

## Budget Option 2018/19 – 2019/20

### Cumulative Net Savings

**Reference:** R&E 11

2017/18 £'000	2018/19 £'000	2019/20 £'000
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**Director Responsible for Delivery**

Damien Wilson

**Cabinet Portfolio Holder**

Cllr Lelliott

**Finance Business Partner**

Jonathan Baggaley

**Proposal Description**

Sponsorship for Town Centre events;

- i. Christmas illuminations (£44,000)
- ii. Christmas tree (£2,000)

**Details of Proposal (including implications on service delivery)**

The current revenue funding for the provision of the above services is £46,000 per annum. Savings will be achieved by exploring a range of sponsorship opportunities to fund or part fund town centre events.

Officers in the R&E Directorate and Corporate Communications team will work together develop a suite of incentives to attract sponsorship to support the above proposal. For example;

- VIP areas at events
- Free advertising in Council Take 5
- Social media promotion
- Herringthorpe Athletics stadium
- Vintage Hop
- A Slice of Summer Fun
- Garden Lovers Fayre
- Food and Drink Festival
- Christmas Lights Switch On
- Christmas Events
- Rotherham Show

The proposal would be to attract either a main sponsor or a

## Appendix 1 – R&E

	<p>mix of sponsorship.</p> <p>Consideration was given to capitalising the hire or purchase of the Christmas illuminations element. However, the short-term lifespan of the illuminations means this is not financially viable. Additionally, the Council could undertake the storage / maintenance / installation / removal of the illuminations by training in-house staff but this would not deliver a significant saving.</p>
<b>Implications on other Services (identify which services and possible impact)</b>	None
<b>Support required from Corporate Services – Finance, HR, Legal, ICT (please specify)</b>	Procurement Service Corporate Communications Team
<b>Reduction in Staffing Posts (FTEs)</b>	None
<b>Reduction in Head Count</b>	None
<b>Decision Maker: Either Cabinet, Commissioner or Officer/Management Action</b>	Management Action