

## Culture, Leisure & Recreation Committee

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<b>Date:</b>	<b>4 June 2013</b>
<b>Title:</b>	<b>Sponsorship of Planters</b>
<b>Purpose of the Report:</b>	<b>To agree a policy for sponsorship</b>
<b>Contact Officer:</b>	<b>Helen Stewart, Town Clerk</b>

### Background

For many years the Council has contacted local retailers to sponsor the flower baskets in the town. The level of sponsorship is determined by the cost of planting out the flower basket for a season plus if required the cost of a plaque identifying the sponsor. Sponsorship is also sought for events such as the Christmas Event.

A recent request from a commercial company to sponsor the planting out of the planters at the entrances to the town raised some uncertainty. The decision whether to accept or from whom to seek sponsorship is entirely at an Officers' discretion and with more commercial companies contacting the council about sponsoring it requires some guidelines to ensure the Council approves of the approach being taken.

The policy will also formalise the Council's approach to sponsorship which can then be developed and promoted more proactively.

### Policy

Attached as an appendix, is a draft policy for the Committee to consider. This offers some guidelines about accepting sponsorship and allows commercial organisations, not in conflict with the criteria to be accepted as sponsors.

### Sponsorship of Planters

Subject to approval of the policy attached the Committee is asked to consider a request from Croudace the company building the residential units on the former Memec site. It would like to sponsor and consequently have signage acknowledging the sponsorship, for the two planters at the entrance to the town on Thame Park Road.

### Risk Appraisal

<b>Risks</b>	<b>Action to Reduce Risk</b>
Inappropriate sponsorship accepted by an officer.	An approved Policy will provide the guidelines for Officers.

Loss of potential income stream	Promotion of sponsorship opportunities will maximise opportunities within the Council's remit.
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Legal Powers: Local Government Act 1972 s111 Or Local Government Act 1972 s144 (Tourism)

**Recommendation**

***The Committee is asked to:***

- i) ***Approve a Sponsorship Policy***
- ii) ***Approve the offer of sponsorship from Croudace.***