St Ives Town Council

SPONSORSHIP & ADVERTISING POLICY

March 2025

Policy / File Status

Version	0.1	Approving Body	Full Council
Date	06.03.2025	Date of Approval	14.05.2025
Responsible Officers	Town Clerk/ Head of Culture & Community	Minute Reference	19.3
Oversight Committee	Finance & General Purposes	Review Date	May 2026

Version History

Date	Version	Author/Editor	Comments
14.05.25	0.1	Town Clerk/ Head of Culture & Community	New policy.

Review Record

Date	Type of Review Conducted	Summary of Actions Taken or Decisions Made	Completed By

Contents

1.0	Introduction and Context
1.1	This policy sets out the Council's approach to offering sponsorship opportunities, and the Council's standards on advertising. This is both in terms of making available opportunities to advertise third party goods and services, and how the Council advertises its own services and activities, in accordance with the advertising standards authority rules and the law.
1.2.	Alongside core and statutory public services, councils, including town and parish councils run commercial services from weddings to events. In addition, councils own buildings, structures and sites, which can accommodate advertising and promotion. To supplement their budgets, and help fund capital projects, councils have powers to implement sponsorship policies. The key aim of any such policy is to generate additional funding for projects and initiatives, by allowing businesses or individuals to financially support specific activities, events, or facilities. As in other sponsorship arrangements, these can be in exchange for brand exposure and recognition, and also can be primarily to support local services and places, which are valued by them.
1.3.	Although local authorities are legally able to enter into sponsorship and advertising arrangements, as bodies which are publicly funded and accountable to local taxpayers, ensuring transparency and maintaining the Council's reputation is key. This policy ensures that there are clear guidelines for potential sponsors and advertisers, and the Council can also make clear what benefits they can expect to receive to foster a positive relationship which is for mutual benefit.
1.4	Funding St Ives
	St Ives is a small community with a population of 11,000 residents. Yet it is also an internationally renowned visitor destination. One of the busiest seaside towns in the UK, St Ives has on average, 540,00 day-visitors and 220,000 staying-guests in any year. Visitors are drawn by the dramatic coastline and pristine sandy beaches, But also, its fishing heritage, roofscapes and the historic street pattern. It became home to many important creative and visual artists of the modern era and is a strong and developing centre of art tourism in the UK.
1.5	About St Ives Town Council
	St Ives Town Council is a small but independently minded town council in West Cornwall. Ambitious for the future with a strong vision for developing & delivering services locally with a focus on St Ives being a great place to live, work and visit. Its core values centre on the arts, heritage and culture, areas, which it is not always possible to prioritise for public sector investment and where proactive sponsorship and advertising have a role to play.
1.6	Our Core Values
	Ambitious for the future We want St Ives' communities to be a happy healthy vibrant place where

	everyone can thrive. We are forward thinking and innovative to achieve positive outcomes. Championing St Ives We put St Ives' communities at the heart of everything we do. Collaborative We can achieve far more by working with others. We work closely with other councils, the local community voluntary groups and businesses to develop common goals to get things done. Celebrating our History & Culture We value the rich history & culture which makes the parish special. We celebrate, promote and invest in our unique heritage.
2.0.	Definitions
2.1.	"Sponsorship" is a mutually beneficial relationship where a business provides financial or in-kind support for council activities, services, or assets in exchange for recognition or promotional opportunities. Sponsorship does not imply ownership or control over council services or assets. To sponsor something is to support an event, activity, person, or organisation financially or by providing products or services. Sponsorship should not be confused with other types of funding which the Council administers.
2.2.	"Advertising" is an agreement between the Council and the advertiser, where the Council receives either money or a benefit in kind for the advertiser to use Council owned space or publication to promote themselves or a product and/ or where the Town Council displays third party material for a set fee. The fee will be utilised to support council activities, services or assets.
	• Advertising and sponsorship of a 'product' encompasses goods, services, ideas, cause, opportunities, prizes and gifts. • Advertising and sponsor messages can take a variety of forms and can be viewed via a variety of traditional and new media (e.g. publications newspapers, magazines, television commercial, radio advertisement, outdoor advertising, direct mail, social media, websites and text messages). • A person who consumes advertising or sponsorship is anyone who is likely to receive a given marketing communication or message, whether in the course of business or not.
3.0.	Policy Aims and Objectives
3.1	Scope
	The policy's scope covers both 1. The Council as an owner of an advertising platform or sponsorship opportunity which an external individual, group or organisation may wish to take up 2. The Council as an advertiser or sponsor

3.2	Objectives
	• Support to enhance community events, programmes, services, and infrastructure. • Offset public funding requirements. • Strengthen partnerships with the business community and promote local economic development. • Support council's goals, which includes: local economic sustainability, social equity, health and well-being, cultural enrichment and environmental sustainability.
3.3	Aims
	The Council's policy on sponsorship and advertising aims to: • Ensure that the Council's position and reputation is adequately protected and not be brought into disrepute. • Identify the types of sponsorship, advertising and support that are appropriate. • Provide clear guidance on the appropriate partnerships for achieving the Council's (sponsorship and advertising) objectives. • Maximise the opportunities to attract commercial sponsorship and advertising for appropriate events, campaigns, initiatives or assets. • Ensure an appropriate return is generated from advertising and sponsorship opportunities. • Ensure that a consistent and professional approach is adopted to the development of advertising and sponsorship agreements. • Protect Councillors and officers from potential allegations of inappropriate dealings or favouritism with sponsors. • A consistent and successful approach towards sponsorship is adopted across the Council. • The Council is committed to being transparent about how it is funded and how donations and fundraising is spent. This policy outlines the principles and guidelines that the council adheres to when entering into sponsorship agreements with individuals and businesses. This ensures that partnerships align with the council's values and serve the community's interests without compromising integrity, reputation and standards.
4.0	Guiding Principles:
	The Council, Councillors and Officers are guided by the following policies which are publicly available on the Town Council website (stivestowncouncil-cornwall.gov.uk/policies-strategies/): • Councillor Code of Conduct • Anti-Fraud and Corruption Policy • Conflicts Policy • Procurement • Financial Regulations • Whistleblowing

4.1.	a. Transparency and Accountability: All fundraising initiatives and sponsorship agreements will be open, transparent, and fully documented. The process for entering sponsorships will follow a fair and consistent procedure. b. Conflicts of Interest and Ethics: There will be no personal benefits or gifting, whether financial, in-kind or influence for individual Councillors or officers as part of any sponsorship and fundraising activity. Council employees and elected officials must disclose any conflicts of interest related to sponsorship opportunities. Any personal or financial interest in a potential sponsor must be declared and addressed in accordance with council's governance and ethics policies. c. Mutual Benefit: Sponsorships will benefit both the council and the sponsor, delivering clear outcomes for the community while providing value to the sponsor. d. Ensure that there are no personal benefits to be derived. e. Demonstrate and adhere to the council's core values (outlined in item 1.6). f. No Undue Influence: Fundraising partners / sponsorship arrangements must not influence the council's decision-making processes, policies, or operations. Sponsorships will not grant the sponsor any control over council activities or priorities. g. Reputational Integrity: The Council will only engage in fundraising and sponsorships with entities that align with the council's values and whose practices and products are not in conflict with the Council, nor pose a reputational risk. h. Financial Integrity: Sponsors must have a sound financial standing and no record of fraud or financial mismanagement. i. Sponsorships will be of limited duration, appropriate to the term of the project, as defined in the contract or letter of agreement.
5.0	Exclusions
5.1	The Council will not accept sponsorships from organisations or individuals whose activities: • Conflict with Council policies, including environmental or social policies. • Involve illegal or unethical practices, such as exploitation of labour or environmentally harmful activities. • Involve political, religious or lobbying. • Have been involved in significant controversies or scandals that could damage the Council's reputation. • Are based upon beliefs that are contradictory to the Council's core

	values. • Are involved, or linked to legal disputes with the Council, subject to current planning or other regulatory applications or disputes arising from them.
5.2	Some industry categories are wholly excluded from sponsorship or advertising opportunities. These include: • Tobacco, cigarettes or vaping products • Alcohol • Gambling • Adult-oriented products/ services • Armaments • The petrochemicals Industry • Pay day lending
5.3	The above list is not exhaustive, and the Council retains the absolute right to decline sponsorship or advertising opportunities (including through third party suppliers) from any organisation or individual or in respect of particular products, which the Council in its sole and absolute discretion considers inappropriate.
6.0	Terms
6.1	Sponsorship
	• 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. • Any organisation wishing to sponsor a Council owned product or service must adhere to this policy and the Council's Terms and Conditions for Sponsors. • All sponsorship arrangements will be subject to a signed legal agreement between the Council and the sponsoring organisation. For smaller projects, this might be in the form of the Council's standard Terms and Conditions for Sponsors. For larger or more complex arrangements, a document may be drawn up relating specifically to that project. • The agreement will state the duration of the arrangement and there should be no assumption that the Council will extend or renew the arrangement beyond this date. • Publicity and media coverage will be arranged by the Council, in partnership with the sponsor, for all appropriate sponsorship deals. • The use of branding and logos of any sponsoring company must not interfere with the Council's Corporate Identity Policy or Brand Guidelines. • Any use of Council's IP must be approved by the Council prior to its use. • The size and positioning of sponsors' logos on any promotional material, goods or signage must be approved by the Council's Lead Officer.

6.2	Advertising
	• The Council abides in full with the Town and Country Planning Act 1990 and the Control of Advertisement Regulations, which sets out the rules on displaying advertising. The Council has a duty to ensure all advertising on Council owned platforms falls within this legislation and will ensure all related planning law relating to the display of advertisement is complied with. In addition, the Council will always act in accordance with the relevant policies within its own adopted Neighbourhood Plan and conservation area policies. • The Council will advertise its own services and offers as appropriate using its own platform. This may include adverts relating to commercial services or quasi-trading services, which generate an income. The Council permits paid-for advertising on some of the platforms it owns, and this may include advertising from for-profit companies. In both circumstances the Council will comply with the Supply of Goods and Services Act. • The Council encourages advertising in its own noticeboards, buildings, online platforms that supports its strategic vision for St Ives. This might include advertising messages on safety, healthy living and environmental sustainability; messages which support local businesses; and promotion of events and attractions that would attract visitors into the Town. • All applicants wishing to utilise the Council's owned advertising media must adhere to this policy and the Council's Terms and Conditions for Advertisers.
6.3	Branding and Reputation
	In the case of sponsorship, the Council will have the rights of approval on all appropriate sponsorship related activity, such as: • Use of the Council IP (trademark and logos), which includes Council owned venues, events, programmes etc. • Publicity and promotion of the sponsorship in sponsor's own advertising, media and marketing materials, including in digital and social media. • Appropriate sponsor events at Council owned venues.
6.4	Types of Opportunities
	The below list is not exhaustive but is an indication of the types of sponsorship and advertising opportunities, which are available with the Council: 1. Advertising Space on Town Council owned and management assets including a. walls b. public conveniences poster holders c. town Council owned bus shelters 2. Benches * 3. Charitable donations – non statutory services for the community

4. Concession/ trading pitches
5. Digital Display Advertising
6. Events
7. Gift Aid opportunities
8. Programmes e.g. Youth, Cornerstone Library Events/ Courses/ Activities; Guildhall programme
9. Public Realm, parks and gardens and open spaces

* Please Note the Council applies a separate policy for the dedication/ sponsorship of memorial benches throughout the parish.

6.5 Types of Sponsorship

There are several types of partnerships, which the Council can consider, these include:

- Cash - A partner who provides a cash fee, in exchange for an association and an agreed package of rights and benefits (including advertising rights).
- Value in Kind (VIK) - A partner who provides its products or services (for free or at a reduced rate) in exchange for an association and an agreed package of rights and benefits.
- Marketing Support - A partner who provides access and awareness opportunities to an audience through their marketing/media channels e.g. in the form of a promotion of a Council owned asset, such as an event or venue

7.0 Recognition and Benefits

In exchange for sponsorship, the Council may offer sponsors various forms of recognition, including:

- Public Acknowledgement: Sponsor logos or names displayed on marketing materials, signage, websites, and event programmes
- Media Exposure: Recognition in press releases, social media, and other council communications.
- Other Benefits: Agreed-upon benefits tailored to the sponsor.

8.0. Monitoring and Evaluation

- Ongoing Review: Sponsorship agreements will be monitored to ensure that both parties fulfil their obligations. The Council will evaluate the outcomes of sponsorships against the agreed-upon goals and community benefits.
- End-of-Agreement Review: Upon the conclusion of a sponsorship agreement, a review will be conducted to assess the impact and success of the partnership.

9.0. Termination Arrangements

The Council will agree a partnership arrangement for a specified term, which can be capable of being renewed or extended. However, there can be no expectation of extension or renewal.

	The Council reserves the right to terminate a sponsorship agreement at any point, if: • The sponsor engages in activities or behaviour that negatively impacts the Council's reputation. • The sponsor breaches the terms of the agreement. • There is a significant change in the sponsor's operations that conflicts with the Council's values or objectives.