

Culture and Prosperity Commission

Scoping Report on a Review of Sponsorship and Fundraising
to support the Arts and Events programme in Derby**1 Introduction**

- 1.1 At its meeting on 5 December 2005, the Culture and Prosperity Commission agreed that as its work plan topic for 2005/06 it would investigate the issue of sponsorship and fundraising to support the Arts and Events programme in Derby.
- 1.2 This report sets out the possible scope of a review which is intended to investigate the ways in which the City Council might obtain sponsorship for its arts and events programme. The review will also examine the approach taken by other local authorities that have been successful in obtaining sponsorship for their arts and events programmes. The intention is to see if any examples of good practice which are identified could then be employed by the City Council.

2 Background to the Review

- 2.1 The Co-ordination Officers have been informed that during the past ten years there has been a noticeable reduction in the arts and events programme for Derby. It is recognised that this is an inevitable consequence of ever tighter budget constraints under which the Council has to work, but the reduction does have an adverse effect on the City and on the image of Derby that the Council wishes to promote.
- 2.2 There is good evidence that arts and events programmes can be extremely successful in attracting sponsorship, and in the past the Council has received support from organisations which include Rolls-Royce, Ram FM and the Derby Evening Telegraph. However the overall level of support that has been received has been much less than is necessary to deliver the sort of arts and events programme that the Council would like to provide.
- 2.3 In 2005, in an attempt to improve the level of sponsorship it receives, the Council experimented, without success, with the use of a contracted fundraiser.
- 2.4 Derby's main events are:
 - Darley Park Concert/Darley Park weekend
 - The Fun Run
 - Markeaton Bonfire and Fireworks display
 - Caribbean Carnival
 - Chaddesden Carnival
 - Children's Theatre and Dance Festival
 - Format (Photography festival)

- Literature Festival
- Saturday Market Place Concerts
- Switching on the Christmas Lights

2.5 Pete Meakin - Head of Arts and Events, informed the Coordination Officers that the events which have been 'lost', such as the marathon, used to come under the auspices of Leisure. Now the events programme falls under "Arts and Events" and Pete is particularly keen to develop those which could be specifically described as "arts events", for example, Darley Park and the Saturday Market Place Concerts.

2.6 If it is to re-establish the 'lost' events and, even more importantly, promote new events that are in keeping with the Council's Vision, Objectives and Priorities, it is considered that the Council will need to become much more effective in attracting sponsorship. There are several ways in which the Council might do this and two examples are given below.

Examples of Local Authority Sponsorship

Leicester Comedy Festival

2.7 The Leicester Comedy Festival started in 1994 with 40 events programmed into 23 venues over 7 days throughout Leicestershire. In 1994 it attracted an audience of 5,000 and enjoyed a modest amount of media attention and a high profile within the community. Since then it has promoted a number of top stand-up comedy names as well as film, poetry & spoken word, comic theatre, photographic and art exhibitions, and children's shows.

2.8 The main programme is complemented by a series of workshops and community and education events, the aim of which is to:

- provide access for everyone,
- encourage people to learn new skills and develop existing ones
- present the opportunity to work with people inside and outside of the 'comedy industry' to develop new work.

2.9 The Leicester Comedy Festival is financed through a mix of local authority funding, arts funding, income generated and sponsorship.

2.10 The Festival has a very successful record of attracting and maintaining major sponsorship from national, regional and local companies. The list includes ntl, Midland Main Line, Next plc, Walkers Crisps, Central TV, Virgin Megastores, Leicester Mercury, Nat West Bank, Leicester City Football Club, Everards Brewery, The Shires Shopping Centre and Leicester Paper Processors.

Trafford Metropolitan Borough Council

2.11 Trafford Metropolitan Borough Council offers local businesses the opportunity to advertise on and around its local attractions and venues. Its website invites local businesses to capitalise on high profile local areas with quality signage which contributes to the local environment. Their website states:

2.12 “Promoting businesses on banners along major roads and highways and close to some of the most influential brands and attractions in the Borough will ensure increased awareness of your business and the prospect of escalated sales and profits: the perfect blend of corporate and environmental awareness. Working together with the local council will ensure a cost effective mutually beneficial agreement”.

2.13 The advantages of Traffiord's approach include:

- Raising a business' profile and awareness in the community
- Improving the local environment
- Advertising to thousands of potential customers everyday
- Placement in high traffic flow and footfall areas
- Great way to become involved in local communities

3 Proposed Objectives of the Review

It is suggested that the objectives of the review should be for the Commission to;

1. Establish what previous levels of sponsorship/fundraising have been obtained for arts and events and compare the level of sponsorship that was obtained with the cost of delivering the event.
2. Find out how any other local authorities obtain sponsorship/external funds for their arts and events programmes and compare the amount that they obtain with the cost of their events.
3. Investigate what has been done in the past to attract sponsorship and identify what the Council is able to offer sponsors in return for their support.
4. Seek the views of companies in Derby as to their willingness to support such arts and cultural events and find out what they would expect in return.
5. Identify trust funds likely to benefit the Council's arts and events programme.

4 Stakeholders in the Review

It is considered that the main stakeholder groups in this review will be:

- The Officers of the Council departments who are responsible for marketing Arts and Cultural events
- The relevant Council Cabinet member(s)
- Derby Companies

5 Suggested Methodology for the Review

In order to conduct this review it is suggested that the Commission will need to:

1. Meet with the appropriate Council Officers in 'scene-setting' meetings to

establish:

- What sponsorship was obtained in the past
 - What sponsorship was obtained last year
 - How sponsorship is pursued
 - The perceived barriers to obtaining sponsorship
2. Meet with representatives of local Companies to find out what they would expect to receive in return for providing sponsorship
 3. Discuss with the relevant Council Cabinet members and Officers what the Council might offer to local Companies in return for sponsorship of its Arts and events programme
 4. Visit some local authorities that are known to have been successful in obtaining sponsorship
 5. Examine the information obtained through 1-4 above and identify possible options and actions that the Council might pursue
 6. Agree a report and recommendations to the Council Cabinet member.

Terms of Reference of the Review

The suggested Terms of Reference of the review are set out in the table below.

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

		in the course of the review
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6 Timetable for the Review

- 6.1 It is thought that as this would be a fairly short review it could be started in early February after the budget round and finished in April 2006.
- 6.2 A provisional timetable for the review is set out in the Table below:

It is suggested that Members concentrate the evidence gathering part of the review over two or three weeks in order to allow time for the coordination officers to write up the report during the latter part of February and early March. This will also give the Commission the opportunity to carry out any further visits or interviews if these are identified during the evidence gathering phase.

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9	20 March	
10	27 March	Scheduled Commission meeting – Consider evidence gathered
11	3 April	Arrange a special meeting of the Commission to discuss and finalise the recommendations.
11	10 April	Submit report to the relevant Council Cabinet Member.

It is anticipated that the provisional timetable will involve members in about eight meetings or visits of around two hours duration.