

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

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Signed by:

