



Cyngor Castell-nedd Port Talbot
Neath Port Talbot Council

NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

Cabinet

19 February 2020

Report of the Assistant Chief Executive and Chief Digital Officer

Matter for Decision

Wards Affected: All

Advertising and Sponsorship Policy

Purpose of the Report:

1. To seek approval from Cabinet for the adoption of the Advertising and Sponsorship Policy.

Executive Summary:

2. This report sets out the council's approach to seeking and accepting advertising and sponsorship.
3. Members are being asked to adopt the Advertising and Sponsorship Policy to ensure this activity is managed and governed effectively.

Background:

4. On 21 February 2018, Policy and Resources Cabinet Board approved a Corporate Communications and Community Relations Strategy which was subsequently endorsed by full Council.

5. One of the objectives contained within the strategy is “To increase income generated through advertising and sponsorship”.
6. The council is keen to develop appropriate advertising and sponsorship opportunities and to encourage commercial relationships which do not conflict with the delivery of its strategic goals.
7. The policy provides a framework for all advertising and sponsorship activity across the council and has been drafted to ensure it is managed and governed effectively and that the council’s reputation, values and principles are not compromised.
8. The purpose of the policy is to:
 - Provide a robust framework and control measures for advertising and sponsorship activity in support of income generation
 - Maximise the opportunities to attract advertising/commercial sponsorship for appropriate assets, events, campaigns or initiatives
 - Ensure there is no conflict with council priorities, values or services
 - Establish a unified and corporate approach to advertising and sponsorship across the council
 - Ensure compliance with legislation, advertising industry codes of practice and other relevant council policies
 - Support the development of commercial partnerships with the private sector
 - Safeguard the image and environment of the county borough
 - Support the council’s reputation and corporate identity
 - To protect members and officers from allegations of inappropriate dealings or relationships with advertisers or sponsors

Financial Impacts:

9. The implementation of this policy will support the council's drive to become more commercial and increase income opportunities within a structured framework.
10. There may be some initial expenditure incurred in establishing the necessary infrastructure for advertising in particular which will be funded from within existing budget cash limits.

Integrated Impact Assessment:

11. A first stage impact assessment has been undertaken to assist the Council in discharging its legislative duties (under the Equality Act 2010, the Welsh Language Standards (No.1) Regulations 2015, the Well-being of Future Generations (Wales) Act 2015 and the Environment (Wales) Act 2016.
12. The first stage assessment, attached at Appendix 2, has indicated that a more in-depth assessment is not required. A summary is included below.
The reason that a full impact assessment (second stage) is not required is because the initiative affects internal administrative processes only.

Valleys Communities Impacts:

13. This report seeks approval for the Policy. As it is being implemented and work is progressing, specific opportunities for valleys communities may be identified.

Workforce Impacts:

14. No impacts in the short term, longer term staffing requirements will be determined through progression of early/trial projects.

Legal Impacts:

15. The policy sets out requirements for all advertisements and sponsorship agreements to comply with all relevant legislation, regulation or codes of practice and the codes of conduct laid down by the Advertising Standards Authority in both letter and spirit. Legal liability for the content of any advertisement placed will rest with the advertiser.
16. To ensure compliance with the council's Contract Procedure Rules, Advertising and Sponsorship agreements are required to be documented with a signed contract, accompanied by the council's Standard Terms and Conditions.

Risk Management Impacts:

17. Introducing an Advertising and Sponsorship Policy will provide a clear framework and control measures to ensure compliance with legislation, industry codes and council policies.
18. Not having a policy in place potentially leaves the council open to risks resulting from not achieving the objectives and purpose as set out in paragraph 7.

Consultation:

19. There is no requirement for external consultation on this item, however the Policy has been shared with the Income Generation Panel who are supportive.

Recommendations:

20. Members are asked to approve the Advertising and Sponsorship Policy as set out in Appendix 1 of this report.

Reasons for Proposed Decision:

21. Introducing an Advertising and Sponsorship Policy will allow the council to take a corporate and consistent approach to undertaking these income generation activities.
22. It will provide a clear framework and control measures to ensure compliance with legislation, industry codes and council policies, and secures best value for money.

Implementation of Decision:

23. The decision is proposed for implementation after the three day call in period.

Appendices:

24. Appendix 1: Advertising and Sponsorship Policy
25. Appendix 2: Impact Assessment – First Stage

List of Background Papers:

26. [Report of the Head of Corporate Strategy and Democratic Services to Policy And Resources Cabinet Board \(Special\) on 21 February 2018 - Neath Port Talbot County Borough Council Corporate Communications and Community Relations Strategy](#)
27. [Report of the Head of Corporate Strategy and Democratic Services to Council on the 28th February 2018. Neath Port Talbot County Borough Council Corporate Communications and Community Relations Strategy](#)

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