



BOGNOR REGIS TOWN COUNCIL PARTNERSHIP, PROMOTION AND SPONSORSHIP POLICY

Adopted by the Council at its Meeting held on 6th November 2017

Introduction

1. Bognor Regis Town Council has a policy on partnership, promotion and sponsorship in order to:
 - Uphold the Council's reputation and corporate identity
 - Further the Council's Corporate Strategy 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, industry codes and other Council policies
 - Support development of commercial partnerships with the private sector where appropriate
 - Safeguard the image and environment of the Town

Context

2. Partnership, promotion and sponsorship encompasses goods, services, ideas, causes, opportunities, prizes and gifts.
3. Partnership working should be by way of a formal agreement with the Town Council setting out the terms of the arrangement, including any financial commitments from either side, and meet the criteria contained within this Policy.
4. Promotion may be by way of the Council promoting a third party or a third party promoting the Council and its activities.
5. Sponsorship may be by way of the Council sponsoring a third party or by a third party sponsoring an activity of the Council.
6. To sponsor something is to support an event, activity, person, or organisation financially or by providing products or services. It should be mutually beneficial. Sponsorship should not be confused with other types of funding which the Council administers e.g. Grant Aid or Councillors' Ward Allocation monies.
7. Sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organisation which offers in return rights and association that may be used for commercial advantage in return for the sponsorship investment (*BDS Sponsorship Ltd*).¹

¹ <http://www.sponsorship.co.uk/introduction-to-sponsorship>

Scope

This policy is two-fold, covering:

- The Council as a partner, promoter or sponsor; and
 - The Council as an owner of a promotional platform or sponsorship opportunity which an external individual, group or organisation may wish to take up.
8. All historical partnerships, promotional or sponsorship arrangements will be reviewed in accordance with this Policy.
 9. Whilst the Town Council may decide to accept advertising on the Town Council's website and other publications, this would need specific approval by Council and the Officer time taken to manage this process may render the idea ineffective (see 18 below).

Principles

10. When working with any partner or sponsor, it is important that any agreement supports and is in accordance with the Council's Corporate Strategy, Constitution and Policies.
11. The Council will refuse applications from companies who are in dispute with the Council or where there is pending/active legal action. We will also not work in partnership with or accept sponsorship from companies who are in contract negotiation with the Council where this may be viewed as an endorsement of this bid.
12. The Council will uphold the Publicity Code of recommended practice on local authority publicity. This means the Council is not able to enter into a partnership, promotional or sponsorship agreement which connects the Council with lending support to any political party.
13. Whether a partnership agreement and/or sponsorship is a suitable method or whether external requests to use Council-owned platforms should be approved, will be decided on a case by case basis on the merits of each opportunity or request.
14. The Council will not enter into any partnership, promotion or sponsorship agreements that represent a conflict of interest or is likely to cause serious or widespread offence. Particular care should be taken to avoid causing offence on the grounds of race, age, religion, sex, sexual orientation or disability. Content that is not permitted in relation to any agreements includes, but is not limited to, a context that contains, infers or suggests any of the following:
 - Advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues
 - Disparagement or promotion of any person or class of persons
 - Promotion or incitement of illegal, violent or socially undesirable acts

- Promotion or availability of tobacco products, weapons, gambling, alcohol or illegal drugs
 - Advertising of financial organisations and loan advancers with punitive interest rates
 - Promotion or availability of adult or sexually orientated entertainment materials
 - Advertising that infringes on any trademark, copyright or patent rights of another company
 - Claims or representations in violation of advertising or consumer protection laws.
15. Partnership, promotion and sponsorship agreements by the Town Council with a third party may not be entered into whereby the Council does not have control, where appropriate, over material published by the third party so as to ensure that the connection of the Town Council does not contravene 14 above.
 16. All promotion on Council owned platforms must adhere to the British Code of Advertising, Sales Promotion and Direct Marketing. This code provides the rules for non-broadcast advertisements, sales promotions and direct marketing communications. For further details visit: <https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html><https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html> .
 17. The Council abides by the Town and Country Planning Act. The Control of Advertisements Regulations provides the rules on displaying advertising. The Council has the duty to ensure all advertising on Council owned platforms falls within this legislation and will liaise with the appropriate authority/district council to ensure planning law relating to the display of advertisements is complied with.
 18. The Council will promote its own services and offers as appropriate using its own platforms. This may include adverts relating to traded services or quasi-trading services, which generate an income. The Council may permit paid-for advertising on some of the platforms it owns and this may include advertising from for-profit companies. In both these circumstances the Council will comply with the Supply of Goods and Services Act.
 19. The Council encourages promotions on its own platforms that supports its Corporate Strategy for Bognor Regis. This might include advertising messages on safety, healthy living and environmental sustainability; messages which support the local economy; and promotion of events and attractions that would attract visitors into the Town.
 20. All applicants wishing to utilise Council owned media must adhere to this policy.

21. The Council has a duty to seek best value for money when placing advertising. The Council must give due consideration as to whether advertising is the most appropriate marketing communications method.
22. The Council holds personal data of service users and careful consideration needs to be given to whether it is appropriate and legal (Data Protection Act) for this to be used for any advertising or direct marketing purposes. Wherever possible people should be asked whether they are willing to 'opt in' to receive news, information or advertising messages from the Council when personal data is gathered.
23. Sponsorship falls in to three main categories:
 - Sponsorship of planting within the six wards
 - Sponsorship of events including Christmas trees
 - Sponsorship of other Town Council activities such as the Bognor Regis in Bloom awards.
24. Partnership, promotion and sponsorship cannot be an agreement that permits public funds or services to be used to support a commercial enterprise at the exclusion of competitors for that activity without a compelling business case.
25. Partnership, promotion and sponsorship is not a way for any company or organisation to be viewed favourably by the Council in any other business arrangements they might be a party to.
26. Any organisation wishing to sponsor a Council owned product or service must adhere to this policy.
27. A *sponsorship briefing form* must be completed to define any sponsorship opportunity for a potential sponsor.
28. All sponsorship deals will be subject to a signed agreement between the Council and the sponsoring organisation which will set out the obligations on both sides which may, if appropriate, be by way of an agreement letter.
29. Publicity and media coverage will be arranged by the Council for all appropriate sponsorship deals.
30. The use of branding and logos of any sponsoring company must not interfere with the Council's corporate identity or brand.
31. The size and positioning of sponsors' logos on any promotional material, goods or signage must be considered by the appropriate Officer in conjunction with the relevant Committee Members wherever necessary.
32. Sponsors of Town Council events will be offered acknowledgment in any event specific literature and also on the Town Council's website.

33. Sponsors of any awards, including Bognor Regis In Bloom awards, in return for an initial payment (amount to be agreed with sponsor and to include cost of engraving) will have a trophy purchased and attributed to the sponsor for a period of 3 years. The sponsor will be offered acknowledgment in press releases and on the Town Council website and will be invited to attend the appropriate Council Awards reception.
34. Sponsors of planting in the six wards, in addition to their site-specific signage, will be acknowledged on the Town Council's website.
35. All sponsors who support the activities of the Town Council will be acknowledged in the annual Town Council newsletter.

Responsibility

36. All Council services and employees must comply with this policy and the commercial advertising and sponsorship procedure.
37. Whether a partnership, promotion and/or sponsorship is a suitable method or whether external requests to use Council-owned platforms should be approved, will be decided on a case by case basis on the merits of each opportunity or request.
38. Decisions on partnership, promotion and sponsorship opportunities will be taken by the Policy and Resources Committee.