



Parish Council

Central Swindon North Parish Council

Advertising & Sponsorship Policy

Change Log		
Review Date	Action	By Whom
November 2024	Creation	AB

1. Purpose

The purpose of this policy is to provide clear guidelines for how Central Swindon North Parish Council (CSNPC) will manage sponsorship and marketing activities to generate additional revenue streams.

The policy aims to ensure that all partnerships align with the council's values, contribute to the community's wellbeing, and comply with legal requirements.

2. Objectives

- To generate additional income through sponsorship and advertising to support local services and projects.
- To engage local businesses in supporting community initiatives.
- To ensure sponsorship and marketing activities uphold the council's reputation and values.
- To provide a framework for assessing sponsorship opportunities in a transparent and ethical manner.

3. Scope

This policy applies to:

- Advertising on council-owned property, including recreational sites, parks, allotments, community centres, and parish noticeboards.
- Sponsorship of events, community programs, and public spaces.
- All marketing materials produced by or for the council.

4. General Principles

- **Transparency:** All sponsorship agreements will be transparent and clearly documented.
- **Ethical Standards:** CSNPC will not engage with businesses whose activities or values conflict with the council's mission or community welfare. This includes but is not limited to businesses involved in alcohol, gambling, tobacco, or politically affiliated organisations.
- **Non-Endorsement:** Any sponsorship does not imply the council's endorsement of the company or its products.
- **Value Alignment:** Sponsors must align with the council's goals of improving local infrastructure, services, and quality of life for residents.

5. Sponsorship Opportunities Sponsorship may be sought for:

- **Community Events:** Parish council-organised events such as festivals, sports activities, and clean-up campaigns.
- **Public Spaces:** Naming rights or signage in parks, playgrounds, and community buildings.
- **Publications:** Newsletters, event brochures, and other communication materials published by the parish.
- **Hoardings:** Fixed boards attached at specified locations.

6. Advertising Guidelines

CSNPC's advertising and sponsorship activities must comply with the following key laws and local regulations:

- **Town and Country Planning (Control of Advertisements) (England) Regulations 2007:** Any physical advertisements, such as hoardings or signage, must comply with these regulations. The regulations outline requirements for planning permission based on the location, size, and type of advertisement. Some advertisements may need approval from Swindon Borough Council's Planning Department.
- **The Local Government Act 2003:** This act governs how parish councils can raise money, including through commercial activities like sponsorship. Advertising revenues must be transparent and directed toward public services.
- **Swindon Borough Council Planning Policies:** Local byelaws and policies specific to Swindon regulate where advertisements can be placed. For example, areas of historic significance or conservation zones may have stricter controls on advertising, particularly in and around protected spaces such as parks and heritage buildings.
- **Advertising Standards Authority (ASA) CAP Code:** All marketing content must comply with the non-broadcast advertising code (CAP Code) set by the ASA, ensuring all ads are legal, decent, honest, and truthful. Misleading or harmful content is strictly prohibited.
- **Swindon Borough Council Street Advertising Guidelines:** Swindon has specific policies regulating street advertising, particularly concerning public safety, obstruction, and visual impact. Businesses and the council must ensure that advertisements do not interfere with foot traffic or public space inappropriately.
- Advertising must be appropriate for a family-friendly environment.

7. Membership and Pricing CSNPC offers flexible sponsorship and advertising options with terms ranging from 1 year to 5 years. Pricing depends on the size and placement of the hoarding, as outlined below:

- **Small Hoarding (up to 1m²):**
£500.00 per annum (PA)
- **Medium Hoarding (1m² to 3m²):**
£1000.00 PA
- **Large Hoarding (over 3m²):**
£2,000.00 PA
- **Specialised Marketing Packages:**
POA (price on application)

Contract Lengths:

- Sponsorship agreements can be made for 1-to-5-year terms.
- Discounts may apply for longer-term commitments (e.g., a 10% discount for 5-year contracts).

All sponsorships will be reviewed annually to ensure alignment with the council's objectives and community standards.

8. Process for Sponsorship Applications

1. **Application:** Interested sponsors will apply detailing their proposal, including duration, placement, and financial contribution.
2. **Evaluation:** The council will evaluate proposals based on:
 - Alignment with the council's values and objectives.
 - The appropriateness of the sponsor's business.
 - Potential conflicts of interest.
3. **Approval:** All sponsorship agreements require approval from the council's Finance & General Purposes Committee.
4. **Contract:** Upon approval, a formal sponsorship contract will be signed, outlining the terms of the agreement, including financial contribution, sponsorship benefits, and obligations.

9. Financial Accountability All income generated through sponsorship and marketing activities will be fully documented, reported, and allocated to relevant community projects in line with the council's financial regulations. The council will ensure that the use of any funds remains transparent and beneficial to the community.

10. Monitoring and Review

The sponsorship and marketing policy will be reviewed annually or as required to ensure it remains relevant, ethical, and effective. Any significant changes will be subject to public consultation and council approval.

11. Termination of Sponsorship

The council reserves the right to terminate any sponsorship agreement if the sponsor's activities are deemed to conflict with the council's values or legal obligations, or if they no longer align with the best interests of the community.