

BROMSGROVE DISTRICT COUNCIL

OVERVIEW BOARD

31ST MARCH 2009

SPONSORSHIP POLICY – EQUALITIES IMPACT ASSESSMENT

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

1. SUMMARY

- 1.1 As Members requested, the Draft Equalities Impact Assessment is provided for the Board's consideration.
- 1.2 The Draft Equalities Impact Assessment has been completed by Mr. P. Street (Executive Director – Partnerships and Projects) with support from Ms. F. Scott (Equalities Officer). In due course it will be considered and finalised by officers on the Celebratory and Sponsorship Group.

2. RECOMMENDATION

- 2.1 Members' views are requested on the Draft Equalities Impact Assessment at Appendix 1.
- 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 At the last meeting of the Overview Board, Members considered a report relating to the Council sponsorship (policy and activities) which had been requested by the Board in order for it to undertake an overview and scrutiny exercise.
- 3.2 It was pointed out at that meeting that there had been no impact assessment undertaken. Officers concurred that an equalities impact assessment should have been undertaken before the policy was adopted and agreed to report back to the Board, at this meeting, the results of such an assessment. As promised, the Draft Equalities Impact Assessment is attached.

- 3.3 At the meeting other areas which were questioned included:
- Although the ethicality of adverts is covered within a legal agreement for sponsorship, it was questioned whether there was a need to address the ethicality of advertisers too
 - The need to revise the unacceptable sponsorship types within a legal agreement (e.g. to include promotion of alcohol)
 - The sponsorship price stated within the policy needs to be clarified to avoid any misunderstanding (i.e. no less than £4K per location per annum)
 - The flexibility of sponsorship duration was questioned (e.g. possibility of allowing 6 months rather than a minimum of 1 year, if it was feasible at particular locations)
 - Possibility of seeking funding through sponsorship for high profile events at some point in the future
 - Sponsorship for good causes to be included to try and support charities by donating a proportion of the funding
- 3.4 Further details of the discussions are contained within the minutes of the meeting held on 3rd March 2009.
- 3.5 Members now need to consider the Draft Equalities Impact Assessment at Appendix 1 which is due to be finalised by officers on the Celebratory and Sponsorship Group.
- 3.6 Using the information within this report and information considered at the last meeting, the Board needs to decide what recommendations it would like to make in relation to the sponsorship policy.

4. FINANCIAL IMPLICATIONS

- 4.1 There are no direct financial implications arising out of this report. However, 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. However, the legal implications of sponsorship activity generally can be found in Appendix 1 to the previous report considered by the Board at its last meeting held on 3rd March 2009.

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 The results of the Draft Equalities Impact Assessment are contained within the attached appendix.

10. VALUE FOR MONEY IMPLICATIONS

10.1 There are no direct value for money implications arising out of the report. However, 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, however, 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 - DRAFT Equalities Impact Assessment on the Sponsorship Policy

Appendix 2 - Press Release "Promoting Yourself" issued on 11th March 2009 for Members information.

15. BACKGROUND PAPERS

None

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