

SALISBURY CITY COUNCIL

Subject : Sponsorship Policy
Committee : Services Committee
Date : 4 Apr 2022
Author : Marc Read, Environmental Services Manager

1. Report Summary:

1.1. This report introduces a revised policy concerning sponsorship of roundabout and other activities in the Environment Services team.

2. Background:

- 2.1. The Council has previously agreed a Roundabout Sponsorship Policy at Services Committee on 1 September 2017.
- 2.2. Since that time the Council has been approached with offers of sponsorship for other equipment, for example playground equipment.
- 2.3. The revised policy has been broadened to include other types of sponsorship in addition to roundabouts.

3. Implementation:

- 3.1. The revised policy has been broadened to include other types of sponsorship in addition to roundabouts and now covers parks and park equipment.
- 3.2. The policy covers:
 - Who can have sponsorship with Salisbury City Council
 - The style and content of signage
 - Signage maintenance
 - Exclusivity and sponsorship period
 - Costs
 - Income Expectations
- 3.3. This will allow officers to manage offers and sponsorship appropriately.

4. Recommendation:

It is recommended that

- 4.1. The Services Committee approve the revised policy.

5. Wards Affected: All

6. Background papers: Doc 85889 – Draft Sponsorship Policy

7. Implications:

- 7.1. **Financial:** As detailed in the report
- 7.2. **Legal:** None
- 7.3. **Personnel:** None

7.4. Environmental Impact: As detailed in the report

7.5. Equalities Impact Statement: None