

NAME OF COMMITTEE	Resources Committee
DATE	17 September 2013
REPORT TITLE	Corporate Sponsorship Framework
JOINT REPORT OF	Head of Environment Services and the Communications Manager
WARDS AFFECTED	All

Summary of report:

This report looks at the opportunities available to the Council through the implementation of a consistent corporate policy in relation to sponsorship of appropriate Council assets.

The report aims to develop a consistent policy across the Council services and facilities; endeavouring to maximise income and ensuring that sponsorship is appropriate, consistent, fair and contributes to the delivery of corporate services.

The attached framework provides a recommended tool for service areas to utilise in the provision of a fair service.

Financial implications:

The Council currently achieves around £1,000 per annum through sponsorship initiatives. The framework hopes to encourage greater income where capacity can be identified to progress this work by use of the framework.

RECOMMENDATIONS:

It is recommended that:

1. Council be **RECOMMENDED** to approve the attached framework document to be used by Service areas in maximising sponsorship opportunities; and,
2. Sponsorship opportunities below the value of £10,000 are agreed through use of the framework by the relevant Chairman and Vice Chairman in conjunction with the appropriate Head of Service, with larger opportunities coming back to Resources Committee on a case by case basis.

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1. BACKGROUND

- 1.1 Many Councils nationally are starting to formalise their sponsorship programmes to ensure that they are consistent and that they are used to best effect. For many Councils who hold a large local asset base or have a number of annual events this is a largely untapped income stream which can be of benefit both to the Council and to those seeking sponsorship opportunities locally.
- 1.2 This can bring valuable income into the organisation and offers an opportunity to improve business in our town or village centres. Whilst this is currently on a small scale the ability to form a corporate policy at this stage allows the programme to develop in future in a clear and strategic manner when the opportunity is presented.
- 1.3 To date the majority of the funding offers have been related to small scale sponsorship opportunities, for example litterbins, bus shelter space, and small grounds maintenance areas. There may be direct service improvements which can be seen from the sponsorship of specific assets which highlight a particular issue for visitors to our towns, villages or beauty spots: in the example of litterbins the need to dispose responsibly of our litter.

2. ISSUES FOR CONSIDERATION

- 2.1 This report looks to seek endorsement for a consistent approach to be taken in identifying appropriate assets or events/initiatives for sponsorship. There a number of potential assets which may appropriately be applied to the framework. The framework provides a set of criteria in order to ensure that there is no loss of reputation, service integrity or impact as a result of sponsorship choices.
- 2.3 The framework agreement attached has been prepared by a small officer working group as directed by the Resources Committee during the financial year 2012/13. The group consisted of officers from corporate services, assets and environmental services departments.
- 2.5 This report looks for Member approval to adopt the framework for use by officers with final approval for sponsorship arrangements being in consultation with Chairman and Vice Chairman and Head of Service.

3. LEGAL IMPLICATIONS

- 3.1 This activity is permitted by the Council's general Power of Competence under Section 1 Localism Act 2011. Suitable legally robust agreements would be put in place with suppliers wishing to advertise or sponsor Council assets and/or events.
- 3.2 If the scheme were to be extended, the Council might wish to achieve the best outcome by attracting advertisers and sponsors through a formal procurement process. Such instances would be subject to specific reports to Executive.

4. FINANCIAL IMPLICATIONS

- 4.1 Whilst it is hoped that the framework document will assist in the generation of income there are no specific financial implications related to this report.

5. OTHER CONSIDERATIONS

Corporate priorities engaged:	Community life Economy
Statutory powers:	Section 1 of Localism Act 2011
Considerations of equality and human rights:	None at this stage
Biodiversity considerations:	None at this stage
Sustainability considerations:	None at this stage
Crime and disorder implications:	None
Background papers:	Report March 2012
Appendices attached:	Appendix A – Draft framework agreement