



Adur's Got Talent - Use of Council Logo

Report by the Executive Head of Legal & Democratic Services

1.0 Summary

- 1.1 To consider a request by the Sussex Academy of Music for the use of the Adur District Council logo in respect of a talent contest to be known as 'Adur's Got Talent'.

2.0 Background

- 2.1 Sussex Academy of Music has contacted the Chairman of Adur District Council and through her, invited the Council to be associated with a talent contest to be known as 'Adur's Got Talent'.
- 2.2 The Mission Statement is 'Adur's Got Talent' is about looking for the best acts, performances and skilled members of the community throughout the whole Adur District, (Sompting, Lancing, Shoreham-by-Sea, Southwick and Fishersgate). Entries can be from all ages and can be anything from music, dance, sports, comedy and everything in-between! All proceeds to go to the Royal National Lifeboat Institute and the winners will receive a cash prize and huge media exposure.
- 2.3 It is proposed that entries will be via the internet, with an initial filtering and selection process, hosted online, where the public can vote on who gets into two heats. The two heats will have a panel of judges who will decide which acts go through to the final. The winner of the final will be decided by audience response and a panel of judges, with the judges having the final say. Each heat and the final will have a professional performance to attract the public and encourage the payment of an entry fee.
- 2.4 Dates in October are being canvassed for the heats and finals.
- 2.5 The Council has been asked if it is willing to donate money for the prizes, but has declined to do so.
- 2.6 The Sussex Academy of Music indicate that they are happy to run the proposed programme and to pay for any promotion and materials in return for having their logo associated with Adur's Got Talent. The Council is asked if it is willing to have its logo and name used for the promotion and to indicate whether or not the Council is willing to endorse these events.

- 2.7 The Sussex Academy of Music has indicated that the Council's support is essential before money can be invested in the project.
- 2.8 The outline proposal includes details of how it would work, dates, marketing, prizes, who is involved, who the judges might be, what equipment is needed, the timeline, the need for dealing with health and safety issues, restrictions on performances and permission for the taking of photographs etc. The proposal also gives an indication of some of the costings.

3.0 Proposals

- 3.1 That the Council agrees to be associated with Adur's Got Talent by way of:
- (a) The use of the logo on publicity;
 - (b) The use of the Council's name on publicity;
 - (c) The endorsement of the event.

4.0 Legal

- 4.1 Section 2 of the Local Government Act 2000 provides that every Local Authority is to have power to do anything which they consider is likely to achieve the object of promoting or improving the social wellbeing of the area.

5.0 Financial implications

- 5.1 As the Council has declined to make any financial contribution, there are no direct financial implications arising from this report.
- 5.2 The Chairman may use some of her hospitality allowance to host invited guests at the Final.

6.0 Recommendation

- 6.1 That the Council agree for the logo and name to be used on publicity and documentation relating to Adur's Got Talent between 20 July 2010 and 30 November 2010.
- 6.2 That the Council agrees to endorse the events connected with Adur's Got Talent between 20 July 2010 and 30 November 2010.

Local Government Act 1972

Background Papers:

Confidential.

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Schedule of Other Matters

[To be completed on all reports. If no issues are identified under a heading then it should read "Matter considered and no issues identified."]

1.0 Council Priority

- 1.1 Corporate Plan 2009-2012, Aim 4(b) develop a co-ordinated approach to providing sport, leisure, recreational and cultural activities by working with sports and leisure partners to increase the number of adults taking part in sport and recreation, and the number of young people taking part in positive activities, and promoting the arts and cultural activities within the community.

2.0 Specific Action Plans

- 2.1 Matter considered and no issues identified.

3.0 Sustainability Issues

- 3.1 Matter considered and no issues identified.

4.0 Equality Issues

- 4.1 Matter considered and no issues identified at this point in time. It will be necessary for Adur's Got Talent to ensure that it meets the equalities legislation with regard to potential and actual participants.

5.0 Community Safety Issues (Section 17)

- 5.1 Matter considered and no issues identified.

6.0 Human Rights Issues

- 6.1 Matter considered and no issues identified.

7.0 Reputation

- 7.1 An event such as Adur's Got Talent can, when supported by the Council, enhance the reputation of the Council if it is successful, however, it could damage the reputation of the Council if the event is not managed appropriately. It should be noted that the Council has no control over the management of this event.

8.0 Consultations

- 8.1 Matter considered and no issues identified.

9.0 Risk Assessment

- 9.1 The Council needs to be aware that it does not have control over this event and that there are a number of issues that would need to be addressed with regard to health and safety and other risk assessments, by the organisers of the Heats and promoters of the events.

10.0 Health & Safety Issues

10.1 The Council needs to be aware that it does not have control over this event and that there are a number of issues that would need to be addressed with regard to health and safety and other risk assessments.

11.0 Procurement Strategy

11.1 Matter considered and no issues identified.

12.0 Partnership Working

12.1 Matter considered and no issues identified.