

Management Committee

6 February 2018

Corporate Sponsorship Policy

For Recommendation

Portfolio Holder(s)/ Briefholder

Cllr J Cant (Finance & Assets)

Senior Leadership Team Contact:

J Vaughan, Strategic Director

Report Author:

Matt Ryan; Programme Manager – Business Transformation

Statutory Authority

Section 1 of the Localism Act 2011 - General power of competence

Purpose of Report

- 1 To consider the adoption of the joint Corporate Sponsorship policy at appendix 1.

Recommendations

- 2 That the committee approves the adoption of the joint Corporate Sponsorship Policy to maximise the financial return from activities carried out by the Authority's services and functions.

Reason for Decision

- 3 (a) To have an agreed Sponsorship policy that is aligned across the Dorset Councils Partnership that does not unnecessarily restrict each Council's ability to maximise income generating opportunities;

(b) To have a fair, consistent, open and transparent Sponsorship process to protect the image and reputation of the Councils, members and officers.

Background and Reason Decision Needed

- 4 Weymouth and Portland Borough Council has had an adopted Corporate Sponsorship Policy that supports the Councils Corporate objectives and the delivery of the Medium Term Financial Plan since 2011.
- 5 The policy was informed by a member working group of the Borough Councils Policy Development Committee during December 2013; with the

final version being endorsed by that Committee and the Management Committee during 2014.

- 6 The current policy has successfully provided the Borough Council with an appropriate level of governance whilst enabling Officers and Members to maximise on sponsorship and income opportunities.
- 7 This policy is now due for review and it is proposed that it remains generally unchanged with the exception of updates relating to the financial regulations and that it is now aligned across the Dorset Councils Partnership; for each sovereign Council to adopt.
- 8 This has the benefit of having a clear consistency for officers when applying the policy and for organisations wishing to do business with the Councils.
- 9 The draft policy was considered by the Joint Overview and Scrutiny Committee on the 14th November 2017 who endorsed the joint approach subject to the inclusion of an ethics addition within the adopted policy.
- 10 A copy of the revised draft Corporate Sponsorship Policy incorporating the above amendment is attached at appendix 1 for the Committee's consideration.
- 11 Once adopted the Policy will be communicated across the Partnership to not only provide awareness but to stimulate progression of new or enhanced income opportunities.
- 12 This report including the Policy is also being considered by the North Dorset District Council Cabinet on 5th February and the West Dorset District Council Strategy Committee on 8th February 2018.

Implications

Corporate Plan

- 13 The Sponsorship policy supports the 2016-2019 Corporate Plan under the theme of "Developing Successful Partnerships"; specifically "Develop new ways to maximise income through effective asset management and trading activities and realise the significant savings targets that are set out in the Medium Term Financial Plan".

Financial

- 14 An effective Sponsorship Policy provides an opportunity to generate much needed additional income.

Equalities

- 15 The draft Policy requires all sponsors to operate within such legislation as the Sex Discrimination Act, Race Relations Act, Disability Discrimination Act and Equality Act.

Risk Management (including Health & Safety)

- 16 An effective sponsorship policy will enable the application of a consistent and transparent process.
- 17 The Committee should consider whether the policy provides the appropriate level of protection to the Councils', members and officers.

Human Resources

- 18 The implementation of an online sponsorship induction (training) resource to raise awareness of the policy and provide examples of best practice to minimise risks.

Consultation and Engagement

- 19 The adoption of a coherent and practical sponsorship policy will help to reduce any negative impacts and protect the image and reputation of the Council, members and officers.
- 20 The draft version of the policy has been circulated internally to Finance, Procurement, Legal and Communications and incorporates their associated comments.

Appendices

- 21 Appendix 1 – Revised draft Corporate Sponsorship Policy

Background Papers

- 22 2014 Corporate Sponsorship Policy
- 23 Committee reports and recommendations as identified within content of the report.
- 24 Financial Regulations

Footnote

Issues relating to financial, environmental, economic and equalities implications have been considered and any information relevant to the decision is included within the report.

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