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(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Title of meeting: Cabinet

Subject: Spinnaker Tower partnership agreement

Date of meeting: 27 June 2023

Report by: Charlotte Smith, Assistant Director, Corporate Services

Wards affected: All

1. Requested by

Councillor Steve Pitt, Leader

2. Purpose

To update the Cabinet on the partnership agreement with Macmillan Cancer Support in relation to the Spinnaker Tower.

3. Information Requested

3.1. Background

The Spinnaker Tower had a previous naming rights agreement with Emirates. The five-year agreement was established in 2015 and expired in 2020. Emirates decision not to renew the naming rights agreement in 2020 coincided with the significant downturn in the economic situation created by the global pandemic.

The Emirates brand was removed from the Spinnaker when the tower was repainted as part of its routine maintenance schedule in spring/summer 2021. As part of the communications around the removal of the Emirates brand and the end of the naming rights agreement, the council communicated its intention to seek a new sponsor for the Spinnaker Tower.

3.2. Attracting a new brand partner

As the council does not have the in-house expertise or the contacts to market a specialist opportunity like the Spinnaker Tower to major national and international brands, a



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sponsorship agency was commissioned through a procurement process in summer 2021 to undertake the work required to identify and secure a new partner.

The agency contacted more than 330 brands in relation to the opportunity to create a partnership with the Spinnaker Tower, focusing on several themes including maritime and cruise, brands with connections to Portsmouth/the South of England, brands with potential to build activation stories linked to the tower visitor experience, and brands with a sustainability agenda.

The agency also identified and targeted brands whose marketing objectives had potential to align with a partnership arrangement with the Spinnaker, including brands with large outdoor advertising spends in the South of England, and brands seeking customer acquisition in the region.

However, although the initial search resulted in positive conversations, a naming rights sponsorship arrangement similar to the previous agreement with Emirates could not be secured, primarily as a result of market conditions.

In 2022, prominent sponsorships by Emirates of Transport for London's cable car and by British Airways of Brighton's i360 were not renewed, further indicating the marked change in the marketplace and the challenges securing high value sponsorship for attractions like the Spinnaker Tower.

3.3. A different proposition

Recognising the need for a different approach, a proposition was developed with the agency to enable a charity or similar brand to benefit from the opportunities of a partnership in relation to the Spinnaker Tower, while still enabling the council to secure a realistic level of income from the asset to support local services.

The partnership proposition did not include naming rights, so the Spinnaker Tower would not be renamed, and it included significantly less opportunity to brand the iconic structure than was part of the previous agreement with Emirates.

3.4. A new partnership

The council announced its intention to form a partnership with Macmillan Cancer Support in May 2023, subject to advertising consent being granted for the application of the



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Macmillan logo to one lower leg of the structure. Advertising consent was granted by the Planning Committee on 31 May.

The partnership is intended to raise awareness of the help available to people affected by cancer, particularly the service Macmillan provides to the community in and around Portsmouth and will support Macmillan's fundraising events and activities.

The agreement will also enable Macmillan to use the Spinnaker Tower for fundraising events and to light the structure in green, its primary brand colour, to mark key dates, and Macmillan's brand and messaging will be included.

The £100,000 partnership agreement is due to start in June for an initial 12-month period with options to extend, and the income generated will be directly invested in services for local people.

The Spinnaker Tower will not be renamed but will be referred to as the Spinnaker Tower in partnership with Macmillan Cancer Support. Aside from the application of the Macmillan logo to one lower leg of the structure, the partnership agreement will also enable the tower to remain its iconic white.

Continuum, the operators of the Spinnaker Tower, and Land Securities, the owners and operators of Gunwharf Quays, have been engaged in on-going discussions with the council throughout the process of securing a new partnership agreement, and are supportive of the proposition. Continuum are actively supporting the partnership by enabling visitors to donate to Macmillan when they buy tickets for the Spinnaker Tower as well as by including Macmillan branding and messaging inside the tower and on the tower website and other marketing channels.

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Signed by (Director)

Appendices:

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:



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Title of document	Location