

BROMSGROVE DISTRICT COUNCIL

OVERVIEW BOARD

3RD MARCH 2009

SPONSORSHIP POLICY

Responsible Portfolio Holder	Councillor M. J. A. Webb
Responsible Head of Service	Executive Director – Partnerships and Projects

1. SUMMARY

- 1.1 The purpose of this report is to provide members with information regarding Council sponsorship (policy and activities) for the purposes of an overview and scrutiny exercise being carried out by the Overview Board.

2. RECOMMENDATION

- 2.1 That the information contained in the report be noted and used by members as a starting point for the overview and scrutiny exercise.
- 2.2 Members are requested to put forward their suggestions for updating the policy on sponsorship. In particular members may wish to consider what types of businesses and organisations it is felt appropriate to act as sponsors for the Council and any specific areas of sponsorship that it is felt the Council should be targeting.

3. BACKGROUND

- 3.1 Bromsgrove District Council has been pursuing sponsorship for some years. A number of its events have been supported by sponsorship including its street theatre, the bandstand programme, the business showcase evening, the switch on of the Christmas lights and the production of an information folder. This is sponsorship that has been secured on an ad hoc basis through personal contacts or as a single initiative.
- 3.2 In late 2007 the Council began to examine its assets with a view to determining whether these could be used to attract sponsorship. The first approach was in late 2007 to explore securing civic Christmas Trees. This was successful and has been repeated for a second year in 2008. The second area for consideration was the introduction of road island sponsorship. This was followed by pursuit of sponsorship for floral decorations, street furniture, Christmas lights and events.

- 3.3 In early 2008 officers presented a report to members regarding sponsorship and detailed a number of areas where sponsorship was to be sought. A sponsorship and celebratory officer group was established and a set guidance for the approach to be taken to sponsorship by the group was prepared. Discussions were held with the West Midlands Regional Improvement and Efficiency Partnership (WMRIEP) to find out more about the scope for sponsorship as WMRIEP had indicated they were willing to provide support to assist this Council in developing its sponsorship work. Although this support did not materialise the discussions with WMRIEP proved of assistance in shaping the Council's thinking. In July 2008 a report on sponsorship was considered by Cabinet and the draft policy on sponsorship was approved and adopted. Please see full report that went to Cabinet at Appendix 1.
- 3.4 The sponsorship plan has gradually been implemented. Progress has been hampered by the absence of procedures for supporting the Council's sponsorship work, for example there were no existing model agreements or contract. The Council does not have an officer solely dedicated to attracting sponsorship although the promotions manager in the Street Scene and Community Department has proved to be extremely effective in building relations with local businesses and negotiating sponsorship arrangements.
- 3.5 There are companies in the private sector that will undertake the work of setting up sponsorship arrangements on behalf of local authorities but which in return will require to be paid a percentage of the income generated; the Council has chosen not to pursue this option and preferred to carry out the work involved in house on the basis that this will allow the Council to retain the full income.
- 3.6 The Council is producing a sponsorship prospectus that details sponsorship opportunities in the district and it is gradually constructing a database that will have information about businesses and potential contacts.
- 3.7 There are a considerable range of sponsorship opportunities that can be provided by the Council. They include road islands and land close to main routes; flower planters and hanging baskets; litter bins, benches and banners on lamp posts, adverts on vehicles; street banners; bus shelters; inclusions in BDC publications; car park sponsorship; events such as street theatre and bonfire; and Christmas celebratory activities such as lights, switch on and trees.
- 3.8 The attraction for sponsors is exposure and increasing their profile at relatively modest cost. The advantage for the Council is that it either offsets costs or leads to cashable income.

- 3.9 Sponsorship is not easily attracted. Although many companies are looking for means of raising their profile Council sponsorship is not well established. Other organisations have sophisticated and well resourced systems to attract sponsorship. In the case of the Council work needs to go into promoting the opportunities, making contacts, negotiating terms and conditions, drawing up contracts and executing the work. Some sponsorship requires planning permission and most requires commissioning work such as design, signage or installing flowers and so forth.
- 3.10 During this current period of economic challenges modestly priced opportunities to raise the profile of local businesses represent a cost effective means of promotion. It is likely that local businesses are beginning to recognise the advantages of this and it is for this reason they are demonstrating considerable interest.
- 3.11 Attached at Appendix 2 is a list of recent examples where the Council have been successful in securing sponsorship funding.
- 3.12 The legal agreement for roundabout sponsorship attached to the policy has had to be revised to specifically incorporate the County Council's guidance on sponsorship and to be tailored to the requirements of the Council. An example of the revised version is attached at Appendix 3.

4. FINANCIAL IMPLICATIONS

- 4.1 There are no direct financial implications arising out of this report. The subject matter of the policy being considered does have implications as to income generation for the Council and Value for money.

5. LEGAL IMPLICATIONS

- 5.1 There are no direct legal implications arising out of this report. The legal implications of sponsorship activity generally were considered as part of the report to Cabinet in July 2008. For further information see Appendix A.

6. COUNCIL OBJECTIVES

- 6.1 Sponsorship activity is linked to the following Council objectives:-
- Sense of community and well being – sponsorship of community events.
 - Environment – enhancement of sponsored areas in the District.
 - Town Centre – use of sponsorship to enhance the town centre.

7. RISK MANAGEMENT

- 7.1 The main risk would be that the Council by not actively promoting sponsorship activities would fail to maximise the existing opportunities for generating income and securing improvements for the community. This risk is being addressed by the work that the Council is doing to promote sponsorship.

8. CUSTOMER IMPLICATIONS

- 8.1 The improvements that sponsorship can bring should contribute to the quality of life in the district and in particular in the area surrounding the town centre. The work with the sponsors should build relations with local businesses and promote greater pride in the district.
- 8.2 The contact with businesses through discussions about sponsorship will provide further feedback on issues facing the business community and attitudes and opinions that can inform the Council's work.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

- 9.1 There are no equalities and diversities implications arising directly from this report.

10. VALUE FOR MONEY IMPLICATIONS

- 10.1 There are no direct value for money implications arising out of the report. There are implications for the subject matter under consideration including the need to maximise opportunities available for generating sponsorship income and to ensure that the Council's work in this area is cost effective.

11. OTHER IMPLICATIONS

Procurement Issues - None. There was consultation with the procurement officer at the time the original policy was drafted.
Personnel Implications - N/a
Governance/Performance Management - N/a
Community Safety including Section 17 of Crime and Disorder Act 1998 - N/a
Policy - The Overview Board will be considering the current policy
Environmental - N/a

12. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	No
Executive Director - Partnerships and Projects	Yes
Executive Director - Services	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	No
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	No
Corporate Procurement Team	No

13. WARDS AFFECTED

All Wards

14. APPENDICES

Appendix 1 Report to Cabinet dated 30 July 2008 on the Council's Sponsorship policy – copy of policy attached as Appendix 1 to this report.

Appendix 2 List of sponsorship activity since July 2008

Appendix 3 Sample legal agreement for traffic island sponsorship

15. BACKGROUND PAPERS

County Council guidance on road island sponsorship.

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