

**SURREY COUNTY COUNCIL
CABINET**



DATE: 30 APRIL 2019
REPORT OF: MR MATT FURNISS, CABINET MEMBER FOR HIGHWAYS
LEAD OFFICER: JASON RUSSELL EXECUTIVE DIRECTOR COMMUNITY PROTECTION, TRANSPORT & ENVIRONMENT

COMMUNITY VISION OUTCOME: COUNCIL

SUBJECT: ADVERTISING & SPONSORSHIP POLICY IMPLEMENTATION

SUMMARY OF ISSUE:

In order to be able to progress additional income opportunities arising from sponsorship and advertising, the county council needs to implement a new policy. The proposed policy provides guidance to ensure that appropriate measures are in place to facilitate these opportunities in accordance with the county council's priorities.

RECOMMENDATIONS:

It is recommended that:

1. The proposed advertising and sponsorship policy is agreed.
2. A number of trial advertising projects are progressed across the county on Surrey County Council (SCC) infrastructure to assess the potential future opportunities.
3. Future changes to the policy are delegated to the Head of Highways & Transport in consultation with the Cabinet Member for Highways.

REASON FOR RECOMMENDATIONS:

Several departments across SCC are currently exploring advertising opportunities as a means to generate income to help support the delivery of frontline services. Progression of these opportunities should follow an agreed SCC policy to ensure that appropriate consideration is given to each opportunity and that a consistent approach is applied across the county council.

DETAILS:**Business Case**

1. Advertising and sponsorship opportunities have been utilised by numerous Local Authority bodies as a means to promote their own campaigns/messages and to generate income that can be reinvested in services, such as Transport for London (TfL). This includes traditional poster based advertising as well as utilising newer technologies such as digital displays.
2. Currently SCC's advertising and sponsorship activity is limited to bus shelter advertising arrangements and roundabout sponsorship. For example, there are some existing arrangements in place with the Districts and Boroughs for bus shelter advertising whereby income from commercial advertising is used to offset the maintenance cost of the shelter.
3. As part of the county council's transformation programme several SCC departments have been exploring the potential to facilitate commercial advertising opportunities as a means to generate income in support of the council's financial position.
4. Subject to implementation of the policy, trial projects are planned at Community Recycling Centre sites and on assets/land adjacent to or on the Highway. Advertising on trial sites must be as permitted by s115 A to K of the Highways Act 1980. Multiple locations across Surrey are currently being considered for suitability and inclusion in a trial. Based on initial research, the level of interest and scale of return is highly dependent on the advertising location.
5. In order to be able to proceed with the trial projects and establish the longer term viability of the advertising opportunity, the implementation of a policy is required. The proposed Advertising & Sponsorship Policy, attached as Annex 1, sets out the policy objectives, restrictions and outline procedures. The content of the policy aims to be reflective of SCC priorities whilst also enabling any potential advertising opportunity to be considered and progressed.

CONSULTATION:

6. Progression of any advertising will need to follow the required procedures. Advertising will need to secure advertising consent from the local planning authority. Officers from the Districts and Boroughs have been informally engaged on the potential trial schemes in advance of SCC submitting a formal application. Where advertising is placed on land leased to our partners, we will give them an opportunity to comment and consider their views.

RISK MANAGEMENT AND IMPLICATIONS:

7. There is a risk of public challenge regarding the location as well as the content of any advertising. These risks are mitigated by the inclusion of parameters and scrutiny of the advertising content as set out in the proposed policy, sufficient to protect SCC's reputation.

FINANCIAL AND VALUE FOR MONEY IMPLICATIONS

8. Successful advertising and sponsorship arrangements should assist the overall budget position by providing offsetting or additional income to alleviate pressures and help deliver services to residents. It is expected for the commercial advertising opportunities that an external supplier will be procured to manage the process. Staff resource will initially be required to progress advertising opportunities with the relevant suppliers. It is anticipated that in the short term this will be covered through existing resource, with the longer term requirement being determined through the progression of the trial projects.

SECTION 151 OFFICER COMMENTARY

9. Surrey County Council is facing significant financial challenges arising from increasing cost of, and demand for, services, and reducing government funding. An agreed Advertising and Sponsorship Policy will provide a consistent framework within which the council can develop and implement opportunities, with the objective of generating income to support the provision of services.

LEGAL IMPLICATIONS – MONITORING OFFICER

10. Advertising and production of income thereby is permitted on certain classes of highway land pursuant to s115 A-K of the Highways Act 1980. Advertising on land outside the limits of the highway will require the consent of the landowner. All commercial advertising will require express consent by the local planning authority pursuant to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

EQUALITIES AND DIVERSITY

11. Provisions have been made within the proposed policy to take into account equalities and diversity in the implementation of the policy. On this basis an EIA is not required.

PUBLIC HEALTH IMPLICATIONS

12. Advertising content with public health-related messaging will be scrutinised as set out in the advertising policy in order to support the council priorities in this area.

WHAT HAPPENS NEXT:

13. Trial projects need to be confirmed and a procurement exercise undertaken to advertise the opportunity to the market. Assuming a positive response is achieved from the market, a trial will subsequently be progressed. It is anticipated this will happen in the second quarter of 2019/20 pending resource availability. Any additional or revised opportunities will be considered following a review of the outcomes of the trial projects.

Contact Officer:

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Consulted:

Cabinet Member for Highways

Officers from the following SCC services: Commercial Services, Trading Standards, Finance, Legal, Property, Communications, Public Health, Highways & Transport, Environment

Officers from Districts & Boroughs: Finance & Highway/Environment

Annexes:

Annex 1- Advertising & Sponsorship Policy

Sources/background papers:

None
