

# Advertising and Sponsorship Policy Risk Register

## Negative Risks that offer a threat to the Advertising and Sponsorship Policy and its Aims (Aim - Reduce Level of Risk)

Ref	Risk Description	Key Causes	Key Consequence	Status Open / Closed	Strategic Theme	Risk Category	Risk Owner	Key Mitigations	Direction of travel	Current Risk Level			Monetary Impact of Risk £k	Risk Tolerance			
										Likelihood	Impact	Risk Rating		Likelihood	Impact	Risk Rating	Date
ASP1	<b>Financial impact arising from a restrictive policy approach to some advertising types.</b>	<p>1. Choosing to restrict additional categories of advertisement over and above legislative / regulatory requirements, including alcohol, 'junk food' city-wide.</p> <p>2. Lack of suitable advertising of other types coming forward to 'fill the gap' left by restricted content.</p> <p>3. Additional restrictions disincentivise companies from bidding for or running council-owned advertising concessions.</p>	<p>1. Loss of commercial income</p> <p>2. Unable to successfully let contract(s) to run advertising concessions</p>	Open	Our Organisation	Financial	Director: Policy, Strategy and Partnerships	<p>1. Engagement with companies which run concessions during procurement processes.</p> <p>2. Pro-active encouragement of alternative types of advertising.</p> <p>3. Product substitution allowed by Policy, avoiding any outright food or drink brand banning.</p> <p>4. Ability to waive limited policy requirements via Cabinet if unavoidable.</p>	New	~	↑	2	150	↑	↑	1	03.02.21

ASP2	<p><b>The Council's reputation is damaged by the Policy.</b></p>	<p>1. Perception of being too restrictive in approach, for example in extending restrictions beyond legislative / regulatory requirements.</p> <p>2. Perception of being too permissive in approach, for example by not including additional environmental restrictions.</p> <p>3. The Policy being misunderstood or incorrectly applied.</p>	<p>1. Negative media or social media coverage; with potential to influence potential advertisers and sponsors.</p> <p>2. Reduction in public trust if policy is not seen to be applied consistently or fairly.</p>	Open	Our Organisation	Reputation	<p>Director: Policy, Strategy and Partnerships</p>	<p>1. Clear explanation of Policy and its Public Health framework approach.</p> <p>2. Internal and external communication about the Policy.</p> <p>3. Internal guidance and training on applying the Policy.</p>	New	2	5	10	N/A	2	3	6	25.01.21
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