



Subject:	Potential sponsorship of open spaces and roundabouts.
Date:	6 February 2018
Reporting Officer:	Nigel Grimshaw Director of City and Neighbourhood Services Department
Contact Officer:	Rose Crozier, Assistant Director of City and Neighbourhood Services Department

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	<p>Purpose of report is;</p> <ul style="list-style-type: none"> To obtain permission for Officers to engage with statutory agencies, public and private companies with a view to seeking agreement to provide sponsorship to improve and enhance roundabouts, open spaces and to stimulate civic pride in local community spaces. To obtain permission for Officers to engage with statutory agencies with a view to seeking agreement for local communities to take responsibility to enhance and

1.2	<p>assist with maintenance of open space and verges within their local community.</p> <ul style="list-style-type: none"> To report back at a later date with future proposals following consultation with Legal services and statutory agencies.
1.3	
2.0	Recommendations
2.1	<p>It is recommended that Committee approve permission for officers;</p> <ul style="list-style-type: none"> to engage with statutory agencies, public and private companies with a view to seeking agreement to provide for sponsorship to improve and enhance roundabouts, open spaces and to stimulate civic pride in local community spaces.
2.2	<ul style="list-style-type: none"> To obtain permission for Officers to engage with statutory agencies with a view to seeking agreement for local communities to take responsibility to enhance and assist with maintenance of open space and verges within their local community.
3.0	Main report
3.1	<p><u>Key Issues</u></p> <p>Officers have been approached by local communities who are keen to assist in the improvement of maintenance of their local verges, roundabouts and open spaces. In addition, Officers involved in Belfast in Bloom, a campaign to encourage residents and business owners to add flower and colour to their homes and businesses are also keen to engage with potential sponsors with a view to enhancing the reach of the Belfast in Bloom campaign.</p>
3.2	<p>Many Cities, Towns and Villages engage with local businesses with a view to seek financial support to enhance their local area and it has proved to be a popular way of seeking additional revenue.</p>
3.3	<p><u>Financial & Resource Implications</u></p> <p>There is potential to receive additional income from businesses by sponsoring roundabouts flower towers etc. and provide additional revenue to enhance and improve the appearance of the city making it more attractive to residents and tourists.</p>
3.4	<p><u>Equality or Good Relations Implications</u></p>

	There are no known Equality or Good Relations Implications
4.0	Appendices – Documents Attached
	None.