

<b>Key Decision Required:</b>	<b>NO</b>	<b>In the Forward Plan:</b>	<b>NO</b>
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**REPORT OF HEAD OF LEADERSHIP SUPPORT AND COMMUNITY  
1<sup>st</sup> MARCH 2019**

**A.1 PROMOTION OF CHARITIES, CAUSES AND CAMPAIGNS OFFICER PROTOCOL**  
(Report prepared by Lizzie Ridout)

**PART 1 – KEY INFORMATION**

**PURPOSE OF THE REPORT**

Following the approval of the Flag Flying protocol at Full Council on 11 September 2018 (minute 71 refers) it has become necessary to prepare a general protocol which covers requests to the Council to promote various charities, causes and campaigns.

A framework for local decision making in respect of promotion provided would assist in the determination of any additional requests.

This report therefore seeks the approval and adoption of a protocol to govern requests to promote charities, causes and campaigns.

**EXECUTIVE SUMMARY**

- The matter of promoting charities, causes and campaigns is not bound by any specific directive.
- For a number of years, the Council has promoted various events and initiatives, and the number and various formats of requests has steadily increased.
- The Council does not currently have any protocol or formally agreed guidance to promote various charities, causes and campaigns. Decision making in respect of promotion has been informal and on the direction of the Leader of the Council, Chairman of the Council and the Chief Executive.

**RECOMMENDATION(S)**

**That the Promotion of Charities, Causes and Campaigns Officer Protocol, as set out in Appendix A to this report, be approved and adopted.**

**PART 2 – IMPLICATIONS OF THE DECISION**

**DELIVERING PRIORITIES**

The decision will contribute to deliver the Council priority of Community Leadership by providing promotion to a number of charities, causes and campaigns, and in a variety of formats.

**FINANCE, OTHER RESOURCES AND RISK**

**Finance and other resources**

There is a potential additional cost for any equipment required to enable specific formats to be achieved. This can be met from existing budgets.

**Risk**

There is a risk that formalising a Council protocol on Promotion of Charities, Causes and

Campaigns may prove contentious with some members of the public, however, the overriding concern is ensuring that the protocol clarifies the Authority's position and provides a mechanism of who makes a decision in the event of any dispute.

#### **LEGAL**

There are no direct legal implications associated with the adoption of the Promotion of Charities, Causes and Campaigns Protocol.

#### **OTHER IMPLICATIONS**

Consideration has been given to the implications of the proposed decision in respect of the following and any significant issues are set out below.

**Crime and Disorder / Equality and Diversity / Health Inequalities / Area or Ward affected / Consultation/Public Engagement.**

There are no significant implications that have to be drawn to Members' attention.

### **PART 3 – SUPPORTING INFORMATION**

#### **BACKGROUND**

The number of requests to promote charities, causes and campaigns has increased steadily in recent years from organisations such as The Royal British Legion Poppy Appeal, Baby Loss Aware week to campaigns such as increasing awareness of sexual violence or anti-slavery.

In addition to requests to hold coffee mornings in aid of McMillan Cancer Support, or for staff to wear a certain colour or garment in support of an organisation such as Jeans for Genes, the variety of formats requested has also expanded and the lighting up of public buildings is growing in popularity. Promotion via social media is becoming almost the norm across users, for instance a poppy has been added to the TDC logo on Twitter in the period leading up to Remembrance Sunday each year.

#### **CURRENT POSITION**

The Council has previously lit up Clacton Town Hall in support of Baby Loss Awareness (pink and blue) and Sexual Abuse and Violence Awareness week (purple). There are also plans to project an image on to the Town Hall in support of Help for Heroes 'Cut the Clock' campaign to end mental health stigma, which was proposed by the Council's Armed Forces Champion Cllr Amos, and supported by the Leader and Chairman of the Council, along with the Chief Executive.

#### **BACKGROUND PAPERS FOR THE DECISION**

None.

#### **APPENDICES**

Appendix A – Proposed Promotion of Charities, Causes and Campaigns Officer Protocol.