



Friends of Shoreham Fort - Use of Council Logo

Report by the Executive Head of Legal & Democratic Services

1.0 Summary

- 1.1 To consider a request by the Friends of Shoreham Fort for the use of the Adur District Council logo.

2.0 Background

- 2.1 At its meeting on the 16 December 2010 the Council resolved:

“That this Council calls upon the Port of Shoreham to remove the remains of the Coastguard building, which is situated over part of the Shoreham Old Fort, and which is damaging this valuable Heritage site. The remains are preventing access and restoration to the western Magazine section, which lies beneath it and where the cannon shells and gunpowder would have been stored. Adur District Council supports Gary Baines and the Friends of Shoreham Fort in their aims to raise funds and restore the Fort to its historical value for the education and enjoyment of local residents and visitors.”

- 2.2 Following the resolution by Council, The Friends of Shoreham Fort contacted the Council and requested use of the Council’s logo for the following purposes:

- i) On the Friends of Shoreham Fort Website (www.shorehamfort.co.uk);
- ii) On the Friends of Shoreham Fort Facebook page (www.facebook.com/shorehamfort);
- iii) In conjunction with a cannon firing event at the Shoreham Fort to mark the beginning of the Adur Festival

- 2.3 When considering authorising the use of the Council’s logo it is necessary to consider the potential impacts of such a decision.

- 2.4 Where the Council is acting as sponsor for an event or series of events; acting in partnership with a service provider or event organiser; or contracting with a service provider it can be beneficial to both parties for the Council to authorise the use of it’s logo. It allows the party other than the Council to show that the Council is supporting the event(s), service or contract etc, and it allows the Council to show that it is providing that support..

- 2.5 Where the Council is asked by a campaigning organisation to permit the use of the logo by that organisation; or where the organisation may seek permissions or grants

from the Council, it is important for the Council to be more cautious as the giving of permission to use the logo may be seen as favouring that organisation and should any permissions or funding be sought, the Council may be seen as having a bias towards that organisation.

- 2.6 It is advisable, in all circumstances, for the Council to impose a time limit on the use of the logo. There is no reason why a further application should not be made to extend that time, or grant a new authority, but the time limit will allow the Council to satisfy itself that it wishes to continue to give it's support in this way.

3.0 Proposals

- 3.1 That the Leader determines if the Friends of Shoreham Fort can make use of the Council Logo in the following instances:

- i) On the Friends of Shoreham Fort Website (www.shorehamfort.co.uk);
- ii) On the Friends of Shoreham Fort Facebook page (www.facebook.com/shorehamfort);
- iii) In conjunction with a cannon firing event at the Shoreham Fort to mark the beginning of the Adur Festival the following considerations will need to be determined;
 - (a) The use of the logo on publicity;
 - (b) The use of the Council's name on publicity;
 - (c) The endorsement of the event.

- 3.2 That if the Leader determines to approve the use for the logo by Friends of Shoreham Fort then it be for a period of not more than 12 months in relation to (i) and (ii) above and for the period of not more than one month prior to the cannon firing event and one week thereafter.

4.0 Legal

- 4.1 Section 2 of the Local Government Act 2000 provides that every Local Authority is to have power to do anything which they consider is likely to achieve the object of promoting or improving the social wellbeing of the area.

5.0 Financial implications

- 5.1 The Council has not agreed to make any financial contribution, there are no direct financial implications arising from this report.

6.0 Recommendation

- 6.1 That the Friends of Shoreham Fort can make use of the Council Logo in the following instances:

- a) On the Friends of Shoreham Fort Website (www.shorehamfort.co.uk); until 31st December, 2011
- b) On the Friends of Shoreham Fort Facebook page (www.facebook.com/shorehamfort); until 31st December, 2011

- 6.2 That the Friends of Shoreham Fort can make use of the Council Logo In conjunction with a cannon firing event at the Shoreham Fort to mark the beginning of the Adur Festival on publicity relating to the event published up to one month prior to the event provided that the Council's Executive Head of Technical Services is satisfied that the proposed event meets all reasonable health & safety requirements. ;
- 6.3 That the Friends of Shoreham Fort can state in publicity relating to a cannon firing event at the Shoreham Fort to mark the beginning of the Adur Festival that the Council supports the event provided that the Council's Executive Head of Technical Services is satisfied that the proposed event meets all reasonable health & safety requirements.

**Local Government Act 1972
Background Papers:**

N/A

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Schedule of Other Matters

1.0 Council Priority

- 1.1 Corporate Plan 2009-2012, Aim 4(b) develop a co-ordinated approach to providing sport, leisure, recreational and cultural activities by working with sports and leisure partners to increase the number of adults taking part in sport and recreation, and the number of young people taking part in positive activities, and promoting the arts and cultural activities within the community.

2.0 Specific Action Plans

- 2.1 Matter considered and no issues identified.

3.0 Sustainability Issues

- 3.1 Matter considered and no issues identified.

4.0 Equality Issues

- 4.1 Matter considered and no issues identified

5.0 Community Safety Issues (Section 17)

- 5.1 Matter considered and no issues identified.

6.0 Human Rights Issues

- 6.1 Matter considered and no issues identified.

7.0 Reputation

- 7.1 An event such as the Cannon firing can, when supported by the Council, enhance the reputation of the Council if it is successful, however, it could damage the reputation of the Council if the event is not managed appropriately. It should be noted that the Council has no control over the management of this event.

8.0 Consultations

- 8.1 Matter considered and no issues identified.

9.0 Risk Assessment

- 9.1 The Council needs to be aware that it does not have control over this event and that there are a number of issues that would need to be addressed with regard to health and safety and other risk assessments, by the organisers of the cannon firing event.

10.0 Health & Safety Issues

10.1 The Council needs to be aware that it does not have control over this event and that there are a number of issues that would need to be addressed with regard to health and safety and other risk assessments.

11.0 Procurement Strategy

11.1 Matter considered and no issues identified.

12.0 Partnership Working

12.1 Matter considered and no issues identified.