

**OFFICE OF THE POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE
DECISION RECORD**

Decision Record Number: **42/2023**

Title: Hull BID Sponsorship

Executive Summary

The PCC to provide 'award category' sponsorship to the Hull BID awards scheduled for February 2024.

Decision of the PCC:

To provide £900 to Hull BID for a category award sponsor package.

Background Report: Open

Police and Crime Commissioner for Humberside

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with my code of conduct.

Any such interests are recorded below.

The above decision has my approval.

Signature



Date 22/11/2023

**POLICE AND CRIME COMMISSIONER
FOR HUMBERSIDE**

SUBMISSION FOR: DECISION

OPEN

Title: Hull BID Sponsorship

Date: 12.10.23

1. Executive Summary

The PCC to award category sponsor the Hull BID awards in February 2024.

2. Recommendation(s)

To provide £900 to Hull BID for a category award sponsor package.

3. Background

The Awards were established 10 years ago with the intention of giving recognition and reward to city centre (BID) businesses, irrespective of size and sector (including public sector). They have grown in kudos each year, with over 300 guests attending the 2023 Awards Ceremony. Conscious that not all businesses are experienced in entering for awards, HullBID ensures the criteria is relatively simple, resulting in hundreds of applications each year.

In 2024 the Awards Ceremony will again take place at the DoubleTree by Hilton Hotel on the 23rd February. Although the £24k required funding for the Awards is predominantly covered by HullBID, they seek additional sponsorship to help with some of the costs. This includes an overall event sponsor, 9 category sponsors, an entertainment sponsor and a programme sponsor.

The OPCC is set to become a category sponsor @ £900 + VAT. The OPCC branding will be widely carried on all Hull BID social media platforms, within the Hull Daily Mail/Hull Live whilst the Awards ceremony will also provide good exposure.

4. Options

1) Option 1. Do not fund.

No recognition of the value of Hull Businesses and their contribution to the economy and sense of safety in the city centre. There are no cheaper sponsorship options available.

2) Option 2. Fund full amount.

The recommendation is the full £900 donation is made and that the opportunity is used to raise the profile of the work of the PCC with this

cohort as well as ensure the priority in the Police and Crime Plan is advocated.

5. Financial Implications

The £900 can be sought through the partnership reserve fund.

6. Legal Implications

No legal implications.

7. Driver for Change/Contribution to Delivery of the Police and Crime Plan

This investment links directly with Aim 1 of the Plan - Engaged, Resilient and Inclusive Communities.

8. Equalities Implications

No direct implications.

9. Consultation

Discussions have been held with Hull BID and the PCC.

10. Media information

Media opportunities will be available on the run up, at the event and post the event in regards to promoting the work of the PCC.

11. Background documents

Hull BID awards slide deck for sponsors.

12. Publication

Open.

13. DPIA considered

No data implications.