



# ISLAND SPONSORSHIP

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Street Pride



**Walsall** Council



# ISLAND SPONSORSHIP

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## BACKGROUND

Street Pride and Economic Regeneration have received several enquiry phone calls from companies interested in sponsoring islands in the borough. This involves the sponsor supporting signs bearing their name and/or logo in suitable sites such as roundabouts.

When implemented the islands would combine with our gateway projects to enhance the appearance of the Borough and assist in the achievement of the Councils vision pledges.



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# REQUESTS

Current interested companies include

- Swift Business Equipment
- Highgate Brewery
- ASDA
- South Staffordshire Water
- Homeserve plc
- The Village Hotel
- Zf Lemforder



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## FUNDING

Funds raised through this scheme have been offered forward towards corporate savings.

Other funds will be needed to upgrade the condition of the islands by improving bedding planting and more frequent grass cutting.

Islands will be priced based on the amount of traffic flow;

Up to 10,00 cars £ 2,000

Up to 20,00 cars £ 3,000

Up to 40,00 cars £ 4,000



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## **LEGAL ISSUES**

Legal have advised that we are not allowed to enter advertising contracts, so sponsorship agreement forms have been designed and are now ready for agreement with Companies.

Other Authorities have been carrying out similar schemes for some time now with no major problems.

Officers retain the right to veto companies so that respectable household names are promoted.



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# PLANNING REGULATIONS

Planning have advised us that all signs on the highway over 300mm either have to be informational / directional or are classed as advertising.

For this reason all signs will have the Islands name at the top which will also help when giving directions to visitors.

These island names will therefore remove the need for planning permission to be granted and save the cost of this application.



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# DESIGNS

## Arboretum Roundabout

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**Your company name here call  
01922 652570 or  
email roundabouts@walsall.gov.uk.**

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**[www.walsall.gov.uk](http://www.walsall.gov.uk)**



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# ROLL OUT

The signs will take around four weeks to manufacture and install.

Companies will be awarded islands on a first come first served basis.

The scheme will run in line with the financial year.

A design competition has been held for junior school children to design a layout for an Island.



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## NAMES

- St Lawrence way / New St / Willenhall St
- Marshland Way / Bentley Rd / Industrial Estate
- The Green Midland Rd
- Park Lane /Axletree Way
- Walsall Rd Park Lane
- Moxley



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