## Budget Option 2018/19 – 2019/20

### Cumulative Net Savings

<table>
<thead>
<tr>
<th>Reference:</th>
<th>R&amp;E 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017/18 £’000</td>
<td>46</td>
</tr>
<tr>
<td>2018/19 £’000</td>
<td>46</td>
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<td>2019/20 £’000</td>
<td>46</td>
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</tbody>
</table>

### 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
- Herringtonorpe 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
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.

<table>
<thead>
<tr>
<th>Implications on other Services (identify which services and possible impact)</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support required from Corporate Services – Finance, HR, Legal, ICT (please specify)</td>
<td>Procurement Service, Corporate Communications Team</td>
</tr>
<tr>
<td>Reduction in Staffing Posts (FTEs)</td>
<td>None</td>
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<tr>
<td>Reduction in Head Count</td>
<td>None</td>
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</tbody>
</table>

**Decision Maker:**
Either Cabinet, Commissioner or Officer/Management Action

Management Action