

report

meeting	NOTTINGHAMSHIRE AND CITY OF NOTTINGHAM FIRE AUTHORITY	
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REPORT OF THE CHIEF FIRE OFFICER

FUNDRAISING & MARKETING UNIT

1 PURPOSE OF THE REPORT

- 1.1 To propose that the existing Fundraising and Marketing Unit (the Unit) is converted from its current fixed term status and established as a permanent function.

2 BACKGROUND

- 2.1 The Fundraising and Marketing Unit was established in 2001 to optimise the generation and effective use of sponsorship income for community fire safety for the Nottinghamshire, Leicestershire and Lincolnshire Fire & Rescue Services. It was originally set up for an initial period of three years, subject to a formal review at the end of the second year (August 2004), when it would be decided whether to continue the Unit on a permanent basis.
- 2.2 The Unit is managed by a "Board" comprising one Senior Officer from each member organisation. Nottinghamshire Fire and Rescue Service is nominated as the host organisation. NFRS has acted, and will continue to act, as nominal employer and provide a controlling officer (Chief Fire Officer). Accommodation is also supplied by NFRS.
- 2.3 The broad aim of the Unit is to assist in enhancing the impact of the Community safety work of the services through:
 - Generating income from the public and private sector to support and extend the current level of Community safety activity.
 - Bringing professional marketing skills and expertise into community safety initiatives to enhance the impact of our communications.

2.4 The broad aims and objectives of the Fundraising and Marketing Unit have been converted into the following targets:

- To generate income to the value of at least three times the cost of the unit per annum.
- To develop a suite of marketable projects: the initial target is 20 per county in the current year, expanding to 35 per county in the second year.
- To develop long term sustainable relationships with major sponsors: the initial target is to establish contact with the top 10 largest sponsors in each county.
- To develop awareness amongst major organisations of sponsorship possibilities available with the local fire service: the initial target is to contact the top 100 companies in each county via Firewatch.
- Support "local" activities.
- Marketing of its services to maximise opportunities.

2.5 The Fundraising and Marketing Unit currently operates from Central Fire Station in Nottingham and has one full time manager and one part time administration assistant. Since August 2002 the Unit has focused on forming the foundations of relationships with potential sponsors in addition to responding to short term income generation opportunities through grants and sponsorship.

3 REPORT

SUMMARY OF SUCCESSFUL PROJECTS

3.1 Since its inception in 2001, the Fundraising and Marketing Unit has enjoyed success with a number of projects. The following is a brief description of some of these projects:

- **Arson Task Force** - £605,000 secured from ODPM over the next 3 years for Nottinghamshire, Lincolnshire and Leicestershire.
- **Risk Watch** - £62,000 secured from private business and charitable sector. This has allowed the successful piloting of the Risk Watch programme. This has prompted a great deal of interest from sponsors interested in supporting a larger scale implementation programme.
- **Firesetters** - £89,000 secured from private business and ODPM. This is to support valuable work in the counselling of young people with a dangerous fascination with fire.

- **Lincolnshire Youth Services & Projects** - £117,500 secured from Euro and Rural Development funds to support youth work in the county of Lincolnshire e.g. Fire Cadet Scheme.
- **Prince's Trust** - £6,000 obtained from local business to support the Prince's Trust Scheme being run in Nottinghamshire Fire and Rescue Service.
- **Community Safety Projects** - £45,000 obtained from private business to support a whole range of smaller community safety work across Nottinghamshire, Lincolnshire and Leicestershire.
- **Bulwell BMX Track** - £54,000 from the Single Regeneration Budget and landfill revenue to support a diversion project whose aim was to create a facility for youngsters in Nottingham.

3.2 Whilst some of the funding for the projects highlighted in Item 3.1 relate to 2004/5 and beyond, the current amounts received from a whole range of projects across the three counties (Nottinghamshire, Lincolnshire and Leicestershire) amounted to some £603,000, as detailed in Item 4.

CURRENT PROJECT PROPOSALS

- 3.3 The Fundraising and Marketing Unit will continue in the medium term to dedicate most of its efforts to fundraising activities. However, the intention is that the business and commercial sector will be explored to a much greater extent. It is felt that there is great potential in this area and it is hoped that in the longer term, approximately 80% of sponsorship will come from business with the rest being made up from government funding.
- 3.4 The Fundraising and Marketing Unit has purchased a database of top 100 companies within each of the member counties. The database provides valuable information on the companies, their activities and key contacts. The Unit will contact these companies to establish the potential for sponsorship. These companies are expected to be a key sources of future funding.
- 3.5 The success of the Risk Watch pilot scheme has prompted a great deal of interest from sponsors interested in supporting a larger scale implementation programme. Also, there have been enquiries from other fire services who are keen to examine the feasibility of implementing their own scheme. This may provide an income stream for the Unit.
- 3.6 The Firesetters and Home Risk Assessment schemes have proved to be very important in supporting the community safety aims of the member services. Funding for these activities will be vigorously pursued.

DEVELOPMENT OF MARKETING ACTIVITY

3.7 The Board has decided that the current focus of the Unit's work should be generating income. At present to split between direct fundraising and marketing is approximately 80/20. The present business plan maintains this emphasis. However, it is expected that as a regular client base is established, income will be more regular and this will enable a shift in the emphasis placed on the marketing aspect of the Unit's activity. It is expected that the split will be nearer 50/50 towards 2005/6.

SUSTAINABILITY OF THE FUNDRAISING AND MARKETING UNIT

3.8 The current financial performance (see Section 4) shows that the Fundraising and Marketing Unit has exceeded the original target to cover all of its first two years' costs by the end of year 2. The target in subsequent years is to exceed costs by a factor of 3. This target has been easily met for years 2003/4 to 2005/6.

3.9 It is clear from the figures that the Unit is capable of meeting its costs. In some cases, income has exceeded costs by over 4 times. The Unit is clearly "self sufficient" and income projections show continued value for money.

3.10 The funding that has been obtained obviously benefits the recipients by supporting key projects. It must also be remembered that by being associated with these worthy causes, the fire services of Nottinghamshire, Lincolnshire and Leicestershire benefit greatly. The projects promote the image of the fire service and help create real cohesion within the communities they serve.

4 FINANCIAL IMPLICATIONS

Year	Costs	Actual Income	Projected Income	Total Income
2001/2	£60,000	£246,500		£246,500
2002/3	£60,000	£144,925		£144,925
2003/4	£60,000	£211,250		£211,250
2004/5	£60,000	£255,000	£210,000	£465,000
2005/6	£60,000	£255,000	£320,000	£575,000
2006/7	£60,000	0	£430,000	£430,000

4.1 Figures for 2004/5 and 2005/6 include money allocated from ODPM for the Arson Task Force.

4.2 The figures for estimated income are projections from the Fundraising and Marketing Unit business plan for 2003.

- 4.3 It should be noted that the costs of £60,000 (shared equally between the 3 counties) in the first year included those associated with set up as well as staff salaries. Actual costs in subsequent years are likely to be less than £60,000. However, cost projections have been kept at £60,000 as the extra capacity it expected to allow for increased administrative support as well possible sales support. This extra capacity will enhance the activities of the Unit.

5 PERSONNEL IMPLICATIONS

- 5.1 The Fundraising and Marketing Unit is staffed by two key personnel.
- A Fundraising and Marketing Officer – to provide professional marketing and fund raising support to the member organisations.
 - Dedicated Administrator – to support the Fundraising and Marketing Officer and the activities of the unit.
- 5.2 There are no proposed changes to the exiting staff structure. Therefore, there are no additional personnel implications.

6 EQUAL OPPORTUNITIES IMPLICATIONS

- 6.1 There are no direct equal opportunities implications.

7 RISK MANAGEMENT IMPLICATIONS

- 7.1 The primary purpose of the Fundraising and Marketing Unit is to generate income to support and extend the community safety activities of the member fire services.
- 7.2 The Fire Service has an obligation to consider community safety as a fundamental part of its risk management plan. Therefore, the success of the Fundraising and Marketing Unit will have direct implications for risk management across a broad spectrum of issues.

8 RECOMMENDATIONS

- 8.1 It is recommended that Members approve the conversion of existing Fundraising and Marketing Unit from its current fixed term status and establish it as a permanent function.

- 8.2 The post of Fundraising and Marketing Officer PO40-47 Scale [£29,067 - £34,413] and Administrator, 18½ hours, Scale 2-3 [£12,987 - £14,532], pro-rata £6,494 - £7,266 be established with immediate effect – to be employed by Nottinghamshire Fire & Rescue Service but jointly funded by Nottinghamshire, Leicestershire, Lincolnshire.

9 BACKGROUND PAPERS AVAILABLE FOR INSPECTION

Fundraising and Marketing Unit Business Plan 2003
The Government White Paper “Our Fire and Rescue Service”
The Draft Fire and Rescue Service National Framework

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