

REPORT TO:	FINANCE AND MANAGEMENT	AGENDA ITEM: 11
DATE OF MEETING:	19th MARCH 2020	CATEGORY: DELEGATED
REPORT FROM:	CHIEF EXECUTIVE	OPEN
MEMBERS' CONTACT POINT:	Frank McArdle (01283 595 702) frank.mcardle@southderbyshire.gov.uk	DOC:
SUBJECT:	SPONSORSHIP	
WARD(S) AFFECTED:	AFFECTS THE DISTRICT AS A WHOLE	TERMS OF REFERENCE: FM08

1.0 Recommendations

- 1.1 That the Committee approves the Sponsorship Guidance contained in Appendix A attached to this report.

2.0 Purpose of the Report

- 2.1 To provide the Committee with an update on sponsorship activities across the Council.
- 2.2 To seek approval for the Council's Sponsorship Guidance contained in Appendix A.

3.0 Background

- 3.1 To date, sponsorship and associated commercial advertising within the Council has been ad hoc. The Council does not currently have a protocol in place, and it is left to individual officers to negotiate sponsorship and commercial advertising agreements ensuring they are in line with corporate objectives, that they are fair and equitable, and not supporting private individuals or clubs.
- 3.2 Officers across the Council with the support of Heads of Service actively pursue income opportunities through sponsorship and associated commercial advertising for a number of projects and events as a way of generating revenue.
- 3.3 An exercise was undertaken in October 2019 across all Services to identify where commercial and voluntary sponsorship agreements already exist. The table below sets out some of the sponsorship received and awarded in the past 12 months.

Service Area	Project / Event	Name of sponsor(s) / advertiser	Amount Received
Environmental Education	Science education activities	Rolls-Royce plc	£20,000
Cultural Services	Roundabouts	A number of local businesses including ATL	£2,000

	Christmas trees	Local businesses including Great British Finance Limited and Timms Solicitors	£1,000
Sport & Health	Sports Awards	Various	£1,000 approx.
Economic Development & Growth	Skills Festival	Local businesses including IG Elements and St Modwen Homes	£3,000
	Jobs Fair	Musk Engineering	£1,000
Housing	Christmas Hamper	Ventro and Novus (contractors)	£1,100 approx.
		Active Nation (contractor)	£1,000 - £3,000 approx. (80 x 3-day leisure passes)

Service Area	Project / Event	Name of sponsor(s) / advertiser	Amount Awarded
Economic Development & Growth	East Staffordshire and South Derbyshire Business Awards		£2,500
	South Derbyshire Community Awards		£250
Leisure & Community Development	South Derbyshire Sports Awards		£250

3.4 The amounts of sponsorship can vary from year to year depending on whether companies and organisations decide to continue with sponsorship, or whether it is one-off.

4.0 Detail

4.1 As part of the Council's Corporate Plan and Financial Strategy, one of the Council's key aims is to deliver a transformational Council, through sourcing appropriate commercial investment opportunities. This is in addition to generating and maximising external funding and other income streams, that provide modern ways of working to support the delivery of services to meet changing needs.

4.2 To ensure that sponsorship and associated commercial advertising activities entered into by the Council are undertaken consistently and in line with the agreed processes and procedures Sponsorship Guidance has been developed. This is attached at Appendix A.

5.0 Relevant Issues and Options

- 5.1 The Sponsorship Guidance comprises the following;
- Document Purpose outlining the reason for the guidance and what it aims to achieve.
 - Definition of Sponsorship for the purpose of the guidance.
 - Guiding Principles outlining the general principles that companies will need to follow when undertaking sponsorship activities with the Council.
 - Procurement Guidance to support the process for decision making and the award of contracts.
 - Approvals and Agreements required as part of managing, monitoring and reviewing sponsorship ensuring proposals align with the Council's Corporate Plan.
 - Marketing and Media Relations outlining use of Council branding.
- 5.2 To ensure the guidance is followed, staff will be required to complete a checklist and risk assessment in accordance with the guiding principles for each individual sponsorship proposal prior to approval. All documentation will be available via the Council's Intranet.
- 5.3 In line with the guidance in Appendix A, Heads of Service will be tasked to explore and review opportunities for attracting sponsorship opportunities in respect of the Council's assets (including parks, open spaces and sports facilities, websites, pool cars and electric bikes) and services, for example, events.

6.0 Financial Implications

- 6.1 Service Plans set out opportunities to contribute towards delivering a transformational Council, through generating and maximising external funding and other income streams to support delivery and to meet changing needs.
- 6.2 A dedicated account code will be created to record and identify sponsorship contributions and awards, for inclusion within a public register in line with Local Government Transparency Code 2015.

7.0 Corporate Plan Implications

- 7.1 The Guidance will support the delivery of the Council's Corporate Plan 2020-2024 and the future priority of transforming the Council by sourcing appropriate commercial investment opportunities.

8.0 Employment Implications

- 8.1 There are no specific employment implications associated with this report.

9.0 Legal Implications

- 9.1 All sponsorship proposals should be developed and approved in line with the Guidance.
- 9.2 All Sponsorship Agreements must be referred to both Legal and Democratic Service and the Financial Service for review or where any queries relating to the potential appropriateness of the sponsoring company exist.

10.0 Risk Impact

10.1 Associated risks will be mitigated through individual checks and a risk assessment for each sponsorship proposal.

11.0 Community Impact

11.1 There are no specific community impacts associated with this report.

12.0 Consultation

12.1 Consultation with the Senior Leadership Team and Heads of Service has taken place in developing the Guidance.

13.0 Equality and Diversity Impact

13.1 Section 11 Agreements in the Sponsorship Guidance attached in Appendix A states that “sponsors should confirm they meet the Council’s standard on both ethical and equality policies”.

14.0 Social Value Impact

14.1 There are no social value impacts associated with this report.

15.0 Environmental Sustainability

15.1 There are no specific sustainability and climate change implications associated with this report.

16.0 Conclusions

16.1 Introducing Sponsorship Guidance will allow the Council to take a consistent and corporate approach to both securing and providing sponsorship in the future. The Guidance will provide a clear framework and control measures, ensure compliance with legislation, industry codes and other Council policies and ensure best value for money.

17.0 Background Papers

17.1 Appendix A – Sponsorship Guidance