

## ANGUS COUNCIL

## POLICY &amp; RESOURCES COMMITTEE

24 MARCH 1998

## FUNDING DERIVED THROUGH ADVERTISING AND SPONSORSHIP

Report by the Chief Executive

**ABSTRACT**

This report brings forward a Policy Paper "Funding Derived through Advertising and Sponsorship" for consideration and adoption by the Council.

**1. RECOMMENDATIONS**

It is recommended that:-

1. The Council adopt the policy paper "Funding Derived through Advertising and Sponsorship" with immediate effect.
2. The Council make available the policy paper to all departments and to existing and potential external partners.

**2. BACKGROUND**

Angus Council is committed to providing excellent public services through maximising the use of available resources and through developing effective partnerships.

Sourcing external funding through a range of innovative measures has become a priority for the Council and one way of securing funding to support Council initiatives is through support from external agencies in the form of sponsorship and advertising opportunities.

While such forms of external funding can be extremely valuable in providing quality services, it is also critical to maintain the probity of the Council in all such arrangements. To that end, this policy paper has been prepared both to support the Council and to set out the parameters for such activity.

The key points of the policy paper are:-

- to ensure that there is mutual benefit to the Council and the sponsors
- to encourage a priority for Angus based businesses/agencies to take advantage of sponsorship opportunities

- to ensure that any sponsored activity or material containing advertising copy supports the policies of the Council
- to encourage a consistent and non aggressive approach to securing external funds
- to define areas where sponsorship or advertising is inappropriate or where potential sponsors/advertisers business activity is not acceptable for local authority partnership

### **3. FINANCIAL IMPLICATIONS**

There are no financial implications arising from this report.

### **4. CONSULTATION**

The Management Team have been consulted during the preparation of this report.

**Note:** No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information), were relied on to any material extent in preparing this Report.

A B Watson  
Chief Executive

WDS/JC 6 March 1998



**FUNDING DERIVED THROUGH ADVERTISING AND  
SPONSORSHIP**

**A Policy Statement and Operating Guidelines**

**Chief Executive's Department  
March 1998**

## **FUNDING DERIVED THROUGH ADVERTISING AND SPONSORSHIP**

### **STATEMENT OF OBJECTIVES**

Angus Council is committed to working in partnership. It aims to provide excellent public services and to maximise the use of all available resources to meet local needs.

In this context, the sourcing of funds from a diverse range of partners must be considered. This could involve Angus Council in seeking to attract funding through sponsorship or advertising activity in conjunction with commercial companies and organisations whilst maintaining its probity as a public body. Through such arrangements, Angus Council could provide better, more effective and more extensive services to citizens, visitors and investors in Angus.

This document seeks to offer advice and guidance in determining both the appropriateness and nature of sponsorship, and the framework in which to balance the best interests of the Council and its partners.

#### **The Key Objectives of the Policy and Operating Guidance are to:**

- Maintain the probity of Angus Council at all times.
- Maximise the attraction of resources in support of Council activities.
- Promote local businesses and organisations through maximising opportunities for them where possible.
- Provide well resourced facilities to promote equal opportunities for all.

## **FUNDING DERIVED THROUGH ADVERTISING AND SPONSORSHIP**

### **POLICY STATEMENT**

1. Angus Council is committed to delivering, providing and sustaining quality, cost-effective services.
2. Within that context, the Council and its Departments are committed to working in partnership with a range of bodies and organisations whilst maintaining the fundamental probity of Angus Council.
3. Angus Council recognises that partnerships and relationships with sponsors and advertisers will never replace mainstream funding but can add value to existing and new proposals.
4. Angus Council will, as a matter of course, seek out external funding opportunities for appropriate new proposals.
5. External funding will be sought and secured only where it is in support of the aims and objectives of the Council. Benefits of securing funding must be weighed against the time and effort required.
6. The Council will enter into external advertising and sponsorship arrangements only with partners who comply with the Operating Guidelines of Angus Council.
7. Angus Council already participates in a number of advertising and sponsorship arrangements. The Policy and Guidelines recognise the need for a balance between individual initiative at Departmental level and the requirement for the Council to co-ordinate its external funding procurement and practice.
8. Departments should not adopt a competitive approach to securing external funds. Where any Department of Angus Council seeks to accord a high priority to sponsorship or advertising, they should do so only after consultation with the Chief Executive's Office.
9. The Chief Executive's Office will assist Departments, partners and other external bodies by:-
  - (a) providing partnership and sponsorship expertise, guidance and advice.
  - (b) acting in a co-ordinating role to maximise uptake of external funding and avoiding conflict or duplication within Angus Council.

## **FUNDING DERIVED THROUGH ADVERTISING AND SPONSORSHIP**

### **OPERATING GUIDELINES**

1. The Council requires Departments to have regard to these guidelines when considering sponsorship or advertising proposals.
2. In contemplating any proposal, Departments must consider how appropriate the proposal is to:-
  - (a) the likely target audience to be directly involved in the proposal.
  - (b) the nature of the service involved in the proposal.
  - (c) the wider audience viewing the proposal.
3. If any proposal involves young people under the age of sixteen participating in externally funded activities, the consent of an adult parent or carer must be obtained prior to any proposal being formally concluded.
4. The Council will not enter into any arrangement which:-
  - (a) induces or causes to induce, outwith the sponsorship arrangement, direct contact between a sponsoring organisation or advertiser and individual members of staff, their families or "customers" of Angus Council.
  - (b) detracts from the main purpose of the Council in providing the highest quality of service.
  - (c) has association with any organisation which promotes the views of any single political party, any organisation which promotes racial or religious intolerance or named brands of cigarettes or alcohol, or any organisation which is morally or criminally reprehensible. In addition regard shall be had to the stated policies of Angus Council and careful consideration must be given to any arrangement with funders associated with any potentially conflicting views. In this instance Departments should seek the advice of the Chief Executive's Office in advance.
5. Departments should not enter into arrangements with organisations whereby there could be potentially damaging competition with another Department's fund-raising activity.

6. Notwithstanding 4 (above), any arrangement which is either a new initiative or in excess of the value of £5,000 and has already secured support from a sponsor through historical arrangement, should be notified to the Chief Executive's Office.
7. Where any Department is taking the initiative in finding possible sponsors or advertisers, the advice of the Chief Executive's Office must be sought. All activity should be appropriately focused on a targeted number of potential sponsors and as a general rule any "mailshots" or similar activity would not be supported unless in exceptional circumstances.
8. Angus Council will, as a matter of course, seek to promote local businesses and employers and will accord a prioritised opportunity to take advantage of sponsorship opportunities on the following basis:-
  - (a) to local organisations operating in Angus.
  - (b) to UK organisations with an obvious presence in Angus.
  - (c) to other organisations.
9. All Departments should seek specialist advice from the Council's Law and Administration and Finance Departments on issues such as insurance cover, VAT or legal agreements as a matter of course.
10. It is recommended that no more than 25% of any publication is given to sponsor's messages or advertising copy at any time. Such space should not be the most prominent feature of any publication and regard shall be had to the quality of presentation of the Council's message. The Council's Media Relations/Publicity Officer can offer further advice on this matter.
11. Contact should also be made with the Council's Media Relations/Publicity Officer where there are publications, press releases/statements or promotional activities planned.
12. Angus Council is committed to making sure that sponsors and advertisers receive good value for money in exchange for their support. Departments must ensure that they comply with their obligation in terms of any agreement.
13. Where Departments are soliciting donations of goods and/or services to be offered as prizes, advance notification must be given to the Chief Executive's office. Care must be taken to avoid duplication or conflict with other ongoing activities. It will be expected that a single nominee will assume a co-ordinating responsibility for such activity and will seek guidance from the Chief Executive's Office.

