

HYNDBURN BOROUGH COUNCIL


APPROVAL FOR URGENT EXECUTIVE (CABINET) DECISION


(Executive Procedure Rule B16)

Summary and Approvals

- Title of Report**
HBC Shirt Sleeve Sponsorship Agreement with Accrington Stanley Women's Football Team
- Report Author**
Stuart Sambrook (Policy Manager)
- Purpose of Report**
To seek approval for Cabinet to authorise the Shirt Sleeve Sponsorship Agreement with Accrington Stanley for their Women's Football Team kit.
- Decision requested**

The decision requested and background information are set out in the attached report.
- Reason for Urgency**
The Agreement must be approved and signed by the 30th November 2024 and cannot wait until the next Cabinet meeting takes place.
- Approvals of Members and Officers**

Designation	Signature to give Approval
<u>Elected Members</u>	
Leader of the Council, Cllr Munsif Dad	Agreed by email 28/11/24
Deputy Leader of the Council, Cllr Melissa Fisher	Agreed by email 29/11/24
Portfolio Holder, Cllr Kimberley Whitehead	Agreed by email 28/11/24
Mayor (to agree to exempt from call-in) Cllr Mike Booth	Agreed to exemption by email 29/11/24
<u>Officers</u>	
Chief Executive, David Welsby	
Deputy Chief Executive (only in the absence of the Chief Executive or if the Chief Executive is the decision taker)	/
Monitoring Officer (only in the absence of the Chief Executive and Deputy Chief	/

Executive or if one is absent and the other is the decision taker)	
Chief Officer/Head of Service, Jane Ellis	

7. Date of Decision (when finally approved):

29/11/24

REPORT TO:		Cabinet	
DATE:		Click here to enter a date.	
PORTFOLIO:		Councillor Kimberley Whitehead - Culture, Heritage and Arts	
REPORT AUTHOR:		Stuart Sambrook (Policy Manager)	
TITLE OF REPORT:		HBC Shirt Sleeve Sponsorship Agreement with Accrington Stanley Women's Football Team	
EXEMPT REPORT (Local Government Act 1972, Schedule 12A)	Options	Not applicable	
KEY DECISION:	Options	If yes, date of publication:	

1. Purpose of Report

- 1.1 To seek approval for the Shirt Sleeve Sponsorship Agreement with Accrington Stanley for their Women's Football Team kit.

2. Recommendations

- 2.1 Cabinet agree to authorise the sponsorship by the Council of Accrington Stanley Women Football Club at a cost of £4,000 (plus VAT if applicable) in respect of the period from 1st November 2024 until 31st October 2025, on the basis set out in this report and delegates authority to the Executive Director (Legal & Democratic Services) to agree and execute a sponsorship agreement.

3. Reasons for Recommendations and Background

- 3.1 The sponsorship arrangement will see the Hyndburn Borough Council logo added to the sleeves of shirts worn by all Accrington Stanley Women's teams, from junior level right through to open age and will support Stanley Women in providing shirts for over 260 players across the club's age groups as part of the Council's 50th Anniversary celebrations

- 3.2 The Sponsorship Rights identified in Appendix 1 covers all the rights granted by the Club to the Council under the proposed sponsorship agreement, which will run from 1st November 2024 until 31st October 2025.
- 3.3 If the Council wishes to renew the Agreement for a further period of 12 months commencing on 1st November 2025, then the proposed sponsorship agreement requires the Club to grant the Sponsorship Rights to the Council for that further year on the same terms.
- 3.4 Such renewal would take effect only upon the execution of a sponsorship agreement by the Council and the Club on the same terms as this Agreement save as to dates and (in the event only of the Club's First Team being promoted to a higher league) save as to the Sponsorship Fee which would increase to £4,400.00.

4. **Alternative Options considered and Reasons for Rejection**

4.1 N/A

5. **Consultations**

5.1 The Chief Executive, Leader of the Council, Cabinet members have all been consulted.

6. **Implications**

Financial implications (including any future financial commitments for the Council)	In consideration of the proper performance by the Club of all its obligations, warranties and undertakings contained in this Agreement and the grant by the Club to the Council of the Sponsorship Rights, the Council shall pay to the Club the sum of £4,000 (plus VAT if applicable) in respect of the 12 month term (payable by 30 th November 2024). It is proposed that this expenditure is met from the underspends budget which has funding available to meet the cost.
Legal and human rights implications	The terms of the arrangement will be included in the proposed Sponsorship Agreement
Assessment of risk	N/A

<p>Equality and diversity implications <i>A <u>Customer First Analysis</u> should be completed in relation to policy decisions and should be attached as an appendix to the report.</i></p>	<p>N/A</p>
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7. **Local Government (Access to Information) Act 1985:**
List of Background Papers

7.1 N/A.

8. **Freedom of Information**

8.1 The report does not contain exempt information under the Local Government Act 1972, Schedule 12A and all information can be disclosed under the Freedom of Information Act 2000.

Appendix 1 - Sponsorship Rights

- 1 The exclusive right for the Council Logo to be displayed:
 - (a) On the shirt sleeve of the Players at all matches during the Term in accordance with Schedule 3
- 2 The right to display the Council Logo on a Council produced temporary display board at home matches in a prime location to be agreed between the Club and the Council.
- 3 In respect of Match programmes, if produced, the right at no extra cost to the Council to:
 - (a) one full page colour advertisement and
 - (b) display the Council Logo prominently on the front cover.
- 4 The right to use the Club Logo and pictures of the Teams free of charge in promotional material in support of products and services of the Council subject to the prior approval of the Club, which approval shall not be unreasonably withheld or delayed.
- 5 The right to display the Council Logo on all of the Clubs printed material free of charge and subject to the prior written approval of the Council such approval not to be unreasonably delayed.
- 6 Subject to training and playing commitments and approval of the Manager of the First Team, the right to one appearance of the First Team Players for the purpose of the use of their services for promotional activity in support of the Council.
- 7 The right to one opportunity during the Term to market the Council free of charge on match days, the Club to arrange with the Council which Home Match.
- 8 The right free of charge to have a button advertising space on the official Accrington Stanley Women website for advertising purposes for the length of the Term together with eshot footers.
- 9 Social media links to the Council at least twice a month during the Term free of charge, the form and content of such links to be agreed in advance with the Council.
- 10 A press release and video to be prepared at no extra cost to the Council to launch and publicise the sponsorship, the content of both to be agreed with the Council prior to their use.
- 11 One signed and framed team shirt and ball from the 1st team free of charge during the Term.