



SCRUTINY MANAGEMENT COMMISSION 24 January 2006

Report of the Chair of the Culture and Prosperity Commission

Culture and Prosperity Commission Topic Review 2005/06 A Review of Sponsorship and Fundraising to support the Arts and Events programme in Derby

RECOMMENDATION

1. That Scrutiny Management Commission approves the review of sponsorship and fundraising to support the arts and events programme in Derby that the Culture and Prosperity Commission has selected as its workplan topic for 2005/06.

SUPPORTING INFORMATION

- 2.1 At its meeting on 5 December 2005, the Culture and Prosperity Commission agreed that as its workplan topic for 2005/06 it would conduct a review of Sponsorship and Fundraising to support the Arts and Events programme in Derby.
- 2.2 The review will start in January with the intention of completing it and reporting the findings to the appropriate Council Cabinet member at the end of March 2006.
- 2.3 The Terms of Reference of the review are set out in the report in Appendix 2 to this report.

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Background papers:	None
List of appendices:	Appendix 1 – Implications Appendix 2 – Terms of Reference of the Review

IMPLICATIONS

Financial

1. None arising from this report. The review will incur some costs, but these will be contained within the Commission's research budget.

Legal

2. None

Personnel

3. None

Equalities impact

4. The review will be of benefit to all Derby people.

Corporate Objectives, Values and Priorities

5. The review has the potential to link to the following of the Council's Corporate Objectives, Values and Priorities:

Objectives:

- A lively and energetic cultural life
- A Prosperous, successful and vibrant economy

Values

- Adopt new ways of working wherever these will help us to do things better and provide value for money, customer focussed services

Appendix 2

A review of Sponsorship and Fundraising to support the Arts and Events programme in Derby

Terms of Reference		
	Requirement to:	Action
1.	Investigate what work is currently being undertaken within the City Council to pursue sponsorship for events.	Meetings with relevant Council Officers
2.	Establish what previous and current levels of sponsorship have been achieved within the Council for its Arts events.	Meetings with relevant Council Officers
3.	Achieve an understanding of the barriers/issues that exist with regard to obtaining sponsorship.	Meetings with relevant Council Officers and representatives of local Companies
4.	Find out from local Companies what they would expect in return for providing sponsorship	Meetings with representatives of local Companies
5.	Examine the approach taken by other local authorities to obtain sponsorship or raise funds for their Arts programme.	Member visits to other authorities
6.	Identify and assess the alternative ways of obtaining sponsorship or funding for Council events	Consideration of information gathered from previous meetings and visits
7.	Develop recommendations based on the outcomes of the review.	Consideration of information obtained in the course of the review