

POLICY – External coloured building lights at the Library of Birmingham

July 2018

Background

1. The Library of Birmingham (LoB) opened in September 2013 and is one of the most popular free visitor destinations in the country, as well as operating lending and reference library services, a business library, a children’s library, a music library and housing the city’s archive collections.
2. The Library of Birmingham undertakes a number of commercial activities including venue hire, a café and a library shop. Lighting the library’s external coloured lights following a specific request is also one of its core commercial activities.
3. The external lighting covers the entire latticed frieze of the building and can be used to promote products, events and services. It has been used in the past to support a number of religious, cultural, charity and commercial events.
4. Sadly in recent times, as one of the city’s most recognisable and iconic buildings, and one of few local buildings with the capability for lighting in this way, the Library has been called on several times as a focus for the city’s reflection on international incidents (for example recently in Berlin, Paris and Istanbul). This is an important civic role.
5. Library of Birmingham staff are able to programme a reasonable number of basic single-colour lighting configurations but more complex colour combinations require the services of an external company, with subsequent costs.
6. All requests impact on staff time. There is staff involvement at many different levels throughout the ‘journey’ of the request from it being made right through to the lighting event itself. This includes clarifying the request, assessing suitability, payment discussions, assessing the need for external help, system configuration, testing and checking the creation of the event itself on the agreed date. This is especially challenging in the summer months when lighting events cannot be tested sometimes until 10pm. All stages are reflected in the charging rates (Appendix C).



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Policy

7. Requests to light up LoB come through a variety of enquiry channels. This includes emails, telephone calls, letters and personal visits. All requests, no matter what format or where they originate should be directed to the appropriate area of the Library of Birmingham web site where this policy can be downloaded and the costs clearly explained. If the enquirer is still interested in lighting up LoB they can submit a request through the normal email or telephone enquiry routes.
8. All requests should be made at least four weeks in advance of the first date required for lighting up LoB.
9. All requests for lighting up LoB will be passed to the Head of Library Services. If the enquirer is willing to accept the policy and its associated fees then the request will be accepted as long as it conforms to the General Principles governing advertising on the city council web site birmingham.gov.uk – these principles are attached in Appendix A.
10. Any agreement to light up LoB in a colour should not be regarded as an endorsement of the requesting organisation, or any of its associated campaigns or initiatives by Birmingham City Council (BCC). i.e. it is a commercial transaction.
11. Charities or ‘not-for-profit’ organisations are not entitled to free or discounted lighting events simply by virtue of their charitable or ‘not-for-profit’ status.
12. If the requesting person or organisation is unwilling/unable to pay to have LoB lit up in their preferred colour then the request will be denied unless exceptional circumstances can be demonstrated which may include:
 - a. Initiatives linked to the strategic priorities of BCC
 - b. National campaigns in which BCC is involved
 - c. Charitable causes where the request is linked to (a) or (b) above.

Even if the criteria is met in any way, a BCC ‘champion’ who supports or is involved in the event needs to be named on the Exceptional Circumstances form.
13. In the event of conflict between requests, preference will be given to organisations which are paying for the service.
14. Any organisation claiming exceptional circumstances must submit their request on the form attached as Appendix B to the Head of Library Services.

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15. Requests relating to (14) above will be considered by the Assistant Director, Neighbourhood & Communities who is responsible for the library service and its budgets.
16. Should the request still not be granted, the enquirer will be informed and the point of appeal will be the City Council Cabinet Member with responsibility for the Library of Birmingham.
17. All lighting requests may be cancelled without notice should there be a sudden need for Birmingham City Council to utilise the library's external lights. Any payments made will be returned in line with the conditions laid out in 20.

Communications

18. The BCC Press Office must be informed that LoB will be lit as a result of a request as soon as the date is confirmed with the requester.

Charging

19. The scale of charges is included as Appendix C.
20. If LoB accepts a lighting booking and is for any reason unable to fulfil any or all of the agreed booking timespan, directly proportionate funds barring a 10% administration fee will be returned.

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Appendix A – Advertising policy for birmingham.gov.uk

General Principles

The placement of advertisements within the site will be coordinated to ensure they do not compromise the prime purpose and functionality of the website.

The Council reserves the right to refuse to promote or to remove any individual advertisement, which, in the opinion of the Council is considered inappropriate. The suitability of individual advertisers may be checked with the Council's Trading Standards department.

All adverts must adhere to the codes of conduct laid down by the Advertising Standards Authority and must not conflict with the Council's aims and priorities. The Advertising Standards Authority's Code includes provisions that marketing communications:

- Must be legal, decent, honest and truthful
- Must not bring advertising into disrepute, in addition must not bring the council into disrepute.
- must conform to the Code
- must respect the principles of fair competition
- Advertising will also be subject to the Code of Practice on Local Government Publicity and the requirements of the Financial Services Authority.

The promotion of any advertisement on the Council's website should not be seen as an official endorsement or recommendation of that advertiser's products or services.

The Council is not responsible for the quality or reliability of the product or services offered within any advertisement. The Council would never knowingly run an advertisement that is misleading, offensive, untrue or fraudulent.

Birmingham City Council does not support or endorse any company or organisation advertising on its website

The Council does not accept responsibility for errors, omissions or for any consequences arising when visiting third party websites having followed advertising links.

Most products and services may be promoted on the Council's website, however, some specific categories of products and services are prohibited.

This list is not comprehensive and may be changed at any time.

Prohibited Organisations:

- Lobby groups
- Manufacturers and distributors of alcohol and tobacco products
- Manufacturers and distributors of drugs and pharmaceutical products
- Manufacturers and distributors of weaponry and related products
- Organisations in financial or legal conflict with the Council
- Political organisation

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Prohibited products and services include:

- Alcohol
- Drugs
- Gambling and betting
- Loans
- Pornography and adult services
- Tobacco
- Weaponry or violence

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Appendix B – Exceptional Circumstances form

LoB external lighting request – Exceptional Circumstances form	
Name of Event	
Date of Request	
Date of Event	
Lighting Colour/s and/or pattern details	
Description of event	
Reason for non- payment (Please read 11 above before completing this section)	
Birmingham City Council ‘Champion’ for the event (a named BCC contact supporting your event)	
Other details	
Your name and contact details	

Please send this form to the Head of Library Services –
dawn.beaumont@birmingham.gov.uk

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Appendix C – Scale of Charges

Library of Birmingham – External Lighting charges	
1 day (part or whole 24 Hours)	£500
Each additional day	£150 per day/part day e.g. 2 days would be £500 + £150 = £650 3 days would be £500 + £300 = £800
Other additional costs	When an external company is required to provide extra programming for the lighting system, there will be one-off additional charge of £300 regardless of duration and will be advised on a case-by-case basis

These charges will be reviewed on an annual basis.