

Committee Report No: 19-2020

Document Title: C2022 COMMERCIALISATION – ADVERTISING & SPONSORSHIP

Document Type: Other

New/Existing: New

Period Covered: 13/01/2020 - 13/07/2020

Document Description:

Proposals for next steps towards the securing of additional revenues for the Council through advertising and sponsorship opportunities.

Intended Outcome:

Sets out how the Council will endeavour to increase revenues through additional advertising and sponsorship. Also agrees a revised Commercial Sponsorship policy.

How will the proposal be monitored?

1. Annual income generated from advertising and sponsorship will be monitored against budget estimates.
2. The proposed updated Commercial Sponsorship Policy will be complied with for all new sponsorship contracts.

Author Responsible:

Name: Jacquie Anderson

Title: Senior Corporate Improvement Officer

Department: Chief Executive

E-Mail: jacquie.anderson@dundee.gov.uk

Telephone: 01382 434810

Address: 8 City Square, Dundee

Director Responsible:

Name: David Martin

Title: Chief Executive

Department: Chief Executive

E-Mail: david.martin@dundee.gov.uk

Telephone: 01382 434201

Address: 5 City Square, Dundee

A. Equality and Diversity Impacts:

Age:	No impact
Disability:	No impact
Gender Reassignment:	No impact
Marriage and Civil Partnership:	No impact
Pregnancy and Maternity:	No impact
Race/Ethnicity:	No impact
Religion or Belief:	No impact
Sex:	No impact
Sexual Orientation:	No impact

Equality and diversity Implications:

The proposed policy on commercial sponsorship complies with equality and diversity implications.

Proposed Mitigating Actions: There are no negative impacts identified.

However, particular care will be taken to avoid causing offence on the grounds of race, age, religion, sex, sexual orientation or disability. Content that is not permitted for advertising or sponsorship includes, but is not limited to, content that contains, infers or suggests any of the following:

- Advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues;
- Disparagement or promotion of any person or class of persons;
- Promotion or incitement of illegal, violent or socially undesirable acts;
- Promotion or availability of tobacco products, weapons, gambling or illegal drugs;
- Advertising of financial organisations and loan advancers with punitive interest rates;
- Promotion or availability of adult or sexually orientated entertainment materials;
- Advertising that infringes on any trademark, copyright or patent rights of another company;
- Claims or representations in violation of advertising or consumer protection laws.

Is the proposal subject to a full EQIA? : No

B. Fairness and Poverty Impacts:

Geography -

Strathmartine (Ardler, St Mary's and Kirkton):	No Impact
Lochee(Lochee/Beechwood, Charleston and Menzieshill):	No Impact
Coldside(Hilltown, Fairmuir and Coldside):	No Impact
Maryfield(Stobswell and City Centre):	No Impact
North East(Whitfield, Fintry and Mill O' Mains):	No Impact
East End(Mid Craigie, Linlathen and Douglas):	No Impact
The Ferry:	No Impact
West End:	No Impact

Household Group -

Lone Parent Families:	No Impact
Greater Number of children and/or Young Children:	No Impact
Pensioners - Single/Couple:	No Impact
Single female households with children:	No Impact
Unskilled workers or unemployed:	No Impact
Serious and enduring mental health problems:	No Impact
Homeless:	No Impact
Drug and/or alcohol problems:	No Impact
Offenders and Ex-offenders:	No Impact
Looked after children and care leavers:	No Impact
Carers:	No Impact

Significant Impact -

Employment:	No Impact
Education and Skills:	No Impact
Benefit Advice/Income Maximisation:	No Impact
Childcare:	No Impact
Affordability and Accessibility of services:	No Impact

Fairness and Poverty Implications: None

Proposed Mitigating Actions: There are no negative impacts identified. However, as the Council is committed to health improvement and helping people live longer healthier lives. Because of the potential for conflict of interest, the Council will evaluate very carefully sponsorship from companies if it would lead to the advertising of products that could be considered detrimental to health.

Extra care will also be taken where consumers are children or young people. The Council will ensure that commercial sponsorship adheres to the rules and regulations covering advertising to children.

C. Environmental Impacts

Climate Change

Mitigating greenhouse gases:	No Impact
Adapting to the effects of climate change:	No Impact

Resource Use

Energy efficiency and consumption:	No Impact
Prevention, reduction, re-use, recovery or recycling waste:	No Impact
Sustainable Procurement:	No Impact

Transport

Accessible transport provision:	No Impact
Sustainable modes of transport:	No Impact

Natural Environment

Air, land and water quality:	No Impact
Biodiversity:	No Impact
Open and green spaces:	No Impact

Built Environment

Built Heritage:	No Impact
Housing:	No Impact

Is the proposal subject to Strategic Environmental Assessment?

No further action is required as it does not qualify as a Plan, Programme or Strategy as defined by the Environment Assessment (Scotland) Act 2005.

Environmental Implications: No environmental implications.

Proposed Mitigating Actions: There are no negative impacts identified.

D. Corporate Risk Impacts

Corporate Risk Implications:

The risk implications associated with the subject matter of this report are “business as normal” risks. The subject matter is routine and has happened many times before without significant loss. There is comfort that the risks inherent within the activity are either transferred to another party, shared equally and fairly between the Council and another party or are negligible.

Corporate Risk Mitigating Actions:

The draft policy on commercial sponsorship per appendix 1 of report 19-2020 prohibits any sponsorship or advertising that represents a conflict of interest or is likely to cause serious or widespread offence. There should be no real or apparent conflict between the objectives and community goals of the Council and those of the sponsor.