



NOTICE OF MEETING

CABINET MEMBER FOR PLANNING, REGENERATION & ECONOMIC DEVELOPMENT - SPECIAL MEETING

FRIDAY, 5 JUNE 2015 AT 8.30 AM

CONFERENCE ROOM K - CIVIC OFFICES

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CABINET MEMBER FOR PLANNING, REGENERATION & ECONOMIC DEVELOPMENT
Councillor Luke Stubbs (Conservative)

Group Spokespersons

Councillor Ben Dowling, Liberal Democrat
Councillor Aiden Gray, Labour
Councillor Colin Galloway, UK Independence Party

(NB This Agenda should be retained for future reference with the minutes of this meeting.)

Please note that the agenda, minutes and non-exempt reports are available to view online on the Portsmouth City Council website: www.portsmouth.gov.uk

Deputations by members of the public may be made on any item where a decision is going to be taken. The request should be made to the contact officer. Email requests are accepted.

AGENDA

- 1 Apologies for Absence**
- 2 Declarations of Members' Interests**
- 3 Forward Plan Omission and Special Urgency Provisions**

The decision relating to the report entitled " Naming Rights proposal for the Spinnaker Tower " is a Key Decision for the purposes of the Forward Plan as

defined in Article 13 of the Constitution but was not included in the Forward Plan for the period from 14 May 2015 until 31 July 2015 and is therefore an omission from the Forward Plan and also an omission of explanation of exempt information contained in the exempt appendix

Article 13 defines a Key decision as an Executive decision which is likely to:

result in the Council incurring expenditure or the making of savings which are significant having regard to the local authority's budget for the service or function to which the decision relates, or

be significant in terms of its effects on communities living or working in an area comprising 2 or more wards in the city's administrative area.

The Chair of the City Council's Scrutiny Management Panel has been notified of and agreed to the decision being made, in accordance with the City Council's Constitution (General Exceptions, Section 15) and (Special Urgency, Section 16). As the decision must be taken by such a date that it is impracticable to defer the decision until it has been included in the next forward plan, this decision will not be subject to call-in.

The "Naming Rights proposal for the Spinnaker Tower" report by the Director of Community and Communication requires the decision to be taken by a particular date which is why urgent action is necessary.

4 Exclusion of Press and Public

(NB Please note that appendix 1 of this report is Exempt and if Members wish to refer to it, there is provision to do so following the exclusion of the press and public)

That in view of the contents of the following item on the agenda the Portfolio Holder is RECOMMENDED to adopt the following motion:

“That, under the provisions of Section 100A of the Local Government Act, 1972 as amended by the Local Government (Access to Information) Act, 1985, the press and public be excluded for the consideration of the following item on the grounds that the appendix to the report contains information defined as exempt in Part 1 of Schedule 12A to the Local Government Act, 1972”.

Under the Local Authorities (Executive Arrangements) (Meetings and Access to Information) England Regulations 2012, regulation 5, the reason for exemption of the listed item is shown below.

(NB The exempt/confidential committee papers on the agenda will contain information which is commercially, legally or personally sensitive and should not be divulged to third parties. Members are reminded of standing order restrictions on the disclosure of exempt information and are invited to return their exempt documentation to the

Senior Local Democracy Officer at the conclusion of the meeting for shredding.)

The public interest in maintaining the exemption must outweigh the public interest in disclosing the information.

<u>Item</u>	<u>Exemption Para No.*</u>
5. "Naming Rights proposal for the Spinnaker Tower" report - Exempt Appendix 1	3

5 Naming Rights proposals for the Spinnaker Tower (Pages 1 - 4)

The purpose of the report is to consider the proposal to obtain the Naming Rights of the Spinnaker Tower.

Members of the public are now permitted to use both audio visual recording devices and social media during this meeting, on the understanding that it neither disrupts the meeting or records those stating explicitly that they do not wish to be recorded. Guidance on the use of devices at meetings open to the public is available on the Council's website and posters on the wall of the meeting's venue.

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Agenda Item 5



Portsmouth
CITY COUNCIL

Title of meeting:	Cabinet Member for Planning, Regeneration & Economic Development
Date of meeting:	5 June 2015
Subject:	Naming Rights proposal for the Spinnaker Tower
Report by:	Louise Wilders, Director of Community & Communication
Key decision:	Yes
Full Council decision:	No

1. Purpose of report

To consider the financial proposal for the Naming Rights of the Spinnaker Tower.

2. Recommendations

Subject to satisfactory Heads of Terms being agreed in accordance with Paragraph 3.8 below.

- 2.1 To agree to Naming Rights for the Spinnaker Tower for a minimum period of five years.
- 2.2 To agree to the financial proposition as set out in the exempt appendix.
- 2.3 To agree to the branding of the Spinnaker Tower as set out in the exempt appendix.
- 2.5 To agree the immediate painting and application of the proposed branding to the Spinnaker Tower.
- 2.6 To deliver the installation of branding, ground level signage and internal signage for the Spinnaker Tower no later than Friday 17 July 2015.

3. Background

- 3.1 Since 2009, the City Council has been pursuing advertising and sponsorship opportunities to generate additional revenue by using the advertising potential of council-owned land and other assets.
- 3.2 One of these assets, the Spinnaker Tower, is part of the portfolio of assets that belong to Portsmouth City Council.
- 3.3 Like many local authorities, the city council are looking for commercial partners who want to invest in the rights to associated commercial sponsorship opportunities, including naming rights and branding options.

- 3.4 Following discussions with the Administration in 2012, Marketing & Business Development have been actively pursuing opportunities associated with the Tower.
- 3.5 In 2013, a Spend to Save was supported and budget assigned to actively pursue a high-profile Naming Rights partner for the Tower.
- 3.6 A Sports Sponsorship specialist, 'Eleven', was secured and have been working to a deadline of having a Naming Rights partner in place before the 10th anniversary celebrations for the Tower in 2015.
- 3.7 Marketing and Business Development have worked alongside Eleven to identify suitable brands to approach with the city council's naming rights offer. 11 brands were shortlisted and approached, with one company ("the Company") taking negotiation through to a financial proposal for agreement.
- 3.8 To enable this proposal to proceed within the agreed timeframe it is not possible at this time to present agreed Heads of Terms for approval. It is however proposed that these should be agreed by the City Solicitor and Section 151 officer in consultation with the Cabinet Member for PRED.

4. Reasons for recommendations

- 4.1 The Company have indicated their desire to acquire the Naming Rights of the Spinnaker Tower on the proviso that branding and signage can be in situ in time for the start of the Americas Cup World Series 2015. In order to meet this deadline, painting of the Tower will need to take place with immediate effect. The financial deal proposed represents a very credible offer from a premium brand.

5. Equality impact assessment (EIA)

- 5.1 Not applicable

6. Legal implications

- 6.1 The proposed granting of the naming rights for the Tower is subject to certain property consents being obtained as set out in the exempt Appendix A (to follow). Negotiations to obtain the consents are progressing and an update on progress will be given to the Cabinet Member for PRED in the meeting. The proposed repainting of the tower does not in itself require planning permission and it can therefore proceed. However the display of the Company's name will amount to an advertisement and is subject to the need to obtain planning consent in respect of the proposed advertisement and this application will be made in the usual way at the appropriate time.

7. Finance comments

7.1 The proposal will produce a net income for the Council, details of which are set out in the exempt appendix.

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Signed by:

Appendices: Exempt Appendix A (under Local Government Act 1972, Schedule 12A (as amended) Paragraph 3

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

.....
Signed by:

