

HALLS, CEMETERIES & ALLOTMENTS COMMITTEE

Date: Monday, 5 June 2023
Title: Corn Exchange – Seating Sponsorship
Contact Officer: Project Officer - Nicky Cayley

Background

At the Halls, Cemeteries and Allotments Committee held on 13 March 2023, members requested that details of a scheme to offer sponsorship plaques for the new retractable seating in the Corn Exchange be presented to a future meeting of the Committee for consideration (minute H136/23 refers).

Current Situation

The Council agreed to offer sponsorship plaques at a cost of £150 to the public. The Project Officer has designed a flyer/application form along with some terms and conditions for the Committee's consideration.

The Project Officer and the Venue and Events Officer propose to offer sponsors a certificate of sponsorship, priority booking for Town Council run events and the Film Club, and two glasses of complimentary prosecco (or non-alcoholic alternative) when they attend their first booking as a sponsor. The Project Officer has discussed the concept of priority booking with the Venues and Events Officer and the Senior Administrative Officer who are both confident that this will not present any issues.

At the previous committee meeting, members did not specify a length of time for the sponsorship to run for – this is therefore not included in the terms and conditions. However, most other venues do specify a 5-year term. The sponsor is then offered the same seat(s) to re-sponsor if they so wish at the end of this term.

The plaques are ideally ordered in batches and therefore it is suggested that the Council places an order once every 2 or 3 months. When a sponsor completes the paperwork, they will be advised on how long it will be until the next order.

Officers believe that the scheme will be received more positively if the income from sponsorship is put directly into an EMR (Ear Marked Reserve) for future upkeep of the Corn Exchange.

Environmental impact

Having declared a Climate Change Emergency at its Council meeting on 26 June 2019 – with this in mind Councillors should have due regard to the environmental impact of any decisions

they make with regard to its facilities and services it operates. There is no environmental impact associated with this scheme.

Risk

In decision making Councillors should give consideration to any risks to the Council and any action it can take to limit or negate its liability. There are no risks associated with this scheme.

Financial implications

The financial implications of the scheme are as follows:-

- The cost of ten plaques is £100.
- The cost of sponsoring one seat is £150.
- There is a minimal cost for the administration of the scheme and the certificate; and the admin for advising sponsors of priority booking periods. There will also be the cost of the two glasses of prosecco – cost price is £2.34. Numbered vouchers will be given to ensure that the sponsor cannot use them more than once.

Recommendations

Members are invited to note the report and consider the following:

1. Whether the £150 sponsorship will cover 5 years or an indefinite period; (This can be added to the paperwork);
2. Whether to approve the priority booking, and two glasses of complimentary prosecco on first booking for the sponsor as part of the scheme.