

Committees: Summit Group – For decision Health and Wellbeing Board – For decision Procurement Sub-Committee – For decision Policy & Resources – For information Community & Children’s Services – For information Culture, Heritage and Libraries – For information Open Spaces – For information Port Health & Environmental Services – For information	Dates: 24 February 2020 28 February 2020 TBC TBC 22 May 2020 TBC TBC TBC
Subject: Corporate Sponsorship Guidance on Food and Drink	Public
Report of: Department of Community and Children’s Services	For Information
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Summary

This draft guidance outlines a procedure by which City of London Corporation teams evaluate opportunities – with a value of less than £10,000 – to partner with external bodies, to ensure that partnership, sponsorship or goodwill/ in-kind agreements with parties involved in the production, manufacture, or retail of food or drink products, do not conflict with, nor undermine, Corporate strategic objectives.

This guidance has been developed by the City Corporation’s Public Health team, with support from Chamberlain’s and insights from a range of departmental leadership teams across the City Corporation.

Recommendation

Members are asked to:

- Note the report.
- Endorse the guidance.

Main Report

Background

1. In September 2018, the City Corporation signed a declaration on Sugar Reduction and Healthier Food¹ as a commitment to tackling obesity and overweight among those living and working in and visiting the Square Mile.

¹ <http://www.businesshealthy.org/wp-content/uploads/2018/10/CoL-poster-FINAL.pdf>

2. In doing so, it pledged to take action across several areas to make healthier choices easier and more accessible to everyone living or working in, or visiting, the City of London, with the view that this becomes “business as usual” over time.
3. One of the pledges of this cross-Corporation agreement was to develop corporate sponsorship guidance to minimise local promotion of HFSS (high fat, salt and sugar) food and drink.
4. While some governing bodies and local authorities hold Corporate Sponsorship Policies that determine the nature of organisations that they can commercially partner with, it has been decided that the introduction of corporate sponsorship guidance for contracts, sponsorship and in-kind or goodwill agreements with a value of £10,000 or below, with external parties engaged in the manufacturing, advertising/ promotion, or retail/ delivery of food and/ or drink, is the most appropriate way forward for the City of London Corporation.

Current Position

5. This guidance is a short educational piece with the aim of helping to ensure that the City of London Corporation departments and teams secure the best value and advantage from any opportunities that arise to work with organisations that can provide direct or in-kind sponsorship, to help the City Corporation develop and promote services that benefit its residents, workers and visitors and ensure that its activities do not conflict with or undermine its strategic objectives or statutory duties with regards to the protection and improvement of local public health.
6. Sponsorship should be entered into only where it helps promote the City Corporation’s aims and objectives and assist it in meeting its statutory duties around public health, as set out in the Corporate Plan, the Responsible Business Strategy and the Joint Health and Wellbeing Strategy, for example. This guidance covers food and drink and supports the City Corporation’s public health duties to prevent and reduce overweight and obesity, for example.

Proposals

7. Members are asked to endorse and support the guidance.

Corporate & Strategic Implications

8. The proposal supports a range of corporate and strategic objectives, including:
 - The Corporate Plan (2018-23): “Contribute to a flourishing society”
 - Joint Health and Wellbeing Strategy (2017-20): “A healthy urban environment” and “Promoting healthy behaviours”
 - Responsible Business Strategy (2018-23): “Individuals and communities flourish”
 - DCCS Business Plan: “Promoting equality in health through outreach to all the City communities”; “Supporting City businesses and the City Corporation to improve their employees’ health and wellbeing and participation in health and wellbeing activities”.

Implications

9. Opportunities will be assessed on a case-by-case basis by Public Health and/ or Commercial Contract Management. It is not expected that there will be a high volume of cases to assess.

Conclusion

10. Draft Corporate Sponsorship Guidance on Food and Drink has been developed to assist City Corporation staff to ensure that opportunities to collaborate with external parties do not conflict with or undermine the City Corporation's strategic objectives or legal duties.

Appendices

- Appendix 1 – Draft Corporate Sponsorship Guidance on Food and Drink

Background Papers

- The Local Government Declaration on Sugar Reduction and Healthier Food (Health and Wellbeing Board, 2 February 2018)
- Annual review of progress of the City Corporation's Declaration on Sugar Reduction and Healthier Food (Update Report) (Health and Wellbeing Board, 2 November 2019)

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