

# **DUNDEE CITY COUNCIL**

**REPORT TO: Leisure and Arts Services Committee – 15 September 2003**

**REPORT ON: Sponsors Club**

**REPORT BY: Director of Leisure and Arts**

**REPORT NO: 531-2003**

## **1.0 PURPOSE OF REPORT**

- 1.1 To outline proposals for the establishment of the Dundee Sponsors Club with the aim of increasing the levels of sponsorship to support Dundee's cultural life.

## **2.0 RECOMMENDATIONS**

It is recommended that Members:

- 2.1 Support the proposals for the establishment of a Sponsors Club in Dundee
- 2.2 Agree to the provision of a Grant of £5,000 to the Sponsors Club and for Dundee City Council to become a founding member.

## **3.0 FINANCIAL IMPLICATIONS**

- 3.1 Total contribution from Dundee City Council to the establishment of the Sponsors Club would be £5,000. This can be met from the Leisure and Arts Department's Revenue Grants Budget 2003/2004.

## **4.0 LOCAL AGENDA 21 IMPLICATIONS**

- 4.1 The proposals in this report will make a substantial contribution to ensuring that "opportunities for culture, leisure and recreation are available to all".

## **5.0 EQUAL OPPORTUNITIES IMPLICATIONS**

- 5.1 The Sponsors Club would ensure that equality of opportunity would be a key consideration in providing support. All projects supported would require to be accessible for all sections of the community including visitors with disabilities, the elderly and those with young children.

## **6.0 MAIN TEXT**

### **6.1 Sponsors Club**

Many businesses have provided support to cultural organisations in recognition of the significance of the cultural sector as a driver of economic and community regeneration within Dundee. However others, whilst recognising the role that cultural activity is playing in redefining Dundee, have not yet found an appropriate way of supporting this development.

- 6.2 In considering this issue the Leisure and Arts Department and Arts and Business (Scotland)

have developed a scheme, The Dundee Sponsors Club, which aims to encourage and assist other businesses to become involved in supporting Dundee's cultural life. This will lead to a more sustainable sponsorship environment for the cultural sector in the City.

- 6.3 The Club will operate through the business and agency members' subscriptions providing a fund which will offer matching awards for business sponsorship to Dundee events in the performing arts, visual arts and literature and the heritage and museums sectors.
- 6.4 A similar Sponsor's Club has successfully operated in the North East of England for a number of years. Arts and Business (Scotland) are actively supporting the development of this pilot which may form a model for similar approaches in other parts of Scotland.

### **The Proposed Scheme**

- 6.5 Arts and Business (Scotland) a registered charity funded by the Arts Council will administer the scheme. Initially up to ten businesses will become founding members of The Dundee Sponsors Club to support Dundee's cultural development. The membership for a business with more than 500 employees is £5,000 and £3,000 for businesses with less than 500 employees. It is recommended that Dundee City Council becomes a founding member, along with Arts and Business (Scotland). In return for an annual membership subscription, members of the Business Club will receive;

- recognition for assisting Dundee's cultural and community development
- membership of the Executive Committee
- access to a network of like minded businesses
- credit in all promotion of The Dundee Sponsors Club
- credit in promotional material of supported arts organisations
- invitations to Dundee arts events
- at least two special events a year for members
- invitations to Arts and Business (Scotland) networking events

- 6.6 The aim of the scheme is to encourage business to support arts events within Dundee. The scheme will also encourage Dundee based arts, museum and heritage organisations to be more pro-active in raising business sponsorship.

### **6.7 Nature of the Scheme**

One off awards up to a matching 100% of the business sponsorship received for arts activity taking place within Dundee (e.g. award of £500 against business sponsorship of £500.)

### **6.8 Who Can Apply**

Grants will be available to independent constituted non profit arts, heritage, museum and community organisations. Priority will be given to Dundee based organisations. Applications will be assessed on the extent to which the sponsored arts activity will benefit the cultural life of Dundee.

### **6.9 The Benefit to Dundee**

The Sponsors Club will provide a fund of around £40,000 - £50,000 provided by the core members. As this will encourage sponsorship by other businesses the Cultural Sector in Dundee will benefit from between £80,000 and £100,000 per annum. This extra funding for cultural development in Dundee would allow a wider range of activity to take place.

Sponsors Club of 10	
Dundee City Council	£ 5,000
Arts and Business (Scotland)	<u>£ 5,000</u>

Arts and Business (Scotland)	<u>£ 5,000</u>
Sub Total	<b>£50,000</b>
Administration Costs	<u>£ 5,000</u>
Total Fund Available	<b>£45,000</b>
Matched Sponsorship	<u>£45,000</u>
Total input to Cultural Sector	<b><u>£90,000</u></b>

**7.0 CONSULTATION**

7.1 The Chief Executive, Depute Chief Executive (Finance) and Depute Chief Executive (Support Services) have been consulted on this report and are in agreement with its contents.

**8.0 BACKGROUND PAPERS**

8.1 None

**STEVE GRIMMOND  
DIRECTOR OF LEISURE and ARTS  
22 JULY 2003**