



Lowestoft Town Council

Sponsorship and Advertising Policy

1.0 Aim

1.1 This policy is designed to outline the Council's approach to sponsorship and related advertising. The Council believes that careful guardianship of the Council's finances and assets is economically, socially and environmentally important. Sponsorship can help, for example, by providing more sustainable or disability-friendly products than could normally be afforded. This policy is designed to help provide a positive framework for actively seeking and accepting sponsorship, while providing the necessary controls to protect the Council's reputation and to ensure any related advertising is appropriate.

2.0 Definition

2.1 In the context of this policy the following definitions apply:

'Sponsorship'

This is a contractual arrangement between parties whereby one meets all the costs of an activity or project, usually in exchange for a benefit such as advertising.

'Advertising'

This is a contractual arrangement between parties for the promoting of a product (or service) to potential and current customers and is typically displayed on signs, websites and emails etc.

3.0 General principles

3.1 The Council reserves its right in all circumstances to refuse or apply any conditions but the following is a list of general principles which will be applied to sponsorship and advertising arrangements:

3.2 The council actively seeks local and national opportunities of mutual benefit and welcomes sponsorship and advertising where this saves money for the taxpayer and helps provide added value for services to the public.

3.3 Sponsorship is for additions and improvements, not for the Council's statutory and core contractual and service obligations.

3.4 Transparency of process will apply to protect the Council's reputation and manage expectations.

3.5 The Code of Conduct applies to all councillors in respect of transparency and interests in contracts and officers must also disclose interests in contracts.

3.6 Sponsorship and related advertising agreements must also comply with the law and council's policies, including those which relate to equality and diversity.

3.7 Any advertising should be proportionate and not indicate that LTC endorses or accepts any liability connected with the company or product. Sponsors shall be informed of the following disclaimer in writing 'DISCLAIMER Acceptance of advertising or sponsorship does not imply endorsement by the council of products and services.' In order to make this clear all publications, or other media, with advertising or sponsorship should carry the following disclaimer: 'Whilst every effort has been made to ensure advertising within this publication complies with all relevant legislation, Lowestoft Town Council cannot accept any liability for errors or omissions contained in any material provided by an advertiser. The council does not accept any liability for any information or claims made by the advertisement or by the advertisers. Any inclusion of the council's name on a publication should not be taken as an endorsement by the council. Where it is not possible to print a disclaimer, for example in the case of an advertising hoarding, the material should identify Lowestoft Town Council as being the owner and that this policy is available on the council's website.

3.8 Any logos of sponsors should not be more prominent or compelling than those of the council.

3.9 Explicit sales messages with trading claims, including those relating to relative superiority, exclusivity of supply, health benefits or other claims that are controversial, judgmental or difficult to substantiate should



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be avoided e.g. ‘no.1 provider of baked beans’, ‘the only provider of play equipment in the UK’, ‘40% of cats are happier after eating this’ and ‘eat meat, run faster, live longer’.

3.10 It is accepted that most sponsorship will be offered on the basis that it is in return for publicity or an advertising platform. However, the council warmly welcomes any philanthropic sponsorship (donation) that is offered with no expectation of any benefit to the donor.

3.11 All potential sponsors and advertisers must sign a declaration to confirm that they are not in arrears on any payments to the council or the subject of investigation or legal dispute with the council or any other statutory body.

3.12 The council reserves its right to refuse sponsorship and remove any advertising where any declarations or conditions are contravened; a fundamental condition of any sponsorship agreement is that should any reputational risk arise from the sponsorship for the council shall end the agreement without any financial loss to the council.

3.13 A list of sponsors and details of what they have sponsored will be published on the council's website except where the donor wishes to remain anonymous (and the council agrees to the anonymity).

3.14 There is no bar on county, district and parish councils or councillors, or other statutory bodies offering sponsorship to the council either by sponsoring council events or activities. However, apart from the conditions that apply to all potential sponsors, care must be taken that the sponsorship would not contravene the councillors’ Code of Conduct or the restrictions on council publicity, particularly during the sensitive pre-election period. If necessary, the advice of the Monitoring Officer will be sought should a councillor put forward a sponsorship proposal.

4.0 Circumstances where sponsorship and advertising may be considered

4.1 The following is a (non-exhaustive) list of factors affecting whether sponsorship or advertising may be considered, namely where:

- a) The opportunity aligns with the council's statutory obligations; which include to promote biodiversity, and make decisions which ameliorate crime and disorder concerns.
- b) Help address the climate emergency and health emergency
- c) It does not, and could not reasonably be perceived as, influencing the way the council exercises a statutory function, the outcome of a decision to be made by the council; or the allocation of council resources;
- d) It could not reasonably be perceived as being used by the sponsor to gain favourable terms.
- e) It complies with the relevant Committees of Advertising Practice (CAP) code; where it relates to advertising to children and young people, any advertising shall be lawful, appropriate taking into any related CAP Code, shall not foster ‘pester power’ and shall not feed stereotypes and prejudice.
- f) It complies with the rules laid out in the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code)
- g) It complies with relevant legislation and the appropriate Code of Recommended Practice on Local Authority publicity.
- h) Promotes and supports the Council’s declared values and aspirations.

5.0 Co-ordination and approval procedure

5.1 Approaches to or by potential sponsors/advertisers must be through the Clerk who will determine the route for decision in line with this policy and the table below:

Table of Delegations

Value	Procedure note	Level of Approval
£1 to £100	Sponsorships sought and accepted must be	Clerk or relevant sub-



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	reported to Finance and Governance Committee.	committee or committee
£101-£5000	Clerk to ensure the availability of sponsorship opportunities will be made known at least through the Council's website and for a minimum of 7 days. All accepted sponsorships to be reported to Finance and Governance Committee.	Clerk or relevant sub-committee or committee
£5001-£10,000	Clerk to ensure the availability of sponsorship opportunities will be made known at least through the Council's website and for a minimum of 7 days.	Finance and Governance Committee (unless delegated)
£10,001to £24,999	Clerk to ensure the availability of sponsorship opportunities will be made known at least through the Council's website and for a minimum of 7 days.	Full Council (unless delegated)
£25,000+	Clerk to ensure the availability of sponsorship opportunity be made known at least through the Council's website and for a minimum of 7 days and in compliance with the Public Contracts Regulations 2015, on Contracts Finder, where required.	Full Council (unless delegated)

Contacts

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Revisions	
Date	Amendment
May 2022	Item 4 a 'statutory obligations replaces the word 'values'. Item 4 b 'health emergency added'. Item 4g 'relevant legislation added'. Item 4h added, items 4 j to 4s removed. Table of delegation, item 1 and 2, 'or relevant sub-committee or committee' added.