

# AGENDA

## HERITAGE, CULTURE AND LEISURE COMMITTEE MEETING



Date: Tuesday 5 July 2016  
Time: 6.30 pm  
Venue: Town Hall, High Street,  
Maidstone

Membership:

Councillors Fort, Mrs Hinder, Lewins, Naghi,  
Newton (Vice-Chairman), Pickett  
(Chairman), Revell, Mrs Stockell and  
Mrs Wilson

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Page No.

1. Apologies for Absence
2. Substitute Members
3. Urgent Items
4. Notification of Visiting Members
5. Disclosures by Members and Officers

**Continued Over/:**

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**Issued on Monday 27 June 2016**

The reports included in Part I of this agenda can be made available in **alternative formats**. For further information about this service, or to arrange for special facilities to be provided at the meeting, **please contact Poppy Collier on 01622 602242**. To find out more about the work of the Committee, please visit [www.maidstone.gov.uk](http://www.maidstone.gov.uk)

**Alison Broom, Chief Executive, Maidstone Borough Council,  
Maidstone House, King Street, Maidstone Kent ME15 6JQ**

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|-----|---|---------|
| 6.  | Disclosures of Lobbying   |         |
| 7.  | Minutes of the meeting held on 7 June 2016  | 1 - 4   |
| 8.  | Presentation of Petitions (if any)  |         |
| 9.  | Questions and answer session for members of the public  |         |
| 10. | To consider whether any items should be taken in private because of the possible disclosure of exempt information |         |
| 11. | Heritage, Culture and Leisure Committee work programme  | 5 - 8   |
| 12. | Report of the Head of Finance and Resources - Plaques and People Protocol   | 9 - 15  |
| 13. | Report of the Head of Commercial and Economic Development - MCL Fundraising and Sponsorship Policy                | 16 - 41 |

## **PART II**

**To move that the public be excluded for the items set out in Part II of the Agenda because of the likely disclosure of exempt information for the reasons specified having applied the Public Interest Test.**

### **Head of Schedule 12 A and Brief Description**

- |     |  |  |         |
|-----|--|--|---------|
| 14. | Minutes (Part II) of the meeting held on 7 June 2016 | Para 3 – Info re: financial/business affairs | 42 - 43 |
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## **MAIDSTONE BOROUGH COUNCIL**

### **Heritage, Culture and Leisure Committee**

#### **MINUTES OF THE MEETING HELD ON TUESDAY 7 JUNE 2016**

**Present:** Councillor Pickett (Chairman), and  
Councillors Mrs Hinder, Lewins, Naghi, Newton,  
Pickett, Revell, Mrs Stockell and Mrs Wilson

**Also Present:** Councillors Daley, Ells and Mrs Gooch

7. APOLOGIES FOR ABSENCE

It was noted that there were no apologies for absence.

8. NOTIFICATION OF SUBSTITUTE MEMBERS

It was noted that there were no Substitute Members.

9. URGENT ITEMS

That Chairman, in his opinion, agreed to take the verbal report of the Head of Commercial and Economic Development – Appointment of Subject Leads as an urgent item due to three of the project areas already being active and requiring Member representation before the next meeting of the Committee.

10. NOTIFICATION OF VISITING MEMBERS

It was noted that the following Visiting Members were in attendance:

Councillor Daley indicated a wish to speak on item 13;

Councillor Gooch indicated a wish to speak on items 8, 12, and 13;

Councillor Ells was in attendance as an observer.

11. DISCLOSURES BY MEMBERS AND OFFICERS

There were no disclosures by Members of Officers.

12. DISCLOSURES OF LOBBYING

There were no disclosures of lobbying.

13. MINUTES OF THE MEETING HELD ON 1 MARCH 2016

**RESOLVED:** That the Minutes of the meeting held on 1 March 2016 be approved as a correct record and signed.

14. MINUTES OF THE MEETING HELD ON 24 MAY 2016

An error was noted at paragraph 5 of the minutes where the word 'Chairman' should have read 'Vice-Chairman'.

**RESOLVED:** That subject to the amendment of paragraph 5 of the minutes as per the minute book copies, that the minutes of the meeting held on 24 May 2016 be approved as a correct record and signed.

15. PRESENTATION OF PETITIONS (IF ANY)

There were no petitions.

16. QUESTIONS AND ANSWER SESSION FOR MEMBERS OF THE PUBLIC

There were no questions from members of the public.

17. TO CONSIDER WHETHER ANY ITEMS SHOULD BE TAKEN IN PRIVATE BECAUSE OF THE POSSIBLE DISCLOSURE OF EXEMPT INFORMATION

**RESOLVED:** That the items on Part II of the agenda be taken in private as proposed.

18. REPORT OF THE HEAD OF FINANCE AND RESOURCES - HERITAGE, CULTURE AND LEISURE COMMITTEE WORK PROGRAMME

Members considered the Committee's work programme for the municipal year 2016-17.

In response to questions the Head of Commercial and Economic Development advised that:

- The sponsorship and fundraising policy would formalise the Council's approach, which had been ad hoc to date. The policy would cover instances where MBC was seeking funding or sponsorship, for instance to cover the costs of holding a special exhibition at the museum.
- MBC only directly delivered two events, the Maidstone Mela and Proms in the Park. A report reviewing festivals and events would be taken to a future meeting of the committee.
- Following a budget briefing to all Members and a scene setting report to Policy and Resources Committee, a report on budget considerations would be taken by the Head of Finance and Resources to each of the service committees.

**RESOLVED:** That the committee work programme be noted.

19. VERBAL REPORT OF THE HEAD OF COMMERCIAL AND ECONOMIC DEVELOPMENT - APPOINTMENT OF SERVICE AREA LEADS

Members considered the urgent verbal report of the Head of Commercial and Economic Development on the appointment of service area leads, and the tabled briefing note setting out the service areas and projects. It was explained that the Museums Strategic Board, the Visitor Economy and Destination Management Plan (DMP) Board and the Gabriel's Hill heritage lottery fund townscape initiative working group were active and required Member representation before the next meeting of the committee.

The Committee requested further information on the service areas to include the frequency and time of meetings.

Councillor Newton was nominated as the champion for Bereavement Services for the municipal year 2016-17.

Councillor Revell was nominated as the champion for the Sustainable Future for Mote Park business case for the municipal year 2016-17.

**RESOLVED:**

1) That the appointment of the Leader of the Council and the Chairman of the Committee to the Museums Strategic Board for the municipal year 2016-17 be noted;

2) That Councillor Revell be appointed as the champion for the Sustainable Future for Mote Park business case for the municipal year 2016-17;

For - 8            Against - 0            Abstain - 0

3) That Councillor Newton be appointed as the champion for Bereavement Services for the municipal year 2016-17;

For - 8            Against - 0            Abstain - 0

4) That further information on the remaining service and project areas be circulated to Committee Members by the Head of Commercial and Economic Development, and nominations made directly to the Chairman and Head of Commercial and Economic Development for consideration in advance of the meeting to be held on 5 July 2016.

20. EXCLUSION OF THE PUBLIC FROM THE MEETING

**RESOLVED:** That the public be excluded from the meeting for the following items of business because of the likely disclosure of exempt information for the reason specified having applied the Public Interest Test:

**Head of Schedule 12A and  
Brief Description**

Report of the Head of Commercial  
and Economic Development -  
Bereavement Services Development  
Plan: Pet Crematorium

Paragraph 3 – Info re  
Financial/Business affairs

21. **REPORT OF THE HEAD OF ENVIRONMENT AND STREET SCENE -  
BEREAVEMENT SERVICES DEVELOPMENT PLAN: PET CREMATORIUM**

The Head of Environment and Public Realm presented a report seeking approval to submit a planning application for a pet crematorium, to include siting, revised access point and improvements to the wider site of the crematorium.

Following discussion it was:

**RESOLVED:**

- 1) That the revised access point be approved;
- 2) That the siting be approved;
- 3) That the submission of a planning application for the Pet Crematorium and additional improvements to the existing site, including improved disabled access and parking and expansion of the overflow car park, be approved subject to conditions regarding additional systems and pre-application meetings being undertaken with Ward Members and the relevant Parish Council.

For – 8      Against – 0      Abstain - 0

22. **DURATION OF MEETING**

6.30 p.m. to 8.08 p.m.

**Committee Work Programme**



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# **Heritage, Culture and Leisure Committee Work Programme**

Democratic Services Team  
E: [democraticservices@maidstone.gov.uk](mailto:democraticservices@maidstone.gov.uk)

## **INTRODUCTION**

This document sets out the decisions to be taken by the various Committees of Maidstone Borough Council on a rolling basis. This document will be published as updated with new decisions required to be made.

## **DECISIONS WHICH COMMITTEES INTEND TO MAKE IN PRIVATE**

Committees hereby give notice that they intend to meet in private after its public meeting to consider reports and/or appendices which contain exempt information under Part 1 of Schedule 12A to the Local Government Act 1972 (as amended). The private meeting of any Committee is open only to Members of the Cabinet, other Councillors and Council officers.

Reports and/or appendices to decisions which Committees will take at their private meetings are indicated in the list below, with the reasons for the decision being made in private. **ACCESS TO COMMITTEE REPORTS**

Reports to be considered at any of the Committees' public meeting will be available on the Council's website ([www.maidstone.gov.uk](http://www.maidstone.gov.uk)) a minimum of 5 working days before the meeting.



<b>Decision Maker and Date of When Decision is Due to be Made:</b>	<b>Title of Report and Brief Summary:</b>	<b>Contact Officer:</b>	<b>Public or Private (if Private the reason why)</b>	<b>Documents to be submitted (other relevant documents may be submitted)</b>
<b>Heritage, Culture and Leisure Committee</b> Due date: 5 July 2016	<b>Sponsorship and Fundraising Policy</b>	Laura Dickson <a href="mailto:lauradickson@maidstone.gov.uk">lauradickson@maidstone.gov.uk</a>	Public	
<b>Heritage, Culture and Leisure Committee</b> Due date: 5 July 2016	<b>Plaques and People Protocol</b>	Councillor Pickett <a href="mailto:davidpickett@maidstone.gov.uk">davidpickett@maidstone.gov.uk</a>	Public	
<b>Heritage, Culture and Leisure Committee</b> Due date: 6 September 2016	<b>Disposal of Surrenden Playing Field</b>	Lucy Stroud <a href="mailto:lucystroud@maidstone.gov.uk">lucystroud@maidstone.gov.uk</a>	Public	
<b>Heritage, Culture and Leisure Committee</b> Due date: 5 July 2016	<b>Land Maintenance Exchange</b>	Jennifer Shepherd <a href="mailto:jennifershepherd@maidstone.gov.uk">jennifershepherd@maidstone.gov.uk</a>	Public	
<b>Heritage, Culture and Leisure Committee</b> Due date: 6 September 2016	<b>Destination Management Plan – Action plan Update</b>	Laura Dickson <a href="mailto:lauradickson@maidstone.gov.uk">lauradickson@maidstone.gov.uk</a>	Public	
<b>Heritage, Culture and Leisure Committee</b> Due date: 6 September 2016	<b>10 Year Parks and Open Spaces Strategy</b>  To be presented to the Committee as four separate option reports	Jason Taylor <a href="mailto:jason.taylor@maidstone.gov.uk">jason.taylor@maidstone.gov.uk</a>	Public	

<b>Heritage, Culture and Leisure Committee</b> Due date: TBC	<b>Mote Park – new Café and Visitor Centre</b>	Dawn Hudd <a href="mailto:dawnhudd@maidstone.gov.uk">dawnhudd@maidstone.gov.uk</a>	Public	
<b>Heritage, Culture and Leisure Committee</b> Due date: TBC	<b>Maidstone Museums Sustainability Options Paper</b>	Dawn Hudd <a href="mailto:dawnhudd@maidstone.gov.uk">dawnhudd@maidstone.gov.uk</a>	Public	
<b>Heritage, Culture and Leisure Committee</b> Due date: TBC	<b>Pet Crematorium – next steps</b>	Jennifer Shepherd <a href="mailto:jennifershepherd@maidstone.gov.uk">jennifershepherd@maidstone.gov.uk</a>	Private – under para 3: financial/business reasons	
<b>Heritage, Culture and Leisure Committee</b> Due date: TBC	<b>Quarterly Budget and performance Monitoring</b>	Paul Riley <a href="mailto:paulriley@maidstone.gov.uk">paulriley@maidstone.gov.uk</a>	Public	

## HERITAGE, CULTURE AND LEISURE COMMITTEE

**5 JULY 2016**

Is the final decision on the recommendations in this report to be made at this meeting?

**Yes**

### Plaques and People protocol

<b>Final Decision-Maker</b>	Heritage, Culture and Leisure Committee
<b>Lead Head of Service</b>	Paul Riley, Head of Finance and Resources
<b>Lead Officer and Report Author</b>	Councillor David Pickett
<b>Classification</b>	Public
<b>Wards affected</b>	

**This report makes the following recommendations to this Committee:**

1. That the draft Plaques and People Protocol attached at appendix A to the report be considered; and
2. That Members decide whether to take the matter further and request an officer's report on the item.

**This report relates to the following corporate priorities:**

- Keeping Maidstone Borough an attractive place for all – through promoting Maidstone's heritage

**Timetable**

<b>Meeting</b>	<b>Date</b>
Heritage, Culture and Leisure Committee	1 March 2016
Council	NA

# Plaques and People protocol

## **1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY**

- 1.1 This report presents the Plaques and People protocol written with input from Councillors English, Paterson and Newton, attached at appendix A.
- 

## **2. INTRODUCTION AND BACKGROUND**

- 2.1 Maidstone Borough Council does not currently operate a plaque scheme.
- 2.2 There are several plaque schemes in place nationwide. A range of bodies can administer plaque schemes including local authorities, civic societies, residents associations, and societies of special groups.
- 2.3 There are plaques visible in the borough of Maidstone which have been erected by private persons and groups. An owner of a building can place a plaque on a building they own, subject to planning requirements. A notable example of a plaque already visible in the town centre is that dedicated to Edith Cavell, as erected on the wall of the Congregational Church in Week Street.
- 2.4 The attached Plaques and People protocol has been drafted with the aim of standardising the process for the erection of plaques across the borough.
- 

## **3. AVAILABLE OPTIONS**

- 3.1 The Committee could decide to consider the Plaques and People protocol attached at appendix A and request an officer's report on the item to come to the next meeting of the Committee.
- 3.2 The Committee could decide not to consider the protocol attached at appendix A, but this is not recommended as the matter has come to Committee at Members' request.
- 3.3 The Committee could consider the Plaques and Peoples protocol and decide not to take the matter further.
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## **4 NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION**

- 4.2 The Committee could request Officers to conduct research into the budget, resource and implementation implications of the proposed protocol and report back to the next meeting of the Committee
-

## 5 CROSS-CUTTING ISSUES AND IMPLICATIONS

<b>Issue</b>	<b>Implications</b>	<b>Sign-off</b>
<b>Impact on Corporate Priorities</b>		
<b>Risk Management</b>		
<b>Financial</b>	Funding implications will need to be addressed.	Salman Ahmed, Finance
<b>Staffing</b>		
<b>Legal</b>		
<b>Equality Impact Needs Assessment</b>	No detrimental impact on the the protected characteristics of individuals identified at this time.	Orla Sweeney, Insight and Information Officer
<b>Environmental/Sustainable Development</b>		
<b>Community Safety</b>		
<b>Human Rights Act</b>		
<b>Procurement</b>		
<b>Asset Management</b>		

## 6 REPORT APPENDICES

The following documents are to be published with this report and form part of the report:

- Appendix A: Plaques and People protocol

## 7 BACKGROUND PAPERS

None.

## PLAQUES AND PEOPLE – A PROTOCOL FOR THE BOROUGH OF MAIDSTONE

### Introduction

Maidstone Borough is rich in historic events and characters which deserve the opportunity to be recognised and remembered. We have successfully acknowledged some but others remain unmarked.

As a commitment to our local heritage it is proposed that a protocol be proposed that will provide an opportunity for Plaques and memorials to be placed in appropriate places in the Borough so that the story of our Town and Borough can be celebrated.

A recommendation that a “Plaques & People” Protocol should come under the auspices of the Heritage, Culture & Leisure Committee.

[1] Where members of the public, Councillor or local organisation may suggest that a memorial plaque or monument be placed in the Borough to commemorate a historical event or personality.

[2] This has, of course, already occurred on an ad hoc basis as evidenced by examples of plaques already in place which include The Battle of Maidstone on the Town Hall, a plaque to commemorate Havock Lane at Fremlin Walk and the latest to honour Nurse Edith Cavell now on the wall of the Congregational Church in Week Street.

[3] The development of a formal protocol would assist in the bringing forward of submissions for plaques and memorials and accessing and investigating approaches for internal and external funding.

[4] If a funding application guide was brought forward it would in certain circumstances assist in securing appropriate funding through section 106 contributions for public art.

[5] Nomination procedure: All applications to be submitted to an appointed MBC officer who would have access to the HCL Committee. The officer in the first instance would verify the authenticity and legitimacy of the application and would research the facts of the proposal.

[6] A standard application form to be used with a section for funding proposals / requirements.\*

[7] The officer, once satisfied that the application is bona fide would bring the proposal in the first instance to the HCL Committee for inspection and deliberation.

[8] Depending on the merits, design, funding requirements and gravity of the application the HCL Committee could pass the application and recommend, in the first instance, to The Policy & Resources Committee and if listed building consent was required would go before the Planning Committee for approval, where a fee may be payable.

The HCL Committee may seek expert advice and may wish to consult with the Conservation officer, KCC Highways, the parks department or where other open land is managed by that section and Planning department.

If a proposal was of sufficient merit e.g. a large memorial of artistic significance then it could be determined by a meeting of the full Council.

[9] Criteria for nomination: Relevant and significant association with Maidstone town and the Borough. To include events, persons or groups.

[10] Timescale for commemoration: This would depend on whether it was an event, person or group but in most cases would be to mark an anniversary or a person now deceased.

[11] Plaque / Memorial design: A “basic” plaque [The Maidstone plaque] should be of a standard design i.e. based on the majority already installed and to give a corporate image in the Borough.

The suggested design for the Maidstone / Borough plaque is:

Smooth Grey slate 18” [460mm] x 18” [460mm] x 1.25” [30mm] Inscription to be “V” cut in the stone in Times Roman style and letters enamelled in light grey. Prominent features such as a named person or event should be gilded using 23crt gold letters.

The HCL Committee could approve a different theme or design of a plaque or memorial depending on the subject and the type and style submitted on the application.

[12] Funding: Following deliberation and consultation the HCL should, if necessary amend or confirm the application accordingly. If proposed funding is not in place then research, if not already undertaken at the initial application stage, should be carried out to determine funding streams.

The application for a Plaque or memorial could be referred to the Policy and Recourses Committee to confirm or deny a funding request. If funds are not available from section 106 contributions or funds allocated to the Committee from other sources then the committee should seek alternate resources [ Funds could be raised by public subscription ] if it feels that the project has sufficient merit and should be taken forward.

[13] Names in the Town Hall Chamber:

Any proposal for a name to be added on the walls of the Town Hall chamber should go through the same procedure as for plaques and memorials.

Persons nominated should [at least one of the following]

Have a Strong and notable connection to the County Town.

Lived in the Borough and made a contribution of good work.

A person of historical standing who has by accident or design made Maidstone culturally richer or made a significant contribution or service to the life of the Borough.

[14] Ownership & Maintenance: This would remain with Maidstone Borough Council [or the ruling body] who will be responsible for arranging the installation of the plaque or memorial and the future upkeep and repair as part of our Heritage and Culture strategy.

\* Specimen application Form

This proposed protocol report produced by Cllr David Pickett with input from / Cllr Clive English / Cllr Jenni Paterson / Cllr Gordon Newton.

## PLAQUES & PEOPLE PROTOCOL APPLICATION/NOMINATION FORM

Please complete all sections before submitting this application.

### Your contact details

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Post Code \_\_\_\_\_

Telephone Home \_\_\_\_\_ Mobile \_\_\_\_\_

Email Address \_\_\_\_\_

### Nomination

Person  Group  Event

Name \_\_\_\_\_

Information: History. Dates. \_\_\_\_\_

Reason for applying \_\_\_\_\_

Plaque  Memorial

See recommended size and type – Information as a guide supplied.

Inscription Required \_\_\_\_\_

### Funding Requirement

Do you have funding?  Yes  No

Do you require funding?  Yes  No

Do you have access to Funding?  Yes  No

Any other relevant information?

Use separate sheet of paper if necessary.

Send completed form to

Maidstone Borough Council, Maidstone House, King Street, Maidstone, Kent ME15 6JQ



## PLAQUES & PEOPLE PROTOCOL GUIDANCE AND INFORMATION FORM

### CRITERIA FOR NOMINATION

Relevant and significant contribution and association with Maidstone Town and the Borough.

To include events, persons or groups. To mark an anniversary or person now deceased \*

The Person nominated should [At least one of the following]

- Have a strong and notable connection to the County Town
  - Lived in the Borough and made a contribution of good work.
- A person of historical standing who has by accident or design made Maidstone culturally richer or made a significant contribution to the life of the Borough

\* There may be a case where a person is still living

A PLAQUE [Approved basic design] the "Maidstone" Plaque.

"Smooth Grey Slate 18" [460mm] x 18" [460mm] x 1.25" [30mm] Inscription to be "V" cut in the stone in Times Roman style and letters enamelled in light Grey. Prominent features such as a named person or event to be gilded using 23crt Gold letters"

### OWNERSHIP & MAINTENANCE

This would remain with the Maidstone Borough Council [or the ruling body] who will be responsible for arranging the installation of the plaque or memorial [A fee may be payable] and the future upkeep and repair as part of our Heritage and cultural strategy.

### THE APPLICATION

Your application, in the first instance will be scrutinised and verified by the nominated officer at MBC. If accepted for processing your application for a nomination will go before the Heritage, Culture & Leisure Committee for examination, deliberation and consideration.

You will be informed of the decision of the Committee and you may be contacted for further information or any clarification that may be required.

The Application form should be submitted to                      Officer

At Maidstone Borough Council

Maidstone House

King Street

Maidstone

ME15 6JQ

Email

Tel 01622 602000

# Agenda Item 13

## HERITAGE, CULTURE AND LEISURE

Tuesday 5<sup>th</sup> July  
2016

Is the final decision on the recommendations in this report to be made at this meeting?

**Yes**

### Sponsorship and Advertising Policy

<b>Final Decision-Maker</b>	Heritage, Culture and Leisure Committee
<b>Lead Head of Service</b>	Head of Commercial and Economic Development
<b>Lead Officer and Report Author</b>	MCL Marketing & Sales Manager, Laura Dickson
<b>Classification</b>	Public
<b>Wards affected</b>	All

#### **This report makes the following recommendations to this Committee:**

1. To adopt this policy for all MCL sponsorship and advertising propositions

#### **This report relates to the following corporate priorities:**

- Keeping Maidstone Borough an attractive place for all – offering sponsorship and advertising to support Maidstone Culture and Leisure budgets and existing income targets.

#### **Timetable**

<b>Meeting</b>	<b>Date</b>
Committee (Heritage, Leisure and Culture)	5 July 2016

# Sponsorship and Advertising Policy

## 1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 This report proposes a new Sponsorship and Advertising Policy for Maidstone Culture and Leisure (MCL), a business unit within Commercial and Economic Development, that supports the Maidstone Culture and Leisure Business plan

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## 2. INTRODUCTION AND BACKGROUND

- 2.1 Maidstone Culture and Leisure Business Plan 2014-18 includes the following key business objectives :
- To reduce the financial subsidy from MBC year on year and to make MCL as self-financing as possible
  - To use MBC's cultural and leisure assets to provide a sustainable future for them by generating income through appropriate commercial activities.

Advertising and Sponsorship is identified in the MCL Business Plan as a potential source of income generation.

This policy relates to advertising and sponsorship opportunities connected to the councils' assets, services and events and other activities that Maidstone Culture and leisure has responsibly for.

The policy does not include fundraising which is not a commercial business transaction. Fundraising includes applications to grant giving bodies, statutory funds, legacies and donations.

The Sponsorship and Advertising Policy provides a framework that sets the terms upon which sponsorship and advertising may be sought and accepted. It provides guidance as to what is, and what is not, an acceptable form of advertising to the council.

### 2.2 Sponsorship

The policy provides a definition of sponsorship and how potential sponsorship offer must be assessed against a set of criteria.

The policy addresses conflict of interest, organisations and activities that will not be approved for sponsorship.

An example of a sponsorship offer of a temporary museum exhibition is provided in Appendix IV.

### 2.3 Advertising

The policy sets out the definition of advertising and identifies those advertising messages that will not be accepted by the council.

The council retains the right to refuse any advertisement that in the council's opinion is inappropriate or conflicts with services already provided by the organisation.

Advertising packages available through MCL are set out in Appendix V.

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### **3. AVAILABLE OPTIONS**

- 3.1 Do not approve the policy at Appendix I.
- 3.2 Approve the policy
- 3.3 Approve the policy but with amendments or additional conditions

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### **4. PREFERRED OPTION AND REASONS FOR RECOMMENDATIONS**

- 4.1 Officers recommend option 3.2 for the following reasons:

The policy provides a framework that allows officers to determine suitability of sponsors and advertisers.

The policy provides the right to refuse any advertisement or sponsor that the council feels is inappropriate.

The policy gives clarity to prospective clients around the opportunities for sponsorship and advertising with MCL.

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### **5. CONSULTATION RESULTS AND PREVIOUS COMMITTEE FEEDBACK**

- 5.1 None

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### **6. NEXT STEPS: COMMUNICATION AND IMPLEMENTATION OF THE DECISION**

- 6.1 If approved officers will work to ensure that potential sponsors and advertisers are aware of the policy and it is included into the terms and conditions.

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### **7. CROSS-CUTTING ISSUES AND IMPLICATIONS**

Issue	Implications	Sign-off
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<b>Impact on Corporate Priorities</b>	Keeping Maidstone Borough an attractive place for all. Income generated in this way supports the work of the visitor economy, museums and parks and leisure services.	Head of Commercial and Economic Development.
<b>Risk Management</b>		[Head of Service or Manager]
<b>Financial</b>	MCL has existing stretch income targets relating to advertising and sponsorship.	[Section 151 Officer & Finance Team]
<b>Staffing</b>	None	[Head of Service]
<b>Legal</b>	Standard terms and conditions will apply to all contracts entered into.	[Legal Team]
<b>Equality Impact Needs Assessment</b>	N/A	[Policy & Information Manager]
<b>Environmental/Sustainable Development</b>	N/A	[Head of Service or Manager]
<b>Community Safety</b>	N/A	[Head of Service or Manager]
<b>Human Rights Act</b>	N/A	[Head of Service or Manager]
<b>Procurement</b>		[Head of Service & Section 151 Officer]
<b>Asset Management</b>	N/A	[Head of Service & Manager]

## 8. REPORT APPENDICES

The following documents are to be published with this report and form part of the report:

- Appendix I: Sponsorship and Advertising Policy
- Appendix II: Sponsorship flow chart
- Appendix III: Assessment of sponsorship offers

- Appendix IV: Example Museum Temporary Exhibition Sponsorship Opportunity Package
  - Appendix V: MCL Advertising Media Pack
- 

## **9. BACKGROUND PAPERS**

***None***

## **Maidstone Culture and Leisure Sponsorship and Advertising Policy**

### **Introduction**

The purpose of the policy is to set out the terms upon which advertising and sponsorship may be sought and accepted by Maidstone Culture and Leisure (MCL) a business unit within Maidstone Borough Council (the "Council").

The Council is committed to developing appropriate advertising and sponsorship opportunities to support its core activities either directly or indirectly. It will encourage commercial relationships which do not conflict with the delivery of its strategic goals.

The policy aims to provide helpful advice to Council employees and prospective advertisers and sponsors on what is, and is not, acceptable form of advertising for the Council.

This policy relates to advertising and sponsorship opportunities connected to the Council's assets, services, events and other activities that Maidstone Culture and Leisure (MCL) has responsibility for. This includes Museums, Parks and Open Spaces, tourism, poster sites and park and ride buses.

### **Context**

Advertising and sponsorship of a 'product' encompasses goods, services, ideas, causes, opportunities, prizes and gifts.

The policy will:

- Uphold the Council's reputation and corporate identity.
- Further the Council's strategic vision and support its priorities (by facilitating communication messages).
- Support the Maidstone Culture and Leisure Business Plan.
- Secure best value for money and maximise income.
- Provide a framework and control measures.
- Establish a corporate approach and standards (including best practice).

- Ensure compliance with legislation, advertising industry codes and other Council policies.
- Support development of commercial partnerships with the private sector.
- Safeguard the image and environment of the Borough.

## **Principles**

The Council will refuse applications from companies who are in dispute with the Council or where there is pending/active legal action. We will also not accept advertising or sponsorship from companies who are in contract negotiation or have a planning application pending with the Council where this may be viewed as an endorsement of this bid.

The Council will uphold the Publicity Code of recommended practice on local authority publicity. This means the council is not able to enter into an advertising or sponsorship agreement which connects the Council with lending support to any political party.

Whether advertising and/or sponsorship is a suitable method or whether external requests to use council-owned platforms should be approved, will be decided on a case by case basis on the merits of each opportunity or request.

## **Sponsorship**

Sponsorship is defined as:

“A commercial arrangement in which a sponsor provides a contribution in goods, services or funding to support a council activity in return for specified benefits, usually public acknowledgement and recognition”.

To sponsor something is to support an event, activity, person, or organization financially or by providing products or services. It should be mutually beneficial.

There can be cross over between how advertising and sponsorship works in practice. For example, sponsorship can support the cost of installing a new exhibition but the sponsor may also receive an advertisement in the printed



publication as part of the sponsorship arrangement. Further advice should be sought from the Council's MCL Marketing team.

Responses to the council's call for sponsors, or unsolicited sponsorship offers, must be assessed against the criteria set out in this policy. If a sponsorship offer is approved by a council officer, a formal agreement setting out the terms and conditions of the sponsorship must be signed with the successful applicant. Flow charts showing the key points of the sponsorship process are provided to assist. (See appendix 1 and 2)

Sponsorship is not a way for any company or organisation to be viewed favourably by the Council in any other business arrangements they might be a party to.

Organisations that will not be considered or approved for sponsorship opportunities include, but are not limited to, those which represent a conflict of interest or are connected directly or indirectly with 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
- Financial organisations and loan advancers with punitive interest rates
- Promotion or availability of adult or sexually orientated entertainment materials
- An infringement on any trademark, copyright or patent rights of another company

Any organisation wishing to sponsor a Council owned product or service must adhere to this policy.

The use of branding and logos of any sponsoring company must not interfere with the Council's Corporate Policy or Brand Guidelines.

The size and positioning of sponsors' logos on any promotional material, goods or signage must be considered by the appropriate MCL lead officer in conjunction with the Council's Communications section.

The policy does not include fundraising activities and donations. There are not commercial business transactions requiring public acknowledgement or recognition. Fundraising includes applications to grant giving bodies, statutory funds, legacies and donations. A donation is a product, service or funding that is given to the council by an organisation, company or individual with no return benefit other than personal recognition (e.g. letter of thanks) and a receipt for taxation purposes.

### **Advertising**

Advertising is defined as:

"An agreement between the Council and the advertiser, whereby the Council receives money from an organisation or individual in consideration of which the advertiser gains publicity in the form of an advertisement in MCL controlled print or digital media.

Advertising is a form of communication used to raise awareness, encourage or persuade an audience – viewers or readers or a specific group of people – to do or believe something. Advertising is usually paid for by advertisers or sponsors.

Advertising messages can take a variety of forms and can be viewed via a variety of traditional and digital media (e.g. newspapers, magazines, television commercial, radio advertisement, outdoor advertising, direct mail, blogs, websites and text messages).

A person who consumes advertising is anyone who is likely to receive a given marketing communication, whether in the course of business or not.

An advertisement will not be accepted if it, in the reasonable opinion of the Council:

- Is inappropriate or objectionable.
- May result in the Council being subject to prosecution.
- Promotes gambling.
- Promotes payday loans.
- Refers to tobacco or similar products.
- Promotes the misuse of alcohol or promotes the use of alcohol to children.
- Might be deemed inappropriate for children, for example violent films, pornography and so on.
- Appears to influence support for a political party/candidate.
- Appears to conflict with the Council's wider promotion of healthy and active lifestyles.
- Appears to promote racial or sexual discrimination, or discrimination on the basis of disability, faith, gender or age.
- Is the subject of a complaint to the Advertising Standards Authority and upheld by such Authority as a legitimate complaint.

The above list is not exhaustive, and the Council retains the right to refuse advertising on the grounds that, in the Council's opinion, it is inappropriate, or it conflicts with services already provided by the organisation. The Council reserves the right to remove advertising without reference to the advertiser.

All advertising must:

- Fall within the guidelines laid out by the Advertising Standards Authority (ASA) [www.asa.org.uk](http://www.asa.org.uk).
- Uphold the rules laid out in the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code).  
<http://www.cap.org.uk/Advertising-Codes/Non-broadcast-HTML.aspx>
- Follow the Code of recommended practice on Local Authority publicity  
<https://www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity>.

In line with the codes referred to above, advertisements should be:

- Legal, decent, honest and truthful.
- Created with a sense of responsibility to consumers and society.
- In line with the principles of fair competition generally accepted in business and that the codes are applied in the spirit as well as the letter.

The Council abides by the Town and Country Planning Act. The Control of Advertisements Regulations provides the rules on displaying advertising. The Council has the duty to ensure all advertising on Council owned platforms falls within this legislation.

The Council’s MCL marketing section will advertise its own services events and attractions as appropriate using its own platforms to attract visitors into the borough.

MCL will offer advertising to other council departments and may include adverts relating to services which generate an income. This might include advertising messages on safety, healthy living and environmental sustainability; or messages which support local businesses.

All applicants wishing to utilise Council owned advertising media must adhere to this policy.

### **Sponsorship and Advertising Opportunities**

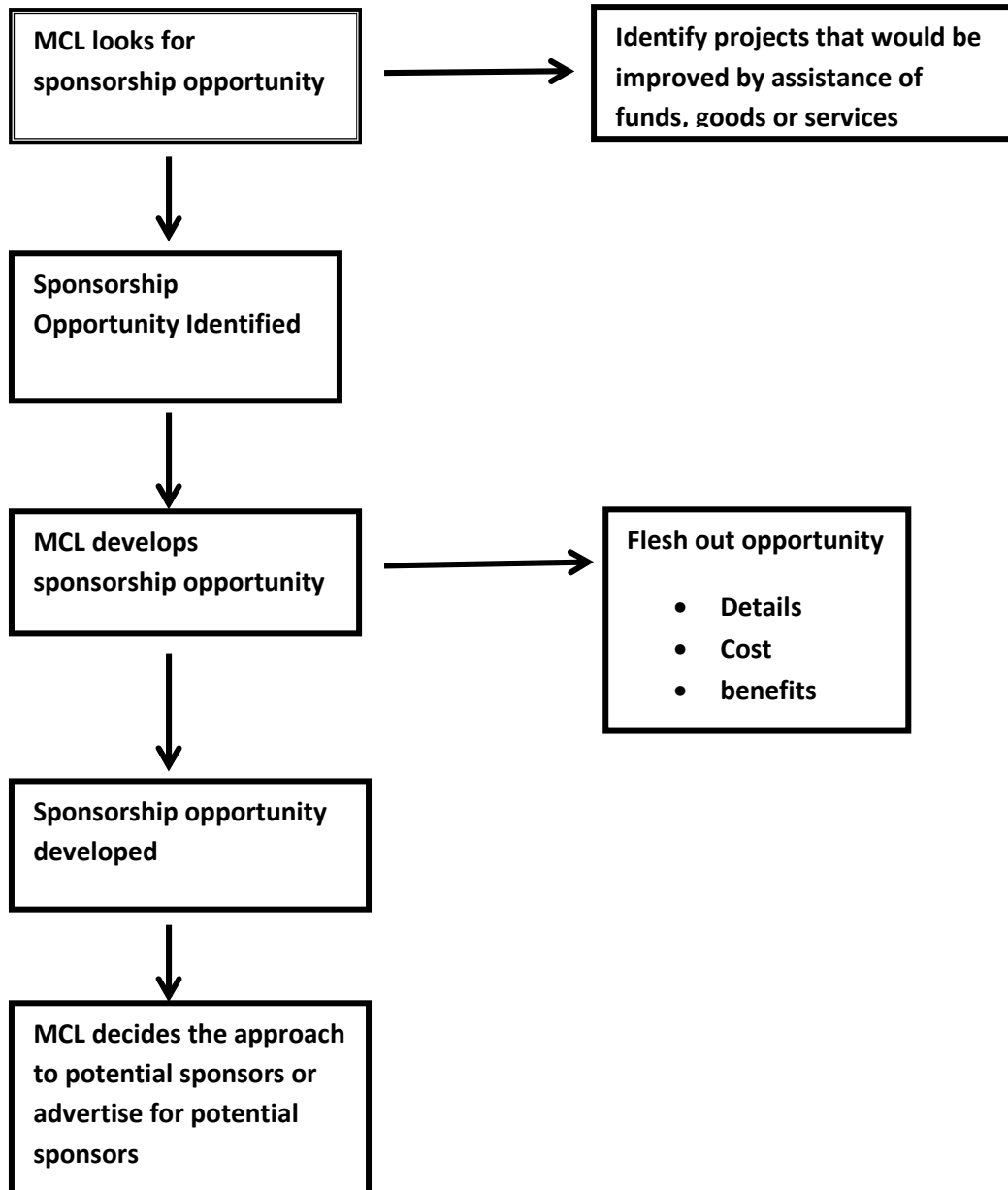
<b>MCL Service</b>	<b>Sponsorship Opportunity</b>
Museum	Naming of a permanent gallery
Museum	Headline Sponsor of temporary exhibitions
Museum	Secondary sponsor of temporary exhibitions
Museum	Corporate Social responsibility – e.g. Sponsorship of social inclusion programme
Museum	Education programme – provide s funding for staff or materials
Museum	Special events such as Dino Day

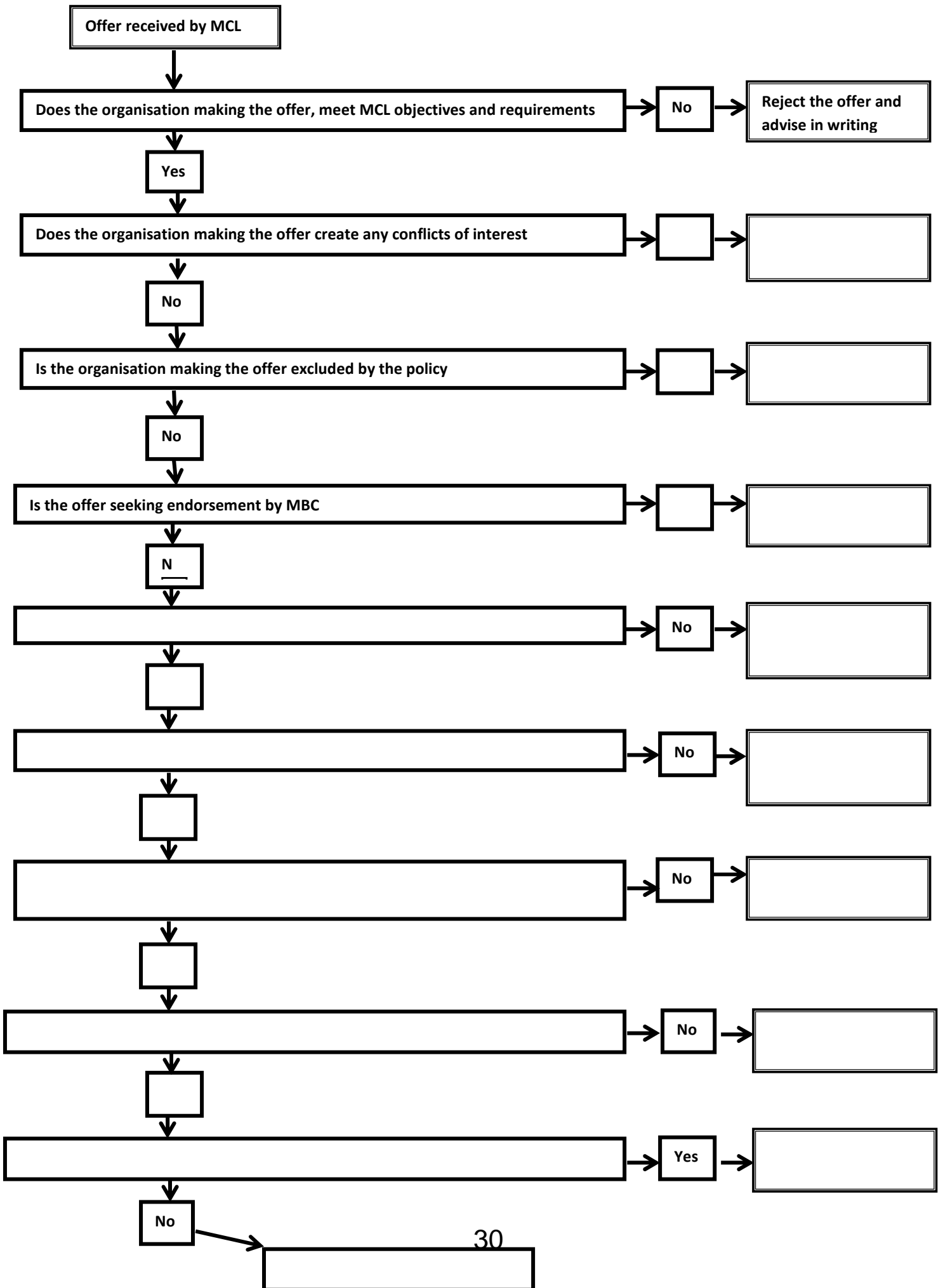
Events	Product placement at venues e.g. car dealer
Events	Headline sponsor of event e.g. Proms, Mela, Open Air Cinema
Events	Secondary Sponsor of events
Parks and Open Spaces	Individual Sponsored trees/shrubs/benches/ nest boxes
Parks and open Spaces	Corporate sponsorship of bedding and hanging baskets, flower displays, carpet bed. Future central areas such as lavender beds, roundabouts, verges
Mote Park	Proposed Adventure Zone
Christmas light	Sponsorship of lights scheme or Christmas tree
<b>MCL Service</b>	<b>Advertising Opportunity</b>
Visit Maidstone	Website Banner advertising
Visit Maidstone	Website listing
Visit Maidstone	Visit Maidstone annual guide , listing and display advertising
Visit Maidstone	What's on around Maidstone – adverts - publication 3 editions per year
Conference Maidstone	Website listing
Conference Maidstone	Website banner advertising
Museum	Website banner advertising
Museum	Museum What's on guide – adverts - 3 edition per year
Events	Events programme e.g. Proms, Mela, Open Air cinema
Parks	Event Banners
Commercial posters sites	24 A0 poster sites
Park and Ride Buses	Bus backs Internal panels



## Sponsorship Process Flowchart

### Sponsorship Opportunity









## **Coming Home**

**17 September 2016 – 6 Jan 2017**

31

### **Sponsorship Opportunities**

Sponsoring an exhibition at Maidstone Museum & Bentlif Art Gallery provides you with the unique opportunity to connect with both the borough of Maidstone and the greater Kent community, to build brand awareness and show your company's support of the arts and cultural tourism. Put your name in front of thousands of visitors both in the gallery and through our digital marketing.

Maidstone Museum & Bentlif Art Gallery is recognised as one of the finest regional museums in the South East. The museum excels in its exhibition programming to attract new audiences and increase the number of repeat visits. This year marks 100 years since the Battle of the Somme during the WW1. The focus of 'Coming Home' is around a painting that shows the wounded soldiers returning from the Somme in 1916 to Maidstone East station.

This is an opportunity to build a stronger relationship with potential and existing customers which can lead to higher conversion rates and repeat business. It will increase the sponsors brand awareness through the implementation of the marketing initiatives for this exhibition.

### **Headline Sponsor £8000**

#### Benefits:

- Prominent sponsor recognition on all exhibition related marketing and promotional collateral: flyers, advertising (both on and off line), posters, e-marketing, preview invitations
- Sponsor Headline listing on all in-gallery and exhibition signage
- Sponsor Headline listing and full page advert (inside front cover or back page) in the Museum What's On Programme - 2 editions June - September & October – February editions
- Sponsor recognition and web link in exhibition e-marketing pre and throughout duration of the exhibition to approximately 6000 subscribers. (min 4)
- Sponsors link from the exhibition webpage (other web pages may be included where related to sponsor e.g. travel).
- Invitations to the Preview event and opportunity to address attendees.
- Opportunity to host a private reception (sponsor is responsible for any catering or additional event costs).
- Space to display banner and leaflets or other display ( subject to approval) in the Museum reception for the duration of the exhibition

### **Key Sponsor £5000**

#### Benefits:

- Sponsor recognition on all exhibition related marketing and promotional collateral: flyers, advertising (both on and off line), posters, e-marketing, preview invitations
- Sponsor listing on all in-gallery and exhibition signage
- Sponsor listing and half page advert in the Museum What's On Programme - 2 editions June - September & October – February editions
- Sponsor recognition and web link in exhibition e-marketing pre and throughout duration of the exhibition to approximately 6000 subscribers. (min 4)
- Sponsors link from the exhibition webpage
- Invitations to Preview event

### **Supporting Sponsor £2500**

#### Benefits:

- Sponsor recognition on all exhibition related marketing and promotional collateral: flyers, advertising (both on and off line), posters, e-marketing, preview invitations
- Sponsor listing on all in-gallery and exhibition signage
- Sponsor listing and half page advert in Museum What's On Programme-- 1 edition June - September & October – February editions
- Invitations to Preview event

## Museum background

Museum visitors:

- 80,000 visitors in 2015
- 62% from the borough of Maidstone, 20% other Kent, 8% London, 7% rest of UK, 3% overseas
- 60% over age 25, 20% age 55+

Key features of this exhibition:

- Long running exhibition – over 3 months
- Free to enter to maximise visitors
- Predict 20,000 visitors to this exhibition
- Additional exhibits on loan from the Imperial War Museum, Science Museum and other local museums
- Several special events including formal talks and a re-enactment day

## What your sponsor means to us

Sponsorship of this exhibition will allow us to:

- Get transport of loaned objects by Fine Art handlers from and to the Science Museum.
- Produce special school activity packs
- Put on special events such as the re-actor events
- produce the interpretation artwork, wall panels and vinyl's
- Get special made mounts for objects.

## The exhibition background

This important exhibition centres on the experiences of the people portrayed in two paintings which show scenes from 1916, exactly a century ago. The paintings are by Kent artist Frank Hyde. One is 'Trones Wood', a battle scene which the Royal West Kent Regiment fought as part of the Somme, and the other is of wounded soldiers returning from this front line to Maidstone East. 'Wounded Soldiers' was bought by the Borough for the people of the town and exhibited in the museum with a collection box to gather money for the war-wounded.

The paintings will be in two different rooms, the experiences of conflict and war at Trones contrasting with those of care and compassion at Maidstone East. Objects we're showing come from our collections, also from the Science Museum, Imperial War Museum, Tunbridge Wells Museum and Royal West Kent's. We have commissioned a sound artist to recreate the sound of Maidstone East – the hiss of steam, the bustle of medics and murmurings of the soldiers.



## SPONSORING Our Events

Events include:	
Maidstone Mela	Annual multi-cultural event
Maidstone Museum	Special temporary exhibitions and events Education Programmes
Mote Park events	Corporate volunteering; family kite days; teddy bears picnic etc
Proms in the Park	
Christmas Lights	



Mela parade



**LEGO® model of the Gallagher Stadium,  
home to Maidstone United FC, officially opened in 2012.**

The Stadium is one of over 60 models on display for 'Brick City', 4 July - 6 September.  
Tickets from reception.

Brick City is kindly sponsored by the Gallagher Group



## EXCLUSIVE headline sponsorship

### Exclusive headline sponsorship

**This is the highest level of sponsorship we offer, providing you maximum exposure. It involves a close association of your company at every stage of the event (before, during and after).**

#### What's included:

- Your logo on all event promotional material
- Inclusion in all press releases and social media messages
- Advert and web link to our website event page
- Park & Ride bus advert
- Prime location exhibition space
- Acknowledgement in the Council's newsletter
- Messages on the town's electronic information boards
- Opportunity to be at the heart of the event

- Signage and/or banners clearly identifying you as the main sponsor
- Acknowledgements at the event
- Photographs of the event
- Complementary refreshments
- Advice on how to maximise your opportunities



### Partner sponsorship

If you wish to be a partner sponsor, options include exhibition space, banners and/or signage

### Prices

Prices vary depending on your package. We can design your sponsorship artwork for a small additional cost. Please ask for details.



# ADVERTISE in our Publications

### Publications

- Visit Maidstone pocket guide (annual)
- What's On, Maidstone (3 x per annum)
- What's On, Maidstone Museum (3 x per annum)

### Prices (excluding VAT)

Covers	From £350
Full page advert	From £250
Half page advert	From £125
Sponsorship	From £400

Maidstone Museum & Benthif Art Gallery

## What's On

JULY-OCTOBER 2013

www.museum.maidstone.gov.uk

## What's on

FEBRUARY - JUNE 2015

### AROUND MAIDSTONE

New pool and features for families at Maidstone Leisure Centre  
www.maidstoneleisure.com

@maidstoneinfo  
/VisitMaidstone  
www.visitmaidstone.com

## What's on

JUNE - OCTOBER

### AROUND MAIDSTONE

Hush Heath Winery

@maidstoneinfo  
/VisitMaidstone  
www.visitmaidstone.com

We can also design your advert for a small additional cost. Please ask for details



## ADVERTISE on our Park & Ride Buses

### Inside the bus

12 wide internal panels positioned between the windows and roof.

Prices	
3 internal panels (1 for each bus)	Cost (exc. VAT)
1 month	£270
3 months	£480
6 months	£820
12 months	£1370

### Technical Specification

Each panel measures 1460mm wide x 200mm high

### On the back of the bus

Each bus has a large external panel on the back

Prices	
Number of exclusive bus panels	Cost per month (exc. VAT)
2 panels	£495
3 panels	£650



All prices include printing, installation and removal of your advert.

Time sensitive campaigns can be accommodated for 3, 6 and 12 month packages.

We can design your advert for a small additional cost. Please ask for details.



## In Our Parks and Open Spaces

Parks		
Arundel Street	Albert Reed Gardens	Barming Heath
Braunstone Drive	Bridge Mill Way	Brookbank
Clare Park	Corben Close	Cornwallis Park
Dickens Road	Foley Park	Giddyhorn Lane
Groewood Drive North	Mallards Way	Mangravet
Midley Close	Mote Park Adventure Zone	Mote Park Natural
Park Wood	Penenden Heath	Penshurst Close
Peverel Drive	Senacre Square	Shaw Close
South Park	Stevenswood	Upper Fulling Pits
Weaving Heath	Whatman Park Infant	Whatman Park Junior

Sports Parks		
South Park Skate Park	Mangravet Skate Park	Whatman Park Skate Park
Weaving Heath Trim Trail		







## In Our Parks and Open Spaces

Prices	
4 sites	Cost (exc. VAT)
3 months	£850 (£16 per unit / week)
6 months	£1,500 (£14 per unit / week)
12 months	£2,500 (£12 per unit / week)

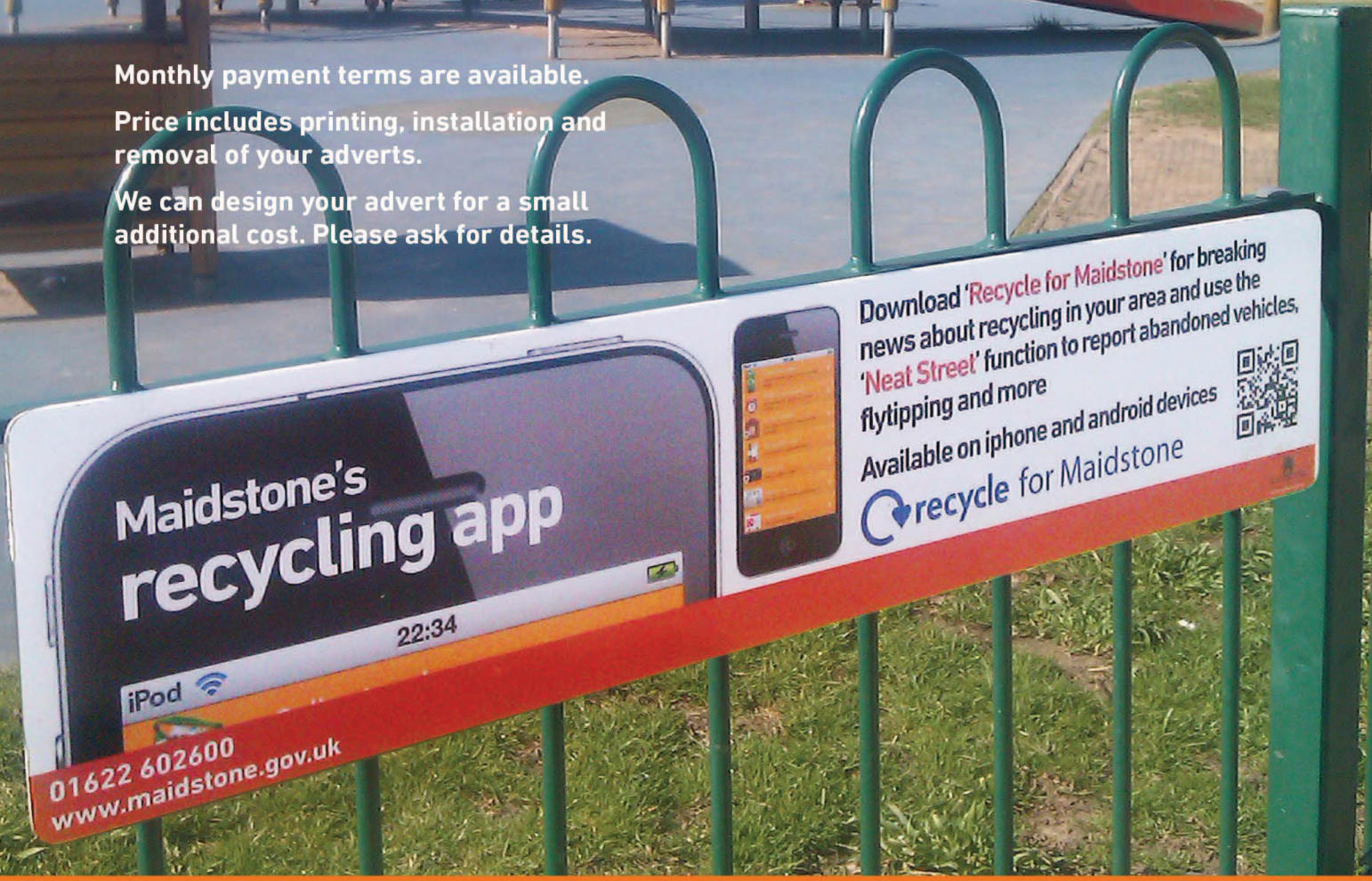
### Technical Specification

Each sign measures 900mm wide x 200mm high

Monthly payment terms are available.

Price includes printing, installation and removal of your adverts.

We can design your advert for a small additional cost. Please ask for details.



Maidstone's  
recycling app

22:34

iPod

01622 602600  
www.maidstone.gov.uk

Download 'Recycle for Maidstone' for breaking news about recycling in your area and use the 'Neat Street' function to report abandoned vehicles, flytipping and more

Available on iPhone and Android devices

Recycle for Maidstone





# ADVERTISE on our Poster Sites



## Available Packages

1	Sittingbourne Road	Medway Street
	Wheeler Street	Ashford Road
	Clare Park	Whatman Park

2	Mote Road	Barker Road
	Brewer Street East	Union Street
	Mote Park Pavilion	Mid Kent Shopping Centre

3	Mill Street	Lockmeadow Market Office
	Lucerne Street	Union Street East
	Mote Park Pavilion	Penenden Heath Pavilion

4	Palace Avenue	Lock Meadow Market Hall
	Well Road	Brooks Place
	Brunswick Street	South Park



## ADVERTISE on our Poster Sites

Prices	
Per package (6 sites)	Cost (exc. VAT)
One month	£500
Two months	£700
Three months	£850
Monthly payment terms are available.	
Price includes printing, installation and removal of your adverts.	
Time sensitive campaigns can be accommodated for 3, 6 and 12 month packages.	
We can design your advert for a small additional cost. Please ask for details.	

### Technical Specification

Each poster site measures A0  
(1189mm high x 841mm wide)



By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

Document is Restricted