

15 April 2014

Ned Sharratt
 Assistant Clerk to the Public Petitions
 Committee
 T3.40
 The Scottish Parliament
 Edinburgh
 EH99 1SP

Your ref:
 Direct Dial: 0141 534 6562
 E-mail: alan.miller@sportscotland.org.uk

Dear Mr Sharratt ,

CONSIDERATION OF PETITION PE1508

Thank you for your letter of 19 March asking whether **sportscotland** has a policy on types of organisations that sponsor sporting events in Scotland following the Petitions Committee meeting of 18 March. I understand that you have also written to Scottish Government, Glasgow 2014 and Scottish Disability Sport.

Consideration of sponsorship for sporting events is a matter for the owners or operators of the event. The Commonwealth Games Federation (CGF) is the international organisation responsible for the direction and control of the Commonwealth Games, and is the foremost authority in matters relating to the games. Responsibility for staging the games is passed to the host city which is responsible for the appointment and formation of the appropriate organising committee – Glasgow 2014 Ltd. The petitioners call for ATOS to be dropped as a Games sponsor is a matter for Glasgow 2014 Ltd.

On the basis of the position described above **sportscotland** does not have a specific policy on the types of sponsors that sponsor sporting events. However, the committee will be interested to know that our funding programmes include **sportsmatch** which is an award scheme with a commercial sponsorship element to it. It supports grassroots sport projects that encourage participation at community level, especially youth groups. Awards start at a minimum of £500 and go up to £10,000 per project with no more than 3 sponsors contributing a minimum of £250 each per project. **sportsmatch** aims to match commercial business sponsorship on a £ for £ basis. Our criteria includes the following:

Sponsors

- Any eligible business, which is either a first-time sponsor of grassroots sport or an existing sponsor investing additional money. Businesses must have a trading or operations presence in Scotland and be able to nominate a British-based representative to speak on their behalf.

Head Office

Doges, Templeton on the Green, 62 Templeton Street, Glasgow G40 1DA
 Tel: 0141 534 6500 Fax: 0141 534 6501 Web: www.sportscotland.org.uk
 Chair: Louise Martin CBE Chief Executive: Stewart Harris

sportscotland is the trading name of the Scottish Sports Council



Awarding funds from

The National Lottery®

- More than one business sponsor, to a maximum of three, can apply for a combined award provided each is obtaining a satisfactory commercial return and each is contributing a minimum of £250.
- Business sponsorship is defined as the payment of money or the provision of goods or services in kind by businesses to an organising body for the purposes of promoting the business name, product or services. Sponsorship is part of a business's general promotion expenditure. Whilst it can encompass a sense of corporate or social responsibility, it does require some commercial benefit from sponsorship, unlike a donation from which no commercial return is expected.

Who cannot apply?

- Charities.
- Professional and Trade Associations, Enterprise Agencies, Livery companies and business clubs.
- Organisers or agencies receiving more than one quarter of their income from public funds (e.g. National or local government).
- Sports promoters for events they are promoting.
- The alcohol and tobacco industries where the sponsored project involves participants or spectators aged under 18.

I should also point out that **sportscotland** currently has a contract with ATOS for Occupational Health Services. This contract has been let by the Scottish Procurement Directorate within Scottish Government for use by Central Government organisations. Whilst we note the point made by the petitioner(s) that you cannot separate the various services provided by the ATOS Group when considering its credibility, **sportscotland** utilises Scottish Government contracts where possible as they are procured collaboratively to achieve value for money for the Scottish public sector through partnership working between organisations.

Should the committee require further information please feel free to contact me.

Yours sincerely

Alan Miller

Strategic Partnerships Manager