

**SPONSORSHIP POLICY UPDATE**

Relevant Portfolio Holder	Cllr Peter Whittaker
Portfolio Holder Consulted	Yes
Relevant Head of Service	John Godwin
Wards Affected	All
Ward Councillor Consulted	N/A

**1. SUMMARY OF PROPOSALS**

- 1.1 This report seeks approval for the updated Sponsorship and Advertising Policy as requested by members at Full Council meeting 20th April 2016, with the inclusion of a section on Unacceptable Sponsorship types which was previously listed in the Sponsorship Agreement.

**2. RECOMMENDATIONS**

- 2.1 Cabinet is asked to approve the updated Sponsorship and Advertising Policy.

**3. KEY ISSUES**

**Financial Implications**

- 3.1 There are no direct financial implications contained within this report

**Legal Implications**

- 3.3 There are no direct legal implications contained in within this report however, advertisements need to comply with the Town and County Planning (Control of Advertisement) (England) Regulations 2007 in terms of dimensions and the relevant planning consent will need to be in place. This has already been reviewed and the Policy complies.
- 3.4 Sponsorship Agreements need to be in place for all sponsors.

**Service / Operational Implications**

- 3.5 The changes within this Policy reflect the current operating practice and information in the existing Terms and Conditions. The changes that have been made are in line with the notice of motion that was raised at Full Council:

‘Does the Chairman agree with me that it is wrong not to have an Ethical Policy regarding the awarding of contracts relating to organisations that use islands as advertising boards?’

- 3.6 The Sponsorship Process has also been included in the Policy to give clarity on the procedure.

**Customer / Equalities and Diversity Implications**

- 3.7 There are no direct customer, equality or diversity implications contained within this report.

**4. RISK MANAGEMENT**

- 4.1 There are no direct risks contained within this report.

**5. APPENDICES**

New Draft Sponsorship Policy

**6. BACKGROUND PAPERS**

Existing Policy  
Previous Report  
Sponsorship Agreement  
Site Location Plans  
Advertising and Installation Criteria

**7. KEY**

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