



## Democratic Services

**Location:** Phase II  
**Ext:** 0693  
**DDI:** 01895 250693  
**CMD No:** 823

**To: COUNCILLOR MARTIN GODDARD  
CABINET MEMBER FOR FINANCE**

c.c. All Members of the Finance and Corporate  
Services Select Committee  
c.c. Matthew Kelly – Resources Directorate  
c.c. Andy Goodwin – Resources Directorate  
c.c. Perry Scott – Corporate Director of Place

**Date:** 08 June 2023

## Non-Key Decision request

## Form D

### SPONSORSHIP POLICY

Dear Cabinet Member

Attached is a report requesting that a decision be made by you as an individual Cabinet Member. Democratic Services confirm that this is not a key decision, as such, the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 notice period does not apply.

You should take a decision **on or after Friday 16 June 2023** in order to meet Constitutional requirements about publication of decisions that are to be made. You may wish to discuss the report with the Corporate Director before it is made. Please indicate your decision on the duplicate memo supplied, and return it to me when you have made your decision. I will then arrange for the formal notice of decision to be published.

Steve Clarke  
Democratic Services Officer

**Title of Report:** Sponsorship Policy

**Decision made:**

**Reasons for your decision:** (e.g. as stated in report)

**Alternatives considered and rejected:** (e.g. as stated in report)

Signed ..... Date.....

*Cabinet Member for Finance*

## SPONSORSHIP POLICY

<b>Cabinet Member(s)</b>	Councillor Martin Goddard
<b>Cabinet Portfolio(s)</b>	Cabinet Member for Finance
<b>Officer Contact(s)</b>	Matthew Kelly – Resources Directorate
<b>Papers with report</b>	Appendix A - Sponsorship Policy Appendix B - Officer Checklist

## HEADLINES

<b>Summary</b>	The Council runs a broad range of services and offerings to its residents. On occasion, it may be considered appropriate to invite external sponsorship of any such services where it could support the operational costs of the event. The Sponsorship Policy has been written to ensure this is done with appropriate governance and oversight.
<b>Putting our Residents First</b>  <b>Delivering on the Council Strategy 2022-2026</b>	This report supports our ambition for residents / the Council of: An efficient, well-run, digital-enabled council working with partners to deliver services to improve the lives of all our residents  This report supports our commitments to residents of: A Digital-Enabled, Modern, Well-Run Council
<b>Financial Cost</b>	There are no direct financial implications associated with the recommendations in this report.
<b>Relevant Select Committee</b>	Finance and Corporate Services Select Committee
<b>Relevant Ward(s)</b>	N/A

## RECOMMENDATIONS

**That the Cabinet Member for Finance:**

- 1. Approves the Sponsorship Policy as set out in Appendices A and B; and,**
- 2. Authorises the Corporate Director of Place, in consultation with Cabinet Member for Finance, to make any further necessary changes to the policy.**

## **Reasons for recommendation**

The Sponsorship Policy provides a framework for how we are promoted and how we promote others: ethically, consistently and aligned to our values and principles. By applying this policy, we will:

- Be Consistent; by establishing consistent approach, set of standard and framework of controls
- Protect Reputations; by upholding the Councils reputation and corporate identity through good governance
- Boost Opportunities; to maximise income and boost development of commercial partnerships

As the Council have not previously invited sponsorship there is no existing policy in place.

## **Alternative options considered / risk management**

The only other alternative to creation of a policy was to proceed without one. This could unnecessarily expose Officers and Councillors to accusations of poor practice and governance.

## **Democratic compliance / previous authority**

Relevant Cabinet Members are authorised to approve service level policies, as per the Council's Constitution. This policy has been drafted by Corporate Procurement.

## **Select Committee comments**

None at this stage .

## **SUPPORTING INFORMATION**

1. Hillingdon do not currently invite sponsorship of any Council services or events and as such, no policy has been required. However, with increasingly constrained local government finances and ambitions to maintain services and events, any income derived from sponsorship will alleviate pressure on Council finances.
2. The use of sponsorship is intended to be a mutually beneficial relationship whereby the sponsor (usually a business based or operating in Hillingdon who may or may not have a relationship with the Council) pays to be associated with a Hillingdon event or service and in return, receives a benefit, usually publicity.
3. The Policy will allow the Council to control scenarios where sponsorship is accepted. The council will not permit any sponsorship that represents a conflict of interest or is likely to cause serious or widespread offence. Where sponsorship is accepted, LBH will control the size and positioning of sponsors logo on any material.

4. The creation of the sponsorship Policy will be the first step in Officers starting to develop relationships with potential sponsors of Hillingdon events and services. Whilst no target list of events and / or services exist, Officers are already engaging with potential sponsors on the 2023 Christmas lighting programme. This will be a good initial test of sponsors appetite to work with the Council.

## **Financial Implications**

There are no direct financial implications arising from the approval of the policy, but that the policy sets out parameters for potential financial support for specific events or services, which will each be considered in turn.

## **RESIDENT BENEFIT & CONSULTATION**

### **The benefit or impact upon Hillingdon residents, service users and communities?**

Successful implementation of a sponsorship policy will allow the Council to maintain and enhance services and events where the addition of sponsorship is deemed appropriate and funding can be achieved.

### **Consultation carried out or required**

N/A.

## **CORPORATE CONSIDERATIONS**

### **Corporate Finance**

Corporate Finance have reviewed this report and concur with the Financial Implications set out above, noting there are no direct financial implications associated the recommendations in this report.

### **Legal**

Section 139 of the Local Government Act 1972 enables the Council to accept “ gifts of property” to assist with discharging any of its functions and for the benefit of its residents. The provision of financial sponsorship or by providing products and services comes within the definition of “property”. The proposed sponsorship policy contains important safeguards to ensure that sponsorship decisions are made transparently and protect the Council’s interests and reputation. Legal advice will be given in all cases to ensure that the principles of the policy are adhered to.

## **BACKGROUND PAPERS**

NIL.

## TITLE OF ANY APPENDICES

Appendix A - Sponsorship Policy

Appendix B - Sponsorship Policy Officer Checklist

## APPENDIX A - SPONSORSHIP POLICY



# Sponsorship Policy

Version number	1
Approved by	TBC
Approval date	TBC
Effective from	TBC
Guidance author	Matthew Kelly
Guidance owner	Corporate Director – Place.

## Summary and Scope

Hillingdon [Council's Strategy](#) sets out the ambitions for our residents and the council. It informs everything we do and sets out our key priorities from 2022 to 2026 with 5 key themes:

- **Safe and strong communities** - Hillingdon is a safe place with resilient, strong communities with access to good quality, affordable housing.
- **A thriving economy** - We are actively working with local businesses and partners to create a borough where businesses grow within a strong economy and local people can improve their skills and enjoy good quality jobs.
- **A digital enabled, modern well-run council** - We are a well-run, sustainable council with sound financial management, achieving positive outcomes for residents.
- **Thriving healthy households** - Children, young people, their families and vulnerable adults and older people live healthy, active and independent lives.
- **A green and sustainable borough** - Hillingdon will be a sustainable, carbon-neutral borough, protecting Hillingdon's heritage, built environment and valued green spaces. Residents will live in pleasant neighbourhoods with access to sustainable waste management and transport.

It reflects our role as one organisation which puts residents first. To ensure we remain true to our values and deliver the very best for our residents, this Sponsorship Policy provides a framework for how we are promoted and how we promote others: ethically, consistently and aligned to our values and principles. By applying this policy, we will:

### Be consistent

- Establish a consistent approach and set of standards.
- Provide a framework of controls.
- Ensure compliance with legislation, advertising industry codes and other council policies, including our branding guidelines.

### Protect reputations

- Safeguard and steward the image and environment of the borough.
- Uphold the council's reputation and corporate identity.
- Further our strategic vision and support our priorities by facilitating communication with our stakeholders

### Boost opportunities

- Secure best value for money and maximise income.

- Support the development of our commercial partnerships with the private sector.

To sponsor something is to support an event, activity, person, or organisation financially or by providing products or services. It should be mutually beneficial. Sponsorship should not be confused with other types of funding which the council administers e.g. grants.

Sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organisation which offers in return, rights and association that may be used for commercial advantage in return for the sponsorship investment. For example, each year Hillingdon installs Christmas lighting in all 21 wards within the borough, comprising 28 lighting schemes. Sponsorship provides an opportunity for the council to raise funds towards the running of such initiatives whilst allowing businesses to have their name associated with the event.

## ***Definition and Principles***

Sponsorship is defined within this policy as:

*“An agreement between the council and the sponsor, where the council receives either money or a benefit in kind for an event, campaign or initiative from an organisation or individual which in turn gains publicity or other benefits.”*

This policy is in place to cover situations where the council is an owner of a sponsorship opportunity which an external individual, group or organisation may wish to take up.

When working with a sponsor, it will be essential that:

- Any agreement supports the council’s strategic vision set out in the Council Strategy.
- It is compatible with its wider strategy and policy framework, including the [Constitution](#) and [Equality and Inclusion Policy](#).

The council will **not** permit sponsorship arrangements in the following situations:

- In all scenarios where it is legally permissible, the council will refuse applications from companies who are in dispute with the council or where there is pending/active legal action.
- When companies are in contract negotiation with the council where acceptance or advertising or sponsorship arrangements may be viewed as an endorsement of a bid.



The council will uphold the national Code of Recommended Practice on Local Authority Publicity. This means that the council is not able to enter into sponsorship agreement which connects the council with lending support to any political party.

Whether sponsorship is a suitable method for achieving our objectives, or whether external requests to use council-owned platforms should be approved, will be decided on a case-by-case basis on the merits of each opportunity or request.

The use of branding and logos of any sponsoring company must be compatible with the council's corporate branding guidelines as agreed by Corporate Communications Team .

The size and positioning of sponsors' logos on any promotional material, goods or signage must be considered by the appropriate lead officer in conjunction with the council's Communications team.

The council welcomes all opportunities to work with sponsors where such arrangements support its values, strategic goals, corporate objectives and/or helps drive forward the council's aspirations.

The council will not permit any sponsorship that represents a conflict of interest or is likely to cause serious or widespread offence. Particular care will be taken in relation to race, age, religion or belief, sex, sexual orientation, disability, gender identity or gender expression, pregnancy or maternity and marriage or civil partnership.

When considering sponsorship opportunities, we will ensure that:

- It maximises the opportunities to attract commercial revenue for appropriate events, campaigns or initiatives
- The council's position and reputation is adequately protected
- An appropriate return on investment is sought
- A consistent and professional approach is adopted in the development of sponsorship agreements
- It protects elected councillors and officers from potential allegations of inappropriate dealings or favouritism with sponsors
- It fulfils the council's operating principles set out in the Council Strategy

All sponsorship arrangements (excluding those made by a third party under a formally procured contract or concession arrangement) must be governed in accordance with the Procurement Contract Standing Orders for tender approvals.

## ***Responsibilities & Ownership***

The owner of this policy is Corporate Director of Place. All council services, employees and elected councillors (when acting in an official capacity for or on behalf of the council) must comply with this policy.

Officers from Communications Team, Procurement, Finance and Legal are all expected to support to those officers who are seeking to utilise the Policy to put in place sponsorship arrangements.

## APPENDIX B - SPONSORSHIP POLICY OFFICER CHECKLIST

# Sponsorship Policy – Officer Checklist

This checklist should be read and used in conjunction with the Councils Sponsorship Policy. This checklist has been put in place to support you in completing the process compliantly and in accordance with best practice. Signature blocks are included within this checklist but may be superseded by other written approval from relevant parties.

### 1) Basic Details:

Name of Officer responsible for Sponsorship opportunity:	
Name of Sponsor:	
Value of the sponsorship arrangement and over what period:	
Does the supplier have any existing relationship with the Council, Officers or any elected Councillor? If so, please state:	
What is the nature of the sponsorship agreement? What will the Council offer and what will the sponsor receive in return:	

## 2) Requirement to consult:

*In the space provided below, you should provide assurance that the necessary discussions have taken place and relevant service areas are satisfied with the outcome.*

Communications Team - All and any issues relating to branding on sponsorship material, suitability of media, installation, or supply of sponsorship material	
Procurement - Potential conflicts of interest with respect to sponsoring suppliers including current tender engagements or contract negotiations and contract non-performance.	
Legal - Use of appropriate terms and conditions related to the agreement	

## 3) Approval:

The Sponsorship Policy is governed in accordance with the Procurement Contract Standing Orders. This means that approval thresholds are in line with those set out for tender approvals. These are as follows:

- Sponsorship Income £0-£25k – Approval of your corporate Director
- Sponsorship Income £25- £100k – Informal Cabinet Member Approval

Approver	Signature
Perry Scott – Corporate Director of Place	
Cabinet Member <i>(Only required where total sponsorship income is greater than £25k)</i>	