
Report to: Clackmannanshire Council

Date: 15 August, 2013

Subject: Alloa Football & Athletic Club Ltd - Request for Funding

Report by: Chief Executive

1.0 Purpose

- 1.1 The purpose of this report is to advise Council of a request for sponsorship from Alloa Football & Athletic Club Ltd and to seek a decision from Council on this request.

2.0 Recommendations

- 2.1 It is recommended that Council takes a view on whether or not to sponsor Alloa Football & Athletic Club Ltd and on any other matters set out in this report as appropriate.

3.0 Background

- 3.1 Further to a report to Council of 18 August, 2011, by the Chief Executive seeking Council's view on a request for sponsorship from Alloa Football & Athletic Club Ltd, Council agreed sponsorship totalling £12,000 over the two seasons 2011-12 (£7,000) and 2012-13 (£5,000). That sponsorship agreement has now expired.
- 3.2 Subsequently, the Provost received a letter on 21 June, 2013, from the club President requesting that Council sponsorship is continued at £5,000 per annum for either a two year or a four year period (letter is attached as the Appendix to this report). The sponsorship monies would be used to promote youth football and youth access to Recreation Park. To date, the Council's name has also appeared on the back of players' shirts as part of the sponsorship arrangement.

4.0 Considerations

- 4.1 There is no specific budget provision for the sponsorship in 2013-14 although there is a small Chief Executive's budget from where previous Council approved sponsorship of the club has been funded. This budget is, currently, largely uncommitted and could, therefore, be used as a source of sponsorship for a one year period.
- 4.2 If Council were minded to sponsor Alloa Football & Athletic Club Ltd, it is suggested that this should be for only a one year period given the ongoing

budget process for 2014-15 and beyond as set out in various previous reports to Council by the Director of Finance & Corporate Services.

- 4.3 If Council were minded to sponsor Alloa Football & Athletic Club Ltd, a Service Level Agreement would require to be drawn up in keeping with the Council's normal practice when making financial awards to external organisations.

5.0 Sustainability Implications

NA

6.0 Resource Implications

Financial Details - agreeing to sponsor Alloa Football & Athletic Club Ltd would utilise otherwise uncommitted available resources. The amount is within available budget for one year.

Staffing N/A

7.0 Declarations

- 7.1 The recommendations contained within this report support or implement our Corporate Priorities and Council Policies.

- (1) **Our Priorities** (Please double click on the check box ☒)

Our communities are more cohesive and inclusive



Health is improving and health inequalities are reducing



- (2) **Council Policies** (Please detail) N/A

8.0 Equalities Impact

- 8.1 N/A

9.0 Legality

- 9.1 It has been confirmed that in adopting the recommendations contained in this report, the Council is acting within its legal powers. Yes ☒

10.0 Appendices

- 10.1 1 - Letter dated 18 June, 2013, to Provost Murphy from Club President

11.0 Background Papers

Report to Council dated 18 August, 2011 - *Alloa Football & Athletic Club - Sponsorship Request*

Author(s)

NAME	DESIGNATION	TEL NO/EXTENSION
Elaine McPherson	Chief Executive	452001

Approved by

NAME	DESIGNATION	SIGNATURE
Elaine McPherson	Chief Executive	Signed: E McPherson



TM.
21 JUN 2013

Alloa Football & Athletic Club Limited

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18th June 2013

Mrs Tina Murphy
Provost
Clackmannanshire Council
Greenfield
Alloa
FK10 2AD

Dear Tina,

Alloa Athletic Football Club

As you will be aware Alloa Athletic and Clackmannanshire Council have enjoyed a very successful joint working relationship with yourselves. One major part of this has been the shirt sponsorship for the first team kit over the past few years. This has seen our County advertised and promoted both by viewers and the media who film and photograph our games throughout Scotland and even within Britain. Historically the club has viewed this privilege as so important that we have discounted the amount that we charge for this by 50%.

We would like to ask if the Council is agreeable to the renewal of this and continue working together to promote our County.

For your information these monies that we receive from the Council are ring fenced to promote youth football and youth access to Recreation Park. We would request that this sponsorship is taken again for two or four years at the price initially agreed some years ago of £5000 per annum paid in advance (this being 50% discounted).

Should you wish to discuss this matter further, please do not hesitate to give me a call.

Yours sincerely,


George Ormiston
President

