

**THE VALE OF GLAMORGAN COUNCIL**  
**REQUEST FOR THE USE OF EMERGENCY POWERS**  
**CORONAVIRUS PANDEMIC**

**SUBJECT:** Advertising and Sponsorship Protocol

1. **Originating / Department / Service** –

Policy and Business Transformation

2. **Reason for Seeking Emergency Powers** –

PLEASE SPECIFY BELOW and attach appropriate Committee report / minute/ memo \* (\* delete as appropriate)

The following report was agreed by Cabinet in April 2018

<https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2018/18-04-30/Reports/Advertising-and-Sponsorship-Cabinet-Report.pdf>

It sought approval of the Council's Advertising and Sponsorship Protocol (Appendix A)

<https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2018/18-04-30/30-April-2018-Minutes.pdf> and the relevant minute (C291) as follows:

It was resolved:

- T H A T the Advertising and Sponsorship Protocol contained in Appendix A attached to the report be approved.
- T H A T subject to resolution two above, delegated authority be granted to the relevant Head of Service in consultation with the Leader, Managing Director and Section 151 Officer to promote and agree sponsorship and advertising opportunities and award necessary contracts in line with the Advertising and Sponsorship Protocol contained in Appendix A attached to the report. Where it was deemed appropriate to do so, further reports to Cabinet on specific opportunities would be reported.

Since the protocol was approved in April 2018, a number of changes have taken place regarding the Council's Advertising and Sponsorship activity and as such, slight variations to the protocol would be beneficial.

The main change required would complement the new processes put in place since the Council have brought Roundabout Advertising back in house after terminating its contract with Immediate Solutions. In the recent fees and charges report to Cabinet

(<https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2020/20-03-09/Proposed-Fees-and-Charges.pdf>) and as part of the associated minutes C263

(<https://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2020/20-03-09/Minutes-20-03-09.pdf>), authority was delegated to the Director of

Environment and Housing to vary fee levels in appropriate circumstances in respect of roundabout advertising contracts.

This Emergency Powers form requests two changes as follows.

### **Change 1**

The Advertising and Sponsorship Protocol linked to above states in section 7.4 that “All Advertising and Sponsorship Agreements must be referred to Legal & Financial Services for review prior to agreement where the value exceeds £1,000”.

It is proposed this wording is amended to increase this limit to £5,000 which would enable the fees and charges in respect of Roundabout Advertising to be implemented in line with the protocol without referral to Legal Services in each case an arrangement is entered in to.

It is proposed a standard legal agreement will be put in place (as in the case for filming arrangements) with reference to the Advertising and Sponsorship protocol to enable agreements to be put in place without Legal input every time, making the process smoother and without taking up valuable Legal Services time.

### **Change 2**

Under section 4.4. ‘Vaping/Smoking’ is added to the list of prohibited adverts

### **3. Policy Framework and Budget –**

PLEASE INDICATE as appropriate that the matter that you are seeking the use of Emergency Powers for is a Cabinet or Council function.

Cabinet  Council

### **4. Relevant Scrutiny Committee –**

Corporate Performance and Resources

### **IMPORTANT**

The following sections **must** be completed **prior** to the request being submitted to the Democratic and Scrutiny Services Section for processing.

I confirm (delete as appropriate)

~~(a) — That there are no financial implications and the relevant Cabinet Member, Leader and / or the Deputy Leader has been consulted and is in agreement with the use of Emergency Powers; **or**~~

**(b) That, in view of the financial commitments, the Head of Financial Services, the appropriate Chief Officer, the relevant Cabinet Member, Leader**

**and / or Deputy Leader have been consulted and are in agreement with the use of the Emergency Powers and that**

~~(c) — For matters relating to the Planning Committee the Chairman of the Planning Committee has also been consulted and is in agreement with the use of Emergency Powers;~~

~~(d) — For matters relating to the Licensing Committee the Chairman of the Licensing Committee has also been consulted and is in agreement with the use of Emergency Powers.~~

~~(e) — For matters relating to the Welsh Church Act Estate Committee the Chairman of the Welsh Church Act Estate Committee has also been consulted and is in agreement with the use of Emergency Powers.~~

(f) For matters relating to policy the relevant Scrutiny Committee Chairman has been consulted and is in agreement with the use of Emergency Powers.

**Signed:** M. Punter ..... **Date:** 19<sup>th</sup> May 2020  
**(Instructing Chief Officer)**

**Please print name: Miles Punter – Director of Environment & Housing**

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**I hereby approve under my Emergency Powers the attached recommendation(s) on behalf of the Cabinet / Council (please delete as appropriate).**

**Signed:** D.R. Thomas..... **Date:** 22<sup>nd</sup> May 2020.....  
**Managing Director**

**NB Should the relevant portfolio Cabinet Member be unable to be consulted only the Leader and / or Deputy Leader be consulted in their absence.**

**N.B. Cabinet: 23<sup>rd</sup> March, 2020 Minute No. 295**