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Originator:
Peter Skelton, Chief Finance Officer

Decision number: D29-2018

Submitted to: Martin Surl, Police & Crime Commissioner for Gloucestershire

Subject: Application for Sponsorship for tractor for promotional purposes at agricultural and rural shows.

Executive summary:

The Rural Crime Officer for the Cotswolds, PC Ashley Weller, has approached Tallis Amos, a supplier of agricultural machinery, to see if they will provide a liveried tractor for use at rural shows. The details of the proposed sponsorship are provided in the report. The tractor will only be used for promotional purposes and will not be for operational use.

Recommendation:

To approve the following sponsorship for promotional use at rural shows

- Provision of liveried tractor.

Outcome/approval by:

Signature:

Date:28/08/2018

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<p>Public access to information</p> <p><i>Information in this form and associated reports is subject to the Freedom of Information Act 2000 and the Elected Local Policing Bodies (Specified Information) Order 2011. Where it has been indicated that this is a decision of significant public interest, all of this form except Part Two will be made available on the website of the OPCC.</i></p> <p><i>Any information that should not be automatically available on request should not be included in Part One but instead on a separate Part Two form.</i></p>	
<p>Is this a decision of significant public interest?</p> <p><i>This includes a decision with any impact on the community, expenditure in excess of £50,000, or any decision that would be of obvious interest to the media or the general public</i></p>	<p>Yes. All sponsorship issues will attract public interest.</p>
<p>Is there a Part Two form? <i>This section should only include information that, if published:</i></p> <ul style="list-style-type: none"> <i>a) would, in the view of the chief officer of the police, be against the interests of national security;</i> <i>b) might, in the view of the chief officer of police, jeopardise the safety of any person;</i> <i>c) might, in the view of the chief officer of police, prejudice the prevention or detection of crime, the apprehension or prosecution of offenders, or the administration of justice; or</i> <i>d) is prohibited by any enactment.</i> <i>e) breaches commercial sensitivity</i> 	<p>No</p>

Originator checklist (must be completed)	Comments including who has approved the report if applicable
Has legal advice been sought on this submission if required?	No. Will be involved in agreement with Tallis Amos
Has the Chief Finance Officer been consulted, if required?	Yes, prepared the paper, based upon information provided by PC Ashley Weller.
Have equality, diversity and human rights	N/A

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implications been considered, as appropriate?	
How is the recommendation consistent with the objectives of the Police and Crime Plan?	<p>The vehicles will be used to promote the Constabulary's work tackling rural crime and wildlife persecution which are government priorities for all police forces. The Police and Crime Plan states that tackling rural crime and increasing police visibility are a key part of neighbourhood policing.</p> <p>The vehicle will attract members of the public to the Constabulary stand at the shows, giving the rural officers the opportunity to show how committed they are to tackling rural crime.</p>
Has consultation been undertaken with people or agencies likely to be affected by the recommendation?	N/A
Has communications advice been sought on areas of likely media, community, staff or partner interest and how they might be managed?	Not yet. Communication advice will be sought when the sponsorship is announced. Comms and Engagement will be involved in the branding of the vehicle.
Have all relevant implications and risks been considered?	Yes. H&S have been consulted and a risk assessment will be completed.

Part One – For publication

1. Purpose of the report

To ratify approval for the provision of a liveried tractor at rural shows to encourage people to visit the Constabulary stand.

2. Background

- 2.1 North Yorkshire police have the use of a liveried tractor to promote their work tackling rural crime.
- 2.2 We have approached Tallis Amos to see if they will provide a tractor for use at agricultural shows. This will be for promotional purposes only, and not for operational use.
- 2.3 The tractor will remain in the ownership of Tallis and will be kept at their Bibury depot.
- 2.4 The tractor will be available from May to September for use at agricultural shows.
- 2.5 Having a tractor on display at the police stand should draw in crowds, so that we can show how committed we are to tackling rural crime. The quad bike and buggy have already done this.
- 2.6 The tractor will have police livery – maximum cost £540 fitted. A light bar will be provided from Fleet.
- 2.7 The supplier has offered to drive the tractor to shows or to use a low loader for shows further afield. The livery will be covered up when it is being driven to shows. Fuel costs will be covered from existing local policing budgets.
- 2.8 The supplier will receive publicity from the tractor being on display.
- 2.9 More details are provided in the attached email – Annex 1.

3. Recommendations

To approve the following sponsorship for promotional use at rural shows

- Provision of liveried tractor.

4. Financial and resource implications

The value of the tractor provided will be around £80,000.

The vehicle remains in the ownership of the supplier, who will drive the vehicle to the shows. The only potential costs for the Constabulary are:

- Police livery – maximum cost £540 fitted
- Fuel to the rural shows

These costs will be met from existing local policing budgets.

The supplier will provide the vehicle between May and September and will then sell the vehicle at a slightly discounted rate with low mileage, minus the police livery. The supplier will still make a profit and will benefit from the publicity at shows.

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5. Risk assessment

A risk assessment will be completed for the use of the vehicle.

The vehicle will be insured by the supplier when it is driven to the shows, and will be covered by our public liability insurance when at the show.

6. Equality & Diversity impact assessment

N/A

7. Environmental impact assessment

N/A

8. Consultation

N/A

9. Discussed with Communications & Engagement

The PCC has asked that Communications and Engagements are consulted on the branding for the vehicle.

10. Conclusion

That the sponsorship offered by Tallis Amos is approved.

Originator approval

Name: Peter Skelton

Job title: Chief Finance Officer

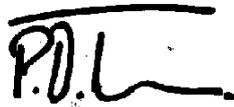
Signature: Peter Skelton

Date: 22/08/18

Chief Executive approval

I am satisfied that relevant advice has been taken into account in the preparation of the report and that this is an appropriate request to be submitted to the PCC.

Signature:



Date: 22 August 2018

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Annex A – extract from email from PC Ashley Weller

Do you recall the police tractor at the North Yorkshire conference (see attached image)? A couple of weeks ago I suggested to CRH the option of getting the police tractor from Dorset for the open day, but at a staggering cost for the transport. Being put off by the £1000 inc vat cost of transport, I decided to approach a local supplier, Tallis Amos group. Tallis supply a lot of agri machinery across the country and supply the John Deer model as pictured above.

My proposal is as follows:

Tallis can supply us with the above tractor and still remain the owners(No cost to us) . The tractor will be kept at their depot in Bibury (Nr Ciren), but we will have unlimited access and take president over having first use over any other police forces, that's if we're contacted by other forces asking to use it. The tractor will be available roughly between May and late September every year, which is the main time frame for the rural shows. The publicity we've gained so far from the sponsored quad bike and off road police buggy has been overwhelmingly positive and there's been no negative feedback from the public, as they know the machines are sponsored and not costing the tax payer. Compared to shows in previous years, we've never had so many people coming on to our police stands as we have this year, and this is due to the interest of the quad and buggy.

Using the tractor will only be for PR and not operational use, for the obvious reasons. Having this on our display stands at a show will really draw in the crowds, thus allowing us to showcase our real operational assets once people are on our stand, the assets being the off road machines and our rural crime team, giving us more of an opportunity to really show how committed we are to tackling rural crime. The tractor will fit in to most of the stand sizes at the shows.

I have discussed with the manufacturer how we will transport the tractor so we will not incur any costs. The reply was simple, we will drive it to the shows. The tractor will not be driven on any rough or dangerous terrain, other than a flat field / show ground. A standard driving licence can be used and the tractor will travel at around 40mph top end. When the manufacturers take these machines to local shows, they simply drive them there and rarely use a transporter. As I'm sure Glos Pol will be a little apprehensive about letting officer loose in one of these tractors, the Tallis Amos dealership has offered to drive it for us when needed and also transport on a low loader to destinations further afield.

As for the expense of the police livery; it will cost one of two prices. Either £400 supply only or £540 fitted (plus vat). I have personally fitted the livery on the buggy and quad, and I'm also a City and Guild qualified vehicle body work technician, so I would be happy to do this myself if needed. However, I will ask the manufacturers to see if they are willing to fund this. If the livery is funded, there will be no cost to the police, no extra ppe or equipment required. We would just need a blue light roof bar from vehicle workshops, to which they have plenty of old ones in stock. The manufacturers will be able to provide us with a basic training input on how to operate the tractor if the Constabulary were happy for officers to operate it. If not, they will drive it for us.

Currently there are very few police forces in the UK who have got what we've now got. North Yorkshire police are the leaders for rural crime and have some great equipment like a rural crime team, the 4x4's, off road buggies and a police tractor. We're showing the country that we're serious and we're the only ones snapping at the heels of North Yorkshire police in regards to our rural crime assets, the right officers for the job and our determination to be the best. Having this extra PR tool at our disposal will certainly show the whole country that we're doing absolutely everything we can to educate people about rural crime and everything we can to reduce it.

Application for Sponsorship for Liveried Tractor

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What will the manufacturers get from this??

: The manufacturer will get the publicity from the tractor being on display.

: The public will be able to clearly see that this is not costing the police / tax payer any money as the project will have clear sponsorship livery on it. If there's any media interest, we can make it clear this is 100% sponsorship.

: At the beginning of each show season the manufacturer will supply a new tractor. At the end of each season they will simply sell the tractor at a slightly discounted rate due to having some low mileage on it, thus still making a profit, minus the police livery.

: Although the tractor is being sold at a discount, the company would be benefiting from the free publicity. At no stage will we guarantee any kind of press coverage, but if any were to occur, this would just be an extra benefit for the manufacturer.

: At the end of each show season, the panels on the tractor which have the livery applied will be removed and put on to the next tractor which is due for the next show season. That way the tractor can be sold at the end of each season and will not be depreciating further in value whilst sat un-used over the winter. By removing the panels with the livery on, we will not be paying for new livery each time.

If you are in support of this can I respectfully ask that this is progressed as soon as possible and you let me know when and if this is progressed. I can take delivery of the tractor as early as next week (W/C 13/08/18). If we move this on quickly, we could have it in time for the HQ open day on 15/09.

Regards,

PC 2249 Ashley Weller

Cotswold Rural and Environmental Crime Liaison Officer (RECLO)

Cotswold Local Policing Area

Gloucestershire Constabulary

Cirencester Police Station

The Forum – Cirencester –GL7 2PG