

## ABERDEEN CITY COUNCIL

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COMMITTEE	Enterprise, Planning and Infrastructure
DATE	22 January 2013
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	Sponsorship of Business Awards
REPORT NUMBER:	EPI/12/261

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### 1. PURPOSE OF REPORT

The report seeks approval of proposals by the Economic and Business Development team to sponsor business awards in 2013/2014.

### 2. RECOMMENDATION(S)

It is recommended that Committee:

1. Approve the proposals by the Economic and Business Development team to sponsor business awards, as detailed in the report and Appendix One, in 2013/2014.
2. Receive an annual report on the impact of this activity.

### 3. FINANCIAL IMPLICATIONS

The delivery of the proposals is dependent upon the Economic and Business Development budget for 2013/2014, covering staffing costs and operational programmes. This will be determined in February 2013 as part of the Council's corporate budget setting process. A combination of existing budgets within Economic and Business Development will be utilised to fully cover the costs.

### 4. OTHER IMPLICATIONS

**Health and Safety:** There are no specific health and safety implications to report.

**Risk Management:** The risks associated with **not** undertaking this activity are:

- Relationships with key partner organisations in the local business community would be significantly compromised.
- The profile of Aberdeen City Council's support for local businesses would be harmed.

However, these risks must be balanced against the need to operate within an extremely constrained budget.

**Staffing:** Enterprise and Sector Development comprises two full-time posts – one Senior Officer and one Officer.

## 5. BACKGROUND/MAIN ISSUES

Within the Economic and Business Development team, the Enterprise and Sector Development section has traditionally sponsored a number of business awards schemes. In the past, requests have been dealt with on an ad hoc basis and the team now wishes to set an agreed approach.

The team has sponsored business awards schemes as part of its general support service to the business community. Other forms of support from Enterprise and Sector Development have included:

- hosting seminars and workshops,
- providing specific business advice,
- reviewing business plans,
- supporting businesses in difficulty,
- providing land and property advice,
- supporting youth enterprise,
- monitoring the Business Gateway service,
- responding to inward investment enquiries,
- managing a loan scheme.

The majority of these activities require staff time and expertise rather than a significant operational budget. However, the sponsorship of business awards is seen as an important component of the City Council's support for the business sector and the Council currently sponsors the following business awards schemes:

- Northern Star Business Awards (Lifetime Achievement Award category)
- Grampian Awards for Business Enterprise (ACC and Aberdeenshire Council jointly sponsor the Alick Buchanan Spirit of Enterprise Award and the Employer of the Year Award)
- Grampian Food Forum Innovation Awards (general sponsorship of awards ceremony, jointly with Aberdeenshire Council, non-category specific)

Sponsorship of business awards schemes is a high profile way for the City Council to show its support for the local business community. It also demonstrates the value the City Council places on working in partnership with key organisations that also support the business community. Finally, it also provides an opportunity for the City Council to showcase the work it does to directly support local businesses.

The **Northern Star Business Awards**, now entering its 10<sup>th</sup> year, is the flagship event of Aberdeen and Grampian Chamber of Commerce. Awards are presented across 14 different categories to celebrate excellence and entrepreneurship. Over 800 people attended the 2012 gala dinner. In 2012, Aberdeen City Council sponsored the Lifetime Achievement Award Category.

Sponsorship options for 2013 include:

Category Sponsor - £8,500 + VAT  
Table Gift Sponsor - £3,000 + VAT  
Drinks Reception Sponsor - £3,000 + VAT  
Entertainment Sponsor - £3,000 + VAT

The **Grampian Awards for Business Enterprise**, now in its 13<sup>th</sup> year, aims to encourage entrepreneurship in Grampian through profiling key achievers in the SME business community and establishing business champions. Over 300 people attended the 2012 gala dinner and 60 pieces of PR coverage were generated for the Awards.

Sponsorship option for 2013:

Continue to contribute the same level as previous years - both Aberdeen and Aberdeenshire Council jointly sponsor the Alick Buchanan Spirit of Enterprise Award and the Employer of the Year Award at a cost of £7,500 + VAT (each)

The **Grampian Food Forum Innovation Awards** 2012 event was attended by around 180 representatives of the local food and drink industry. Currently, a £1,000 partnership contribution from Aberdeen City Council allows participation of City-based companies in the Awards and a number of other Grampian Food Forum activities. In addition, a contribution of a further £1,000 (approx, TBC) covers hosting a table for 10 at the event.

Sponsorship options for 2013:

Continue support for the Grampian Food Forum and for the Innovation Awards at a cost of £2,000

Continue to facilitate Aberdeen company participation in Grampian Food Forum activities only at a cost of £1,000

Given the increasing frequency with which the City Council is asked to sponsor various awards events, and the increasingly limited resources available to Economic and Business Development activities in 2013/14 and beyond, it is proposed that Economic and Business Development should:

1. continue to support the two main generic business awards (Northern Star Awards and Grampian Awards for Business) and facilitate the continued

participation of Aberdeen companies in Grampian Food Forum activities (including the Innovation Awards).

2. refrain from sponsoring any other general, or sector specific, award events.

Appendix One contains a set of specific proposals and recommendations.

## 6. IMPACT

**Corporate:** The contents of the report relate directly to delivering the economic development aspects of the Single Outcome Agreement:

National Outcome 1 – We live in a Scotland that is the most attractive place for doing business in Europe

National Outcome 2 - We realise our full economic potential with more and better employment opportunities for our people

Local Outcome – Anchor the Oil and Gas Industry

Local Outcome – Diversification of the Economy

An Equality and Human Rights Impact Assessment is not required for this report.

## 7. BACKGROUND PAPERS

None

## 8. REPORT AUTHOR DETAILS

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**Appendix One**

**Proposed Sponsorship of Business Awards 2013/2014**

<b>Name of Awards and Category Sponsored</b>	<b>Organiser</b>	<b>Time, Place, Frequency</b>	<b>Amount</b>
Northern Star Business Awards ACC sponsors the Lifetime Achievement Category	Aberdeen and Grampian Chamber of Commerce	26 Sept 2013 Aberdeen Annually	Option 1 ( <b>recommended</b> ): Continue sponsorship of an award category at a cost to ACC of <b>£8,500 + VAT</b>  Option 2 (not recommended): Discontinue sponsorship
Grampian Awards for Business Enterprise  ACC jointly sponsors the Alick Buchanan Spirit of Enterprise Award and the Employer of the Year Award	Enterprise North East Trust	June 2013 Aberdeen or Aberdeenshire Annually	Option 1 ( <b>recommended</b> ): Continue joint sponsorship with Aberdeenshire Council at a cost to ACC of <b>£7,500 + VAT</b>  Option 2 (not recommended): Discontinue sponsorship
Grampian Food Forum Innovation Awards	Grampian Food Forum	March 2013 Aberdeen or Aberdeenshire Annually	Option 1 ( <b>recommended</b> ): Continue sponsorship at a cost to ACC of approximately <b>£1,000</b> , to enable Aberdeen companies to participate in the wards and a number of other Grampian Food Forum activities  Option 2 (not recommended): Continue sponsorship on the same basis as previous years, at a cost to ACC of approximately <b>£2,000</b>  Option 3 (not recommended): Discontinue all sponsorship
			<b>Total for recommended options: £17,000 + VAT</b>