sponsorship scheme, subject to strict requirements governing the size and location of signs. (see appendix 1 to the Policy, which is attached at Appendix 1)
- 3.6 Planning Permission under the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 will also be required.
- 3.7 The terms and conditions of the sponsorship arrangement, as determined by the Council will be set out in a standard form agreement which the sponsoring party will sign when entering into a sponsorship arrangement with the Council.
- 3.8 The Policy ensures that full control of the scheme will rest with the Council, including deciding whether a particular sponsor / sign meets the required criteria and will ensure that the overall scheme operates effectively and with the minimum exposure to risk to the authority.

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4. CUSTOMER/EQUALITIES AND DIVERSITY IMPLICATIONS

- 4.1 Organisations or businesses will be informed of the Council's Strategic Purposes/Core Objectives as a means of achieving appropriate promotional work and signage to be used.
- 4.2 Should Officers feel that a potential sponsor or proposed advertisement is inappropriate they will liaise with the portfolio member for Leisure and Cultural Services to consider this and liaise with the relevant parties to resolve the matter in terms of whether the sponsorship is agreed to and if so what style of signage is permitted.

5. RISK

- 5.1 Sustainability will be a risk to the Roundabout Sponsorship Scheme and the achievement of a consistent income year on year however, reducing the numbers of roundabouts available for sponsorship and managing and monitoring take up each year can reduce this risk. The Leisure & Cultural Service team will also produce a webpage to support the scheme which will promote and inform local businesses and organisations on price and availability.
- 5.2 Possible negative comments from the public on signing arrangements – the planning process has been approved so this is a low risk. As the nature and size of the signage is governed by County Council's Standards this will ensure that an acceptable standard of signage is produced.
- 5.3 Low or no uptake on this sponsorship opportunity resulting in the income target not being achieved – we have already received interest from local companies wishing to sponsor key locations and based on the pricing policy produced, the number of available island and the levels of interest already expressed this risk is felt to be minimal at this point.
- 5.4 Road Safety is the overriding factor and any proposal to erect advertising signs on roundabouts will follow the guidelines set down by the County Council's Standards to ensure that all advertising signs are modest, and in keeping with the location and will be designed and located to inform drivers without causing unnecessary driver distraction.

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6 Summary

- 6.1 Over the past few years Redditch Borough Council has received many enquiries for this type of sponsorship.
- 6.2 Officers from Leisure and Cultural Services attended a meeting with members in autumn 2010 along with external businesses who wished to sell advertising space on roundabouts in Redditch on our behalf. Following the presentations and questions and answers session members decided they wished to keep this form of sponsorship in-house in order to keep control over the process and maximise income.
- 6.3 The Council has already achieved planning consent on a selection of higher profile roundabouts and dependant upon demand and their success other sites may be progressed accordingly.
- 6.4 These roundabouts will be priced according to size and profile and comparative to other authority schemes (see appendix 1 for suggested prices). If delegated the Head of Service for Leisure and Culture will agree the sponsorship fees with a 20% plus or minus variance of approved charges in consultation with the Portfolio Holder for Leisure and Cultural Services.

7. APPENDICES

- Appendix 1 – Draft Sponsorship Policy**
Appendix 2 – Overview and site location maps
Appendix 3 - Sign Specifications
Appendix 4 – Worcestershire CC Sponsorship Guidance Notes
Appendix 5 – Sponsorship Agreement

AUTHOR OF REPORT

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