

**DERBYSHIRE COUNTY COUNCIL
IMPROVEMENT AND SCRUTINY COMMITTEE – RESOURCES**

24 September 2015

Report of the Director of Legal Services

**Review of Potential for Sponsorship of Derbyshire County Council
Services – Scoping Report**

1. Purpose of the Report

To inform Members of the scope of a review of the potential for external sponsorship of County Council services.

2 Information

The Committee, at its meeting on 23 July, and at the request of the Cabinet Member for Council Services, agreed to undertake a review of the potential for obtaining sponsorship for Council services. The Cabinet Member, as part of his discussion at the Committee meeting, put forward a review proposal asking the Committee to undertake a review of the potential to generate income for the Council through an Authority-wide approach to sponsorship.

The Committee had recently completed its review of the Council's Trusted Trader scheme and had the capacity to commence this review immediately. A working group was therefore established at the meeting with Cllrs. Booth, Lauro, Freeborn, Lomax and Bull appointed to undertake the review. Cllr Lauro would Chair the working group.

The review will focus on assessing the feasibility and appropriateness of developing an Authority wide approach to sponsorship and identifying the potential for income generation for the Council.

The main objectives of the review will be to;

- Explore the potential of sponsorship, a suggestion which has been raised by the employee Budget Reduction Task and Finish Groups
- Identify the approach adopted in other local authorities to sponsorship and assessing how effective this has been.
- Investigate the potential for generating income for the Council and assessing the cost associated with this
- Identify the risks associated with the development of a sponsorship policy and develop recommendations to limit risk.

Evidence will be gathered from numerous sources, including;

- Cabinet Member for Council Services.
- Strategic Directors, Directors and other senior officers of the Council.
- Assistant Chief Executive; Public Relations/Communications team.
- Other Local Authorities with previous experience of similar schemes.
- Local companies and businesses and those from outside the county
- DCC Procurement team.

The review will contribute to the Council Plan priority of An Ambitious and Dynamic Council and it is anticipated that the review will be completed by January 2016.

3. Considerations

In preparing this report the relevance of the following factors has been considered: financial, human relations, legal and human rights, prevention of crime and disorder, equality and diversity, environmental, health, property and transport considerations.

4. Officer's Recommendations

The Committee is requested to agree the scope of the review of the Potential for Sponsorship of Derbyshire County Council services and confirm the appointment of the Members to the review working group.

John McElvaney
Director of Legal Services