

 Overview and Scrutiny Committee – 2nd December 2008.		Agenda Item No.
Title	Sponsorship of floral street displays.	
For further information about this report please contact	Ian Coker – ian.coker@warwickdc.gov.uk tel 01926 456227	
Service Area	Neighbourhood Services	
Wards of the District directly affected	All	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006	No	
Date and meeting when issue was last considered and relevant minute number		
Background Papers		

Contrary to the policy framework:	Yes/No
Contrary to the budgetary framework:	Yes/No
Key Decision?	Yes/No
Included within the Forward Plan? (If yes include reference number)	Yes/No

Officer/Councillor Approval		
With regard to officer approval all reports <u>must</u> be approved by the report authors relevant director, Finance, Legal Services and the relevant Portfolio Holder(s).		
Officer Approval	Date	Name
Relevant Director	18 th Nov	Mary Hawkins
Chief Executive		
CMT		
Section 151 Officer		
Legal		
Finance	17 th Nov	Mike Snow
Portfolio Holder(s)	17 th Nov	Cllr Kinson
Consultation Undertaken		
Please insert details of any consultation undertaken with regard to this report.		
Final Decision?		Yes
Suggested next steps (if not final decision please set out below)		

1. SUMMARY

- 1.1 For many years the council has raised sponsorship towards the cost of providing floral street displays in various parts of the District. These funds have been aimed at enhancing the quality of the District by providing floral street displays at a number of high profile roundabouts, in some borders adjacent to the highway and by the provision of hanging baskets, tubs and poles in town centres.
- 1.2 At the September O&S Committee meeting additional information was requested regarding the sponsorship income that was included in HA34 target for 07/08. This report highlights the sponsorship that Warwick District Council has received in support of providing floral street displays which are a component of the annual In Bloom Competition and should have been included in the HA34 figure which is now no longer reported.

2. RECOMMENDATION

- 2.1 That members of the committee note the contents of the report.
- 2.2 Support a review of the areas where floral planting currently takes place to establish where and how more cost effective and sustainable methods of planting could be introduced without detriment to the quality of the District.

3. REASONS FOR THE RECOMMENDATION

- 3.1 Changes in the economic climate are likely to impact on the advertising and sponsorship decisions of companies. As a result the sponsorship received by Warwick District Council towards floral street displays could be adversely affected in 2009 and 2010. It is vital therefore more cost effective methods of planting are developed to maintain the quality of the District.

4. ALTERNATIVE OPTION CONSIDERED

- 4.1 No alternative options were considered.

5. BUDGETARY FRAMEWORK

- 5.1 The income received by Warwick District Council in 08/09 from sponsorship towards Britain in Bloom is £21,875.
- 5.2 The cost of providing floral planting for floral street displays in 2008/09 is expected to be around £38,000. Given the increase in energy costs the cost of floral planting is likely to increase significantly over the next few years.
- 5.3 The level of financial support i.e. the difference between sponsorship received and the expenditure for floral planting has been around £16,000 a year for the last three years.

6. **POLICY FRAMEWORK**

- 6.1 One of the key objectives of the Council is to deliver a sustainable and quality environment. Clearly the provision of floral planting and hanging baskets supports that quality environment. However the cost of providing floral planting in both monetary and environmental terms has to be considered.
- 6.2 Officers believe that a move to introduce more sustainable planting schemes should therefore be considered and a review of all the non park areas where floral planting takes place should be undertaken.

7. **BACKGROUND**

- 7.1.1 The main form of sponsorship which Warwick District Council has received has come from the sale of hanging baskets / tubs. Details of the sponsorship are set out in 7.2
- 7.2 The table showing sponsorship income received and expenditure on floral planting over the last three years from all sources is set out below.

Year	Sponsorship Income £	Expenditure Floral Planting £	WDC Financial support £
2006 2007	21,936	38,947	17,011
2007 2008	21,737	35,729	13,992
2008 2009	21,629	38,000	16,371

- 7.3 An agreement between Immediate Solutions and Warwick District Council is currently in place regarding the sponsorship of roundabouts.
- 7.4 Negotiations are taking place between Warwick District Council and Warwickshire County Council; who as the Highway Authority are responsible for the roundabouts; regarding the wider development of this scheme.
- 7.5 A report is planned for the Executive in February regarding the development of the current agreement with Immediate Solutions.
- 7.6 A report is also planned for February to consider the introduction of more sustainable floral planting across the District