

19 November 2013**Agenda Item: 7****REPORT OF THE GROUP MANAGER, CORPORATE STRATEGY****APPROACH TO SPONSORSHIP AND MEMBERSHIPS****Purpose of the Report**

1. To seek Committee approval for an agreed approach to requests made to the County Council to sponsor events and awards, and to agree membership of economic development related organisations for 2014-15.

Information and Advice

2. The County Council has, in recent years, sponsored many business facing events and awards through its economic development budget and as part of its overall approach to business engagement. These include:
 - a. The Nottingham Post Business of the Year / Entrepreneur of the Year Awards
 - b. A table at the Derbyshire and Nottinghamshire Chamber of Commerce Annual Awards Dinner
 - c. North Notts Business Connections networking events
 - d. North Notts Business Show
 - e. Newark Advertiser Awards
 - f. Land-based apprentice of the year
 - g. Tourism 'STARS' awards

The cost of these sponsorships varies widely, from £500 for a table at an annual awards event to £10,000 to be a headline sponsor of the Nottingham Post Business Awards. A breakdown of costs incurred since April 2012 in terms of memberships / sponsorships / attendance at awards is included as appendix 1.

3. In addition, the Economic Development team is frequently approached by partners, businesses and event organisers with requests for financial contributions towards their events or activities. Recently these have included:
 - a. Mark Spencer MP, sponsorship for Hucknall Jobs Fair
 - b. Nottingham Clean Tech centre, sponsorship for national conference
 - c. Invest in Nottingham, sponsorship for the MIPIM property fair
 - d. Small Business Saturday, Federation of Small Businesses

4. The County Council also pays annual membership fees to a number of economic development related organisations. These include:
 - Derbyshire and Nottinghamshire Chamber of Commerce;
 - Invest in Nottingham Club;
 - Rural Shops Alliance;
 - Chief Economic Development Officers Society (CEDOS)
5. These costs are met from Committee's allocation to business engagement. In the 2013-14 budget, £14,000 has been allocated to business engagement with spend to date of £2,615. The business engagement budget supports the costs of facilitating the Nottinghamshire Business Engagement Group (NBEG) and memberships and sponsorships as outlined above.

Future proposals

6. Given the financial pressures facing the Council, the Chair of the Committee and officers have reviewed sponsorships and memberships and propose agreeing a protocol for sponsorships which would enable these to be handled more transparently. In terms of formal (paid) membership of organisations, it is proposed that changes are made to these memberships within the existing budget envelope allocated for business engagement. These are outlined at paragraph 8 below.
7. In terms of future sponsorship, it is proposed that this Committee does not fund headline sponsorship of events such as the Nottingham Post Business Awards, but that the focus should be on sponsoring awards for companies in areas such as workforce development, apprenticeships and support for wider community benefits. Individual requests will continue to be referred to the Chair of the Committee for consideration and sign off within the existing budget allocation.
8. Where membership is concerned, it is proposed that the following memberships should form part of this Committee's budget commitments:
 - a. Derbyshire and Nottinghamshire Chamber of Commerce
Annual membership currently £1,250
 - b. Industrial Communities Alliance
Annual membership currently £8,000. Pro-rata cost for 2013-14 estimated at £2,000
 - c. Chief Economic Development Officers Society
Annual membership currently £350

The financial contribution to the Invest in Nottingham Club is being considered as part of a wider review into place marketing that will be brought to this Committee in December.

9. Finally, Committee needs to take into account the costs associated with facilitating the Nottinghamshire Business Engagement Group (NBEG). Budgetary provision of £1,500 per year is allocated to this work to cover venue hire and associated costs.

Reason/s for Recommendation/s

10. To secure approval for a new approach to sponsorship and to agree key memberships that the Committee wishes to maintain going forward.

Statutory and Policy Implications

11. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described in the report.

Financial Implications

12. There is provision in the 2013-14 budget for the pro-rata contribution to the Industrial Communities Alliance. Future costs of sponsorships and memberships will need to be taken into account in the budget setting reports for Committee in the New Year.

RECOMMENDATIONS

13. That Committee approves the proposals as outlined in relation to sponsorships and memberships to be funded through Committee's budget.

Report of the Group Manager, Corporate Strategy

For any enquiries about this report please contact: Matt Lockley ext 72446

Constitutional Comments (NAB 08.11.13)

The Economic Development Committee has authority to approve the recommendation set out in this report by virtue of its terms of reference.

Financial Comments (SEM 08.11.13)

The financial implications are set out in the report.

Background Papers

Electoral Division(s) and Member(s) Affected

All

Appendix A – sponsorship and membership costs, April 2012 - present

Item	Cost
Invest in Nottingham Club membership	£500
Support for Invest in Nottingham Club London event	£5,000
Nottingham Post Business Awards, sponsorship of Entrepreneur of the Year	£10,208
Newark Advertised Business of the Year sponsorship	£1,955
North Notts Business Awards sponsorship	£1,250
Derbyshire and Nottinghamshire Chamber of Commerce (DNCC) membership 2012-13	£1,170
DNCC membership 2013-14	£1,250
Table at DNCC Nottinghamshire Business of the Year awards	£500
Chief Economic Development Officers Society membership	£350
Land-based apprentice of the year award	£500
Total	£22,683