

Draft Corporate Sponsorship Guidance on Food and Drink

Application

This guidance will apply:

- To contracts or sponsorship/ in-kind/ goodwill agreements between the City of London Corporation/ City Corporation-owned or managed sites with external parties engaged in the manufacturing, advertising/ promotion, or retail/ delivery of food and/ or drink, valued at £10,000 or under per year, and/ or those signed off at a local Departmental level (by City Corporation officers), whether the agreements are formal or informal. This includes hospitality events where the City Corporation (for example Remembrancer's), is the host and/ or directly involved in the event, where the direct sponsorship/ partnership element is valued at less than £10,000 per year.*
- Where the guidance can be implemented without the City Corporation incurring a charge or penalty.
- Where advertising or marketing agencies are acting on behalf of an external organisation or individual and request approval to use City Corporation-owned assets or sites to promote food and/ or drink, even if there is no direct or indirect benefit to the City Corporation.

It will not apply:

- To partnerships/ relationships held between parties hiring out City Corporation-owned or managed sites and third parties. However, where relevant and appropriate, City Corporation staff are encouraged to advise the hirer where they feel this third-party agreement may be in conflict with City Corporation objectives and duties.
- Where the City Corporation-owned/ managed site has charity status, for example Tower Bridge; the charity is required to operate to its own governance requirements, abiding by their specific objectives. Charities for which the City Corporation is Trustee can therefore be mindful of the objectives outlined within the Corporate Plan and apply this policy where possible, considering the reputational risks that may apply. However, the objectives of the charity take precedence.

It is understood that existing commercial contracts held by the City Corporation may be affected by this. Where possible, contract-holders should seek to apply this guidance to existing contracts and agreements, where this does not incur penalties from the third-party, or a significant loss of income to the relevant department or team that cannot be covered through short-term centralised funding. This will be considered on a case-by-case basis.

If it is not possible to apply to existing contracts or partnerships, this guidance should be applied during the renewal/ re-tender/ revision phase.

Procedure

When a City Corporation department or team is considering renewing, or entering into a commercial partnership, or sponsorship/ in-kind/ goodwill agreement to the value of £10,000 or below (per year), with an organisation engaged in the manufacturing, advertising/ promotion, or retail/ delivery of food and/ or drink, it should first approach the Public Health (HealthyCity@cityoflondon.gov.uk) and Chamberlains' Commercial Contracts Management (CCM) (CityProc.CCM@cityoflondon.gov.uk) teams before proceeding, as they will be able to assist with the case-by-case assessment of a potential commercial partner, ensuring that the partnership will not contradict or undermine City Corporation strategic objectives or statutory duties related to protecting and improving the health of local populations or visitors with regards to food and/ or drink.

City Corporation departments and teams holding contracts that fit any of the below categories should complete the associated spreadsheet, listing their sponsorship/ corporate partnership relationships (paid-for and in-kind). This will be overseen by the City Corporation's Health and Wellbeing Advisory Group and will help to build a clear picture of the types of contracts held at a local level within the City Corporation, helping the increase and sharing of organisational intelligence. Where possible,

*Contracts and other agreements with a value of more than £10,000 are reviewed by Chamberlain's by default.

opportunities will be identified to ensure existing partnerships, or those up for renewal, align with corporate objectives and duties.

What does this guidance cover?

This guidance has been developed by the City of London Corporation's Public Health team, with support from Chamberlain's and insights from a range of departmental leadership teams, listed below:

- Category Board
- Chamberlain's Senior Leadership Team
- Open Spaces Business Managers
- DCCS Departmental Leadership Team
- Culture Management Team (including Culture and the City Information Centre)
- Tower Bridge Management Team
- Remembrancer's
- Culture Mile Board (at the time of the presentation of the draft guidance, it was not appropriate for the CMB to comment, as it had no significant fundraising or sponsorship activity and this is not due to change until mid-2020 at the earliest.)

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. 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. One of the pledges of this cross-Corporation agreement was to develop corporate sponsorship guidance to minimise local promotion of HFSS food and drink. The pledges also recognise the introduction of specific KPIs relating to healthy eating and drinking within the Corporate Catering Contract that went live in September 2018.

Not only does this commitment support corporate strategic objectives and legal duties outlined within the Corporate Plan, Joint Health and Wellbeing Strategy and Responsible Business Strategy, it brings the City Corporation in line with work being done across the capital – both at local government level and pan-London. Tackling obesity requires a collaborative approach.

Why is it needed?

Background

Obesity is on the increase among adults and children. Almost half of Londoners aged ten years or older are either overweight, or obese². Among other causes, including an increasingly sedentary lifestyle, the availability of unhealthy, high-fat and highly-processed foods and drinks is a key contributing factor, especially as these foods and drinks are often cheaper than fresh produce. Obesity is also closely linked to health inequalities, with adults and children experiencing deprivation more likely to be overweight or obese³.

Despite prevention of overweight and obesity being better than cure, spend on obesity prevention programmes is greatly outweighed by spend on the medical costs of conditions related to being overweight or obese. According to Cabinet Office data, if diets matched nutritional guidelines, it is estimated that 70,000 deaths annually could be avoided and £20 billion could be saved⁴.

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

² <https://data.london.gov.uk/dataset/obesity-adults>

³ <https://researchbriefings.files.parliament.uk/documents/SN03336/SN03336.pdf>

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http://webarchive.nationalarchives.gov.uk/20100407165056/http://www.cabinetoffice.gov.uk/strategy/work_areas/food_policy.aspx

At a national level, Government bodies are working with food and drinks manufacturers and retailers to reformulate products, looking to achieve reductions in salt, sugar and fat over the longer-term. In addition, the Soft Drinks Industry Levy (the “Sugar Tax”) came into effect in April 2018. It directly targets the producers and importers of sugary soft drinks to encourage them to remove added sugar, promote diet drinks and reduce portion sizes for high-sugar drinks⁵. In addition, Public Health England and the NHS have been running campaigns, such as Change4Life, aimed at increasing literacy around healthier choices among the general public. Closer to home, Transport for London recently announced that as of February 2019, all adverts promoting food and drink high in fat, salt and/ or sugar (HFSS), will be banned from its assets. This represents a major step-change.

Aims

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. This establishes a principle and supports the City Corporation’s vision to contribute to a flourishing society, shape outstanding environments and support a thriving economy, for the benefit of people who live, learn, work and visit the Square Mile.

The City of London Corporation has a long-standing and well-respected reputation locally, across the UK and globally. Endorsement of a product or service by the City Corporation is highly-valued and can have a significant positive impact on consumers’ perception of that product or service.

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.

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.

Evidence is showing that HFSS (high fat, salt and sugar) food and drink is harmful to the population’s health. The use of this guidance will help to ensure that all of the City Corporation’s departments and teams take a uniform approach to agreeing sponsorship, which aligns with the City Corporation’s corporate and strategic objectives, with regards to the health and wellbeing of its residents, workers, students and visitors. In addition, with regards to the pledges the City Corporation has made within its Declaration on Sugar Reduction and Healthier Food, the implementation of this guidance helps the organisation to lead by example.

Definitions

- **The Supplier:** Means a Company, a Partnership, a Public Sector Body, a Charity, a Local Authority, a Government Body, an individual or any other legal entity that entered into a Contract with the City.
- **The City:** Means the City of London Corporation – legally the Mayor and Commonalty and Citizens of the City of London, including in its capacity as Police Authority
- **Contract:** Means any Contract, Agreement, Order Form, Terms & Conditions of any value that the City of London Corporation entered into with a Supplier in exchange for a consideration via a procurement procedure, direct award or any other way that created a contractual relationship

⁵ <https://www.gov.uk/government/news/soft-drinks-industry-levy-12-things-you-should-know>

between the City and the Supplier. Please note that for the purpose of this paper Sponsorship Agreement is defined separately.

- **Sponsorship Agreement:** Means a Contract between the City of London Corporation or City Corporation-owned or managed site and a Supplier, where the City Corporation receives either money or a benefit in kind from a Supplier for an event, campaign, promotion, or initiative, which, in turn, helps the third party to gain publicity or other benefits.
- **In Kind/Goodwill** - For the purpose of this paper this means a Contract where a Supplier provides an opportunity to support the City Corporation through the provision of a non-financial benefit, for example providing a venue to host an event, or prizes for a competition, in exchange for public promotion/ partnership with the City Corporation (i.e. to be associated with the City Corporation in some way).

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