



SPONSORSHIP AND ADVERTISING POLICY

Contents

1. Purpose of the Policy.....	1
2. Definitions	1
3. Rules on Sponsorship and Advertising	2
4. Principles.....	3
5. Conflict of Interest.....	3
6. Agreements / Public Accountability / Disclaimer	4
7. Banners.....	5
8. Policy Implementation	6

1. Purpose of the Policy

- 1.1 East Grinstead Council aspires to maximise the use of its assets and build positive relationships with businesses through advertising and sponsorship.
- 1.2 The purpose of this policy is to set out the terms upon which advertising, and sponsorship may be sought and accepted by East Grinstead Town Council (the Council).
- 1.3 The Policy: a) outlines the rules and guidelines that the Council and its potential sponsors and advertisers must follow; b) assesses risk and managing potential conflicts of interest; c) clarifies public accountability and transparency of decision making.

2. Definitions

- 2.1 Advertising, for the purposes of this policy, is defined as a transaction between the Council and an external organisation in which the organisation can display informative and/or persuasive content about its products, services, causes or ideas in/on Council assets in exchange for a previously agreed financial sum.
- 2.2 Advertising opportunities fall into two specific categories, which carry the potential of different levels of reputational risk to the Council, and which will therefore be treated differently
 - 2.2.1 those channels which are most clearly associated with the Council, including, but not exhaustively, its main and associated websites, service publications and events.
 - 2.2.2 those channels where the Council acts as operator, but which may be managed for the Council by agreed arrangements, including, but not limited to, outdoor advertising such as banners on West Sussex County Council property or land.
- 2.3 Sponsorship, for the purposes of this policy, is defined as a relationship between the Council and an external organisation in which the organisation supplies funding, resources or other services in exchange for recognition from the Council, either through the offer of association with a project or event that may be used for commercial advantage, naming rights or another mutually beneficial agreement.
- 2.4 In practice, the two terms can overlap. Advertising on planters and flowerbeds may be called sponsorship because the income raised is used to cover the cost of maintaining the flowerbeds, green spaces and flowerbeds.
- 2.5 Sponsorship may also refer to the Council, or one of its traded services, acting in the sponsor role by providing resources to an external organisation in exchange for recognition.
- 2.6 Forms of recognition can include, but are not limited to, appropriate signage, inclusion of the sponsor's name and logo on Council publications/assets and other external publications and naming rights for an event or building for the term of the sponsorship.

3. Rules on Sponsorship and Advertising

- 3.1 All advertising must fall within the guidelines and rules laid out by:
- 3.1.1 the Code of Recommended Practice on Local Authority publicity <https://www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity>
 - 3.1.2 the Advertising Standards Authority (ASA) www.asa.org.uk
 - 3.1.3 'The Consumer Protection from Unfair Trading Regulations' and 'The Business Protection from Misleading Marketing Regulations 2008' <https://www.gov.uk/marketing-advertisinglaw/regulations-that-affect-advertising>)
- 3.2 Any existing advertising or sponsorship arrangements must be reviewed against this policy and the above listed documents at the end of any contractual term.
- 3.3 Without any limitation on the Council's ability to exercise its discretion, the Council does not consider the following companies, partnerships, organisations or individuals as suitable for entering into advertising or sponsorship agreements with:
- 3.3.1 those involved in the manufacture, distribution or wholesaling of tobacco-related products, alcohol, fossil fuels, pornography or addictive drugs.
 - 3.3.2 those whose services or products are considered to be injurious to health or are seen to be in conflict with the community concerning healthy lifestyles.
 - 3.3.3 those whose business activities/practices do not align with the Council's wider values, corporate objectives and strategic goals, such as the environment.
 - 3.3.4 providers of gambling or betting services.
 - 3.3.5 financial organisations and loan advancers with punitive interest rates.
 - 3.3.6 providers that appear to promote discrimination against any individual or group on the basis of any protected characteristic detailed in the Equality Act 2010.
 - 3.3.7 providers with active or pending legal actions concerning the Council, or those found guilty of illegal or improper conduct by any other legal authority.
 - 3.3.8 advocacy of, or opposition to, any political party or any socially inflammatory or controversial subjects or issues.
 - 3.3.9 advertising that infringes on any trademark, copyright or patent rights of another company.
 - 3.3.10 those whose advertising may result in the Council being subject to prosecution.

- 3.4 The Council reserves the right to remove advertising deemed to be objectionable. The Council also reserves the right to remove advertising at short notice should the subject matter be likely to appear insensitive/cause offence.
- 3.5 Sponsorship recognition should be tasteful and discrete and must not create situations of potential embarrassment or criticism of the Council.
- 3.6 There may be times when the Council's Traded Services want to sponsor local events or services. The list of unsuitable partners for sponsorship (at 3.3) applies and if the Council is not the sole sponsor for an event / service, the team should also ensure that the other sponsors are not 'unsuitable partners for sponsorship'.
- 3.7 Services must comply with the Council's branding guidelines when acknowledging sponsors.
- 3.8 If any advertising or sponsorship agreements concerning Council assets are managed by a third party, this party must also ensure that these rules and exclusions are followed.

4. Principles

- 4.1 Any consideration given to the establishment of advertising or sponsorship agreements shall have regard to the following principles:
 - 4.1.1 the commercial and/or social value of any arrangement must be clear for both parties.
 - 4.1.2 an arrangement cannot be perceived to influence or hinder how the Council operates or makes decisions.
 - 4.1.3 the reputation and credibility of the Council is not damaged by making agreements with unsuitable third parties.
 - 4.1.4 the form of sponsorship is consistent with the stated objectives of the Council which includes the Council's crest.
 - 4.1.5 agreements are formed with regard to public accountability and transparency with clear statements of objectives and benefits achieved.
 - 4.1.6 the extent of recognition is to be determined in relation to the level and nature of the sponsorship; and is subject to written agreement specifying the benefits and costs.

5. Conflict of Interest

- 5.1 Council Officers and Members are required to declare in advance if they have any personal interests, involvement, or potential conflict of interest with any potential sponsor.

- 5.2 Every advertising or sponsorship proposal will be assessed against the possibility of a conflict of interest and will be refused or terminated where during the life of the advertising or sponsorship the sponsor:
- 5.2.1 has a current development application or planning matter before the Council, or the Council is aware of the possibility of an application or matter coming before the Council in the near future;
 - 5.2.2 is, or is likely to be, subject to regulation or inspection by the Council which may impose or imply conditions; and where the sponsorship may limit the Council's ability to carry out its functions fully and impartially.
- 5.3 It is required that any individual or organisation with an advertising or sponsorship agreement with the Council will disclose the agreement if there is a current development application or planning matter relating to them, or if the individual or organisation is subject to regulation or inspection by the Council. If such a conflict is not declared, this is grounds for termination of the contract.

6. Agreements / Public Accountability / Disclaimer

- 6.1 There should be a Council approved written form of agreement which clearly sets out:
- 6.1.1 advertising and sponsorship agreements must be in the form of written agreements.
 - 6.1.2 the form or forms of sponsorship which will be available.
 - 6.1.3 the scope of uses which the sponsor can make of the advertising or sponsorship arrangement.
 - 6.1.4 the term of the advertising conditions regarding renewal.
 - 6.1.5 consequences of change which may occur over time e.g. a shift in the relationship, new policies, new corporate missions or objectives.
 - 6.1.6 financial accountability requirements.
 - 6.1.7 provision for termination or suspension of the agreement.
- 6.2 The agreement must include a statement that "the Council's function will continue to be carried out fully and impartially, notwithstanding the existence of an advertising or sponsorship arrangement."
- 6.3 All agreements for advertising and sponsorship should operate under the provision that the Council is not explicitly endorsing the product.
- 6.4 Advertising and Sponsorship on Council assets should be clearly labelled as such.

- 6.5 Recognition of sponsorship should include phrases such as “sponsored by/ funded by/ in association with” to reflect that the Council’s contribution is distinct from that of the business partner.
- 6.6 The Council’s Sponsorship and Advertising Policy is publicly available on the Council’s website.

7. Banners

- 7.1 The Town Council has been granted agency management arrangements, by West Sussex County Council, governing the granting of permission for the erection of banners, for the promotion of community events, on the highway in respect of the civil parish area of East Grinstead.
- 7.1.1 banners may advertise only events taking place within the parish of East Grinstead.
- 7.1.2 applications will not be permitted from commercial organisations; this includes commercial organisations promoting charitable events.
- 7.1.3 all applicants must submit a completed application form and supply a copy of the organisation’s public liability. Proof of £5m Public Liability Insurance cover is required.
- 7.1.4 the Council will not accept any responsibility for any claim resulting from a product default or failure of the banner.
- 7.1.5 an administration charge payable to the Council is applicable for every application; this is approved by the Finance and General-Purpose Committee.
- 7.1.6 applications will be considered by the Council strictly in the order in which they are received and permission to erect a banner will only be considered within twelve months of an event.
- 7.1.7 the maximum size of a banner permitted by the Council is 3 meters by 0.8 meters. It is the responsibility of the organisation to ensure the banner supplied is in good condition, have eyelets/grommets in all corners and then approximately every 50/60cms around all edges.
- 7.1.8 organisations will be granted the display of one banner per application. The Council reserves the right to permit a second banner if approved by the Town Clerk and if space permits.
- 7.1.9 except in special circumstances approved by the Town Clerk or a nominated representative, in writing, no banner can be erected for more than 10 days in total and no banner is permitted to stay up for more than one day after the event has taken place.
- 7.1.10 no organisation will be permitted to display banners for more than two events in any calendar year, with the exception of sporting fixtures at the discretion of the Town Clerk.

7.1.11 the Council reserve the right to dispose of any banner not collected within 14 days after the end display date.

7.2 Only Council employees are permitted to erect and remove banners from the street railings. Organisations are required to ensure banners are delivered to the Council offices at least 2 days prior to the agreed display date.

7.3 The Council will endeavour to display a banner in the applicants preferred location however, reserve the right to select a location on availability.

8. Policy Implementation

8.1 This version of the policy will come into effect from 1 July 2024 and will be applied to all current Advertising and Sponsorship agreements as and when they are due for renewal.

Adoption date:

Reviewed: