



Fermanagh & Omagh  
District Council  
Comhairle Ceantair  
Fhear Manach agus na hÓmaí

## Consultation on the Fermanagh and Omagh District Council Corporate Sponsorship Policy

For more information, please contact:

**Fermanagh and Omagh District Council**  
Townhall, Enniskillen, County Fermanagh BT74 7BA  
**Telephone:** 0300 303 1777 ext. 21178  
**Email:** [events@fermanaghomagh.com](mailto:events@fermanaghomagh.com)

This document will be available in a range of formats upon request.

Please contact us with your requirements, through the above contact details.

## **Introduction**

On 1 April 2015, as a result of the Local Government Reform, Fermanagh and Omagh District Council was established to replace the former Fermanagh District and Omagh District Councils.

The aim of the reform programme is to create stronger, more efficient and more effective services. Fermanagh and Omagh District Council will be citizen focused, responding to the needs, aspirations and concerns of the local community.

The Council area is home to 116,289 people (as of the June 2019 population estimates). The District Council area is Northern Ireland's largest region in terms of land mass - approximately 3,000km<sup>2</sup>, or 20% of NI - and the smallest in terms of population. As a result, the population density of approximately 41 people per km<sup>2</sup> is the sparsest in NI. This is a feature of the region which also provides specific challenges in relation to service delivery.

The Draft Corporate Sponsorship Policy aims to ensure the Council provides opportunities to support organisations/ event organisers for regional, national, international and signature events and festivals within the district that benefit the local area, the economy and attract visitors to the district.

The Policy also aims to maximise opportunities for the Council to obtain commercial sponsorship for appropriate events, activities, campaigns and facilities, whilst also offering potential sponsors attractive packages, offering value for all parties involved.

## **Purpose of this Consultation**

The Draft Corporate Sponsorship Policy was ratified by Council in January 2020. The Policy has been designed to provide a consistent and transparent process to Sponsorship. The Policy has been developed to meet the strategic outcomes of Fermanagh and Omagh District Council's Corporate Plan 2020 – 2024 and the Fermanagh Omagh Community Plan 2030.

## **Outcome Area 1**

**The Council will make strategic investment decisions for local large and regional, national, international, signature events and festivals that will:**

- increase attendance and participation in arts, cultural and heritage activities promoting creativity and wellbeing,
- Sporting events that increase participation and improve health and wellbeing outcomes may also be supported,
- Support events that provide economic benefits to the local economy, promote tourism and the visitor experience,
- Events were appropriate should enhance the natural environment, built and cultural heritage and be sustainability managed.

## Outcome Area 2

**The Council will develop sponsorship opportunities for socially responsible businesses and organisations wishing to Sponsor Council events, facilities or activities that will:**

- deliver a consistent and transparent process for potential sponsors
- provide additional revenue streams for the Council
- ensure the Council works with businesses and organisations that are committed to paying the living wage

The Council recognises the important insights that our local citizens and organisations can provide to the Draft Corporate Sponsorship Policy and welcome responses.

### How to Respond

The Council recognises the importance of consultation in all aspects of the implementation of our statutory equality duties and invites you to take part in this public consultation exercise.

All documents are available in different formats on request. You can obtain copies of any or all of the documents from the Townhall, Enniskillen, from The Grange in Omagh, or by

1. **Downloading** it from the Council's website at: [www.fermanaghomagh.com](http://www.fermanaghomagh.com)
2. **Completion** via Social Media Platforms.
3. **Telephoning** the Council on: 0300 303 1777 Textphone (028) 8225 6216
4. **Emailing** the Council at: [events@fermanaghomagh.com](mailto:events@fermanaghomagh.com)

There will be two **public consultation sessions** which will take place at:

**The Ardhowen at 7.30 pm – 9 pm on Wednesday 25 March 2020**

**Strule Arts Centre at 7.30 pm – 9 pm on Thursday 26 March 2020**

Alternatively, we are happy to receive feedback by

**Letter:** Policy and Strategic Services, Townhall, Enniskillen BT74 7BA

**Email:** [events@fermanaghomagh.com](mailto:events@fermanaghomagh.com)

**Telephone:** 0300 303 1777

**Textphone:** (028) 8225 6216

Or completing a questionnaire online at [www.fermanaghomagh.com](http://www.fermanaghomagh.com)

Thank you for taking the time to complete this questionnaire and for sharing your views with the Council.

\* Please note, there is a Statement of Confidentiality and Access to Information Legislation at the beginning of this document \*

### **Data Protection Statement**

Fermanagh and Omagh District Council (the Data Controller) has a legal duty to protect any information it collects about you.

Fermanagh and Omagh District Council is fully committed to complying with the Data Protection Act 2018 as well as the principles of the General Data Protection Regulation (GDPR). The information you provide, as part of this consultation response, will be used to provide you with an update on the consultation process and outcomes, when the process has been completed.

Any information provided by you will not be disclosed to any other third party, unless law or regulation compels such a disclosure.

To ensure the Council complies with its statutory duty under the Northern Ireland Act 1998, we are asking all respondents to complete the Equality Monitoring section within this questionnaire, as appropriate. This information will be stored securely and confidentially and will not be included in any consultation report.

Final reports will contain overall statistics and comments and will not include the names of any individuals. There will also be no ability to match the comments, or statistics, to any individual.

The information provided will be retained in line with the Council's Retention and Disposal Schedule. Further information on how the Council processes your personal data available online at [www.fermanaghomagh.com](http://www.fermanaghomagh.com) within the Privacy section.

### **Confidentiality and Access to Information Legislation**

Information provided in response to this consultation, including personal information, may be published or disclosed in accordance with access to information legislation: these are primarily the Freedom of Information Act 2000 (FOIA), the Data Protection Act 2018 (DPA) and the Environmental Information Regulations 2004 (EIR).

If you want the information that you provide to be treated as confidential, please be aware that, under the Freedom of Information Act, there is a statutory Code of Practice (section 45) with which public authorities must comply and deals with amongst other things, obligations of confidence. In view of this, it would be helpful if you could explain to us why you regard the information you have provided as confidential. If we receive a request for disclosure of the information, we will take full account of your explanation, but we cannot give an assurance that confidentiality can be maintained in all circumstances. An automatic confidentiality disclaimer generated by your IT system will not, of itself, be regarded as binding on Fermanagh and Omagh District Council.

For further information about confidentiality of responses please contact the Information Commissioner's Office on 028 9026 9380 or email [ni@ico.gsi.gov.uk](mailto:ni@ico.gsi.gov.uk) (or see their website at [www.ico.gov.uk](http://www.ico.gov.uk)).

**Question 1:**  
**1. Consultee Information**

I am responding as:          Individual: ☐          Organisation: ☐

**Question 2:**

My details are as follows:

<b>Name:</b>	
<b>Job title (if appropriate):</b>	
<b>Address:</b>	
<b>Postcode:</b>	
<b>Telephone:</b>	
<b>Email:</b>	

**The 'Consultation Response Questionnaire' is contained overleaf**

**The following questions relate to 'Outward Sponsorship' – where the Council provides financial support to event organisers.**

### Question 3

The Council should invest in events and festivals that will increase attendance and participation in arts, cultural and heritage activities promoting creativity and wellbeing.

Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree

Please tell us why you agree or disagree:

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### Question 4

The Council should invest in events and festivals that will increase sporting events that increase participation and improve health and wellbeing outcomes.

Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree

Please tell us why you agree or disagree:

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### Question 5

The Council should support events that provide economic benefits to the local economy, promote tourism and the visitor experience.

Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree

Please tell us why you agree or disagree:

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### Question 6

Investment in events, where appropriate should enhance the natural environment, built and cultural heritage and be sustainability managed.

Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree

Please tell us why you agree or disagree:

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### Question 7

What type of events are more important to you and the local area? please respond Yes or No.

Arts & Heritage and Cultural Events	Sporting and Recreational Events	Tourism events	Community Events

Please tell us why or provide alternative event types.

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### Question 8

Sponsorship to event organisers will be a competitive process in that only events that positively meet Community Plan outcomes and Council service priorities will be financially supported - this is demonstrated in the assessment matrix identified as 'Strategic Fit'. Other areas that will be used in the assessment process are social and economic benefits and the environmental impact of the event.

Do you believe that the areas outlined within the assessment matrix are the best fit to assess Sponsorship applications for financial support?

Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree

Please tell us why you agree or disagree:

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**The following question relates to ‘Inward Sponsorship’ – where the Council provides opportunities for businesses/ organisation to Sponsor Council events, facilities or activities.**

**Question 9**

The Council require businesses and organisations who wish to become a sponsor to commit to pay the Living Wage.

<b>Strongly Agree</b>	<b>Agree</b>	<b>Neither Agree or Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>

Please tell us why you agree or disagree:

Please provide any additional comments.

## Equality Monitoring

### Information About You

To help ensure that our consultations are reflecting the views of the community, please complete the information below.

Although we will use this statistical information in our analysis of the consultation response rate, it will not be linked to your personal details – nor will it be linked to your consultation response.

**Please complete Section 1 if you are responding as an individual or Section 2 if you are responding on behalf of an organisation**

### Section One (Individual Response)

#### 1. Religious Belief

Do you have a religious belief? Yes ☐ No ☐ (If no, please go to Q2)

If yes are you,

Bahai	<input type="checkbox"/>	Hindu	<input type="checkbox"/>	Presbyterian	<input type="checkbox"/>
Baptist	<input type="checkbox"/>	Jewish	<input type="checkbox"/>	Roman Catholic	<input type="checkbox"/>
Buddhist	<input type="checkbox"/>	Methodist	<input type="checkbox"/>	Sikh	<input type="checkbox"/>
Church of Ireland	<input type="checkbox"/>	Muslim	<input type="checkbox"/>	Other	<input type="checkbox"/>

#### 2. Political Opinion

How would you describe your political opinion?

Unionist generally ☐ Nationalist generally ☐ Other ☐

#### 3. Racial Group

To which of these Racial Groups do you consider you belong?

Bangladeshi	<input type="checkbox"/>	Chinese	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>
Black African	<input type="checkbox"/>	Indian	<input type="checkbox"/>	White	<input type="checkbox"/>
Black Caribbean	<input type="checkbox"/>	Irish Traveller	<input type="checkbox"/>	Other	<input type="checkbox"/>
Black (Other)	<input type="checkbox"/>	Mixed Ethnic Group	<input type="checkbox"/>		

#### 4. Age

0-15 ☐ 16-29 ☐ 30-44 ☐ 45-59 ☐ 60-74 ☐ 75+ ☐

## 5. Marital Status

Co-habiting ☐ Married ☐ Divorced ☐ Separated ☐  
Single ☐ Widowed ☐ Civil Partnership ☐

## 6. Sexual Orientation

How would you describe your sexual orientation?

Heterosexual ☐ Homosexual (Gay or Lesbian) ☐ Bi-sexual ☐

## 7. Gender

Female ☐ Male ☐ Trans-gendered ☐

## 8. Disability

**Under the Disability Discrimination Act 1995, a disabled person is defined as a person with “a physical or mental impairment which has a substantial and long-term effect on his/her ability to carry out normal day to day activities”.**

Do you consider that you meet this definition of disability? Yes ☐ No ☐

If yes, please state the type of disability,

Visual Impairment ☐ Communication Difficulty ☐

Learning Difficulty ☐ Hearing Impairment ☐

Multiple Impairment ☐ Mobility Impairment ☐

Learning Difficulty ☐

## 9. Dependants

We are asking you to tell us something about your caring responsibilities. By that we mean looking after a child, whether as a parent, guardian or foster parent, or helping an adult carry out their daily routine. This might mean providing assistance to an adult relative or friend who is disabled or has a long-term illness.

I look after children ☐ I help an adult with their daily routine ☐

**Please indicate how often you undertake these responsibilities:**

Daily ☐ Frequently ☐ Occasionally ☐

## Section Two (Groups / Organisations only)

**1. Persons of Differing Religious Belief:** Yes ☐ No ☐

If Yes, will the focus be on all ☐, or any of the following?

Roman Catholic	<input type="checkbox"/>	Baptist	<input type="checkbox"/>	Buddhist	<input type="checkbox"/>
Presbyterian	<input type="checkbox"/>	Muslim	<input type="checkbox"/>	Sikh	<input type="checkbox"/>
Church of Ireland	<input type="checkbox"/>	Hindu	<input type="checkbox"/>	Baha'i	<input type="checkbox"/>
Methodist	<input type="checkbox"/>	Jewish	<input type="checkbox"/>	Other	<input type="checkbox"/>

**2. Persons of Differing Political Opinion:** Yes ☐ No ☐

If Yes, will the focus be on all ☐, or any of the following?

Nationalist	<input type="checkbox"/>	Unionist	<input type="checkbox"/>	Other	<input type="checkbox"/>
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**3. Persons of Different Racial Groups:** Yes ☐ No ☐

If Yes, will the focus be on all ☐, or any of the following?

White	<input type="checkbox"/>	Black (Other)	<input type="checkbox"/>	Mixed ethnic group	<input type="checkbox"/>
Bangladeshi	<input type="checkbox"/>	Chinese	<input type="checkbox"/>	Pakistani	<input type="checkbox"/>
Black African	<input type="checkbox"/>	Indian	<input type="checkbox"/>	Other	<input type="checkbox"/>
Black Caribbean	<input type="checkbox"/>	Irish Traveller	<input type="checkbox"/>		

**Persons of Different Age:** Yes ☐ No ☐

If Yes, will the focus be on all ☐, or any of the following?

0-15	<input type="checkbox"/>	16-29	<input type="checkbox"/>	30-44	<input type="checkbox"/>	45-59	<input type="checkbox"/>	60-74	<input type="checkbox"/>	75+	<input type="checkbox"/>
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**4. Persons of Different Marital Status:** Yes ☐ No ☐

If Yes, will the focus be on all ☐, or any of the following?

Single (Never married)	<input type="checkbox"/>	Divorced	<input type="checkbox"/>	Civil Partnership	<input type="checkbox"/>
Married	<input type="checkbox"/>	Widowed	<input type="checkbox"/>		
Separated	<input type="checkbox"/>	Co-habiting	<input type="checkbox"/>		

**5. Persons of Different Sexual Orientation:** Yes ☐ No ☐

If Yes, will the focus be on all ☐, or any of the following?

Heterosexual	<input type="checkbox"/>	Gay or Lesbian (Homosexual)	<input type="checkbox"/>
Bi-sexual	<input type="checkbox"/>		

**7. Persons of Different Gender:** Yes ☐ No ☐

If Yes, will the focus be on all ☐, or any of the following?

Male	<input type="checkbox"/>	Female	<input type="checkbox"/>	Transgendered People	<input type="checkbox"/>
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**8. Persons with a Disability:** Yes ☐ No ☐

**Under the Disability Discrimination Act 1995, a disabled person is defined as a person with “a physical or mental impairment which has a substantial and long-term effect on his/her ability to carry out normal day to day activities”.**

If Yes, will the focus be on all ☐, or any of the following?

Visual Impairment ☐ Communication Difficulty ☐ Learning Difficulty ☐

Hearing Impairment ☐ Multiple Impairment ☐ Mobility Impairment ☐

Other ☐

**9. Persons with Dependents:** Yes ☐ No ☐

This is about caring responsibilities. By that we mean looking after a child, whether as a parent, guardian or foster parent, or helping an adult carry out their daily routine. This might mean providing assistance to an adult relative or friend who is disabled or has a long-term illness.

If Yes, will the focus be on all ☐, or any of the following?

People who look after children ☐ People who help an adult with their daily routine ☐

**Thank you for completing this Consultation.**