



## **Sponsorship Topic Review – Progress Report**

### **RECOMMENDATION**

- 1.1 To agree the way forward with the former Culture and Prosperity Commission's Sponsorship Topic Review as set out in paragraphs 2.7 and 2.8.
- 1.2 To consider setting up a working group to complete the review.
- 1.3 To receive a presentation on the Format06 Photography Festival.

### **SUPPORTING INFORMATION**

- 2.1 At its meeting on 27 March 2006 the Culture and Prosperity Commission agreed to receive a presentation on the Format06 Photography Festival as part of its Sponsorship Topic Review. The Photography Festival work is being carried out by Mike Brown, Arts Projects Coordinator.
- 2.2 At the Council Cabinet Member for Leisure and Cultural Services' meeting on 4 April 2006, the Cabinet member considered a report on the photography festival and agreed to the recommendations set out in paragraph 2.3. A copy of the report that went to this meeting is attached at Appendix 2 and provides background information to the presentation to be given this evening.
- 2.3 The Council Cabinet Member for Leisure and Cultural Services agreed to ask the City Council's Arts and Events Team to:
  1. Continue to collaborate intensively with partners in order to build the programme and the reputation of the Format Photography Festival over the next three years.
  2. Explore all opportunities for sponsorship and external funding in order to give the Festival the best possible financial basis, including consideration of giving the Photography Festival access to Council Arts Grants funding.
- 2.4 A topic review meeting had already been arranged with Colin Tunnicliffe, sponsorship consultant on Tuesday 11 April 2006. However Mr Tunnicliffe told the Commission that he was unable to attend on that day due to unforeseen circumstances and in order to make the most of the meeting that had been arranged, Mike Brown was asked to present on Format06 instead.

- 2.5 The meeting on 11 April 2006 was attended by the Chair of the former Culture and Prosperity Commission who, in order to give as many members as possible the opportunity to learn more about the project, asked the coordination officer to reschedule the meetings with both Colin Tunnicliffe and Mike Brown.
- 2.6 The Coordination officer subsequently met with the Chair and Vice Chair of the Commission to discuss progress with the review and consider the way forward into the 2006/07 Municipal Year.
- 2.7 At that meeting it was considered it would be necessary to carry out the following actions in order to complete the review:
- Receive presentation on Format06 Photography Festival
  - Interview with Colin Tunnicliffe, former sponsorship consultant
  - Meet the Council Cabinet Member for Culture, Leisure and Direct Services to discuss potential sponsorship opportunities for Arts Events
  - Consider the evidence gathered and draft recommendations
  - Agree the final recommendations
- 2.8 The former Chair and Vice Chair suggested the following timetable in order to complete the review before the August 2006 recess:

<b>Witness/Action</b>	<b>Date</b>
Format06 Photography Festival Presentation	At 5 June 2006 scheduled meeting
Interview with Colin Tunnicliffe	Before 5 June 2006 scheduled meeting
Council Cabinet Member for Leisure and Cultural Services	Week commencing 12 June 2006
Consider the evidence gathered and draft the recommendations	Week commencing 12 June 2006
Agree the final recommendations	31 July 2006 – Scheduled Meeting

<b>For more information contact:</b>	Katherine Taylor 01332 255599 e-mail <a href="mailto:katherine.taylor@derby.gov.uk">katherine.taylor@derby.gov.uk</a>
<b>Background papers:</b>	None
<b>List of appendices:</b>	Appendix 1 – Implications Appendix 2 – Format Photography Festival Report

<b>IMPLICATIONS</b>
---------------------

**Financial**

1. None arising directly from this report.

**Legal**

2. None arising directly from this report.

**Personnel**

3. None arising directly from this report.

**Equalities impact**

4. Recommendations from the review will have the potential to benefit all Derby people.

**Corporate Priorities**

5. This report has the potential to link to the Council's priority to minimise increases in Council Tax and increase value for money services.

