

**KEY DECISION**

Proposed to be made by  
the Cabinet on  
**4 June 2008**

<p><b>LEAD MEMBER/ PORTFOLIO HOLDER</b></p> <p>Councillor Mike Webb</p>	<p><b>ITEM</b></p> <p>SPONSORSHIP OF ROUNDABOUTS AND OPEN SPACES</p>	<p><b>WARDS AFFECTED</b></p> <p>All Wards</p>
<p><b>DOCUMENTS TO BE CONSIDERED BY THE DECISION TAKER</b></p> <p>Report of the Executive Director – Partnerships and Projects</p> <p><b>REPORT AUTHOR</b></p> <p>Phil Street</p> <p>01527 881202</p>	<p><b>SUMMARY</b></p> <p>This report will provide information on the need to generate sponsorship and the advantages for the Council in securing such sponsorship. It will explain the approaches the Council are taking to secure sponsorship and the areas in which it is seeking sponsorship. It will describe the development of materials to support sponsorship work including the formulation of a policy for road island sponsorship. There will be an attachment that details a policy for sponsorship of road islands.</p>	<p><b>REASONS FOR BEING ON THE FORWARD PLAN</b></p> <p>Significant in terms of its effects on communities living or working in an area comprising two or more wards in the district</p>

<b>CONSULTATION DETAILS</b>	<b>Method of Consultation</b>	<b>Consultation period or dates</b>
<p data-bbox="210 177 421 215"><b>Stakeholders</b></p> <p data-bbox="210 252 683 582">Meetings have been held with a significant number of companies around the Bromsgrove district to ask about their interest in sponsorship and supporting work being undertaken by the Council for its residents and in particular in relation to the town centre</p>	<p data-bbox="707 177 1503 284">A range of one to one meetings have been held with ten companies across the district and a presentation has been made to at least one company.</p>	<p data-bbox="1536 165 2011 236">The work commenced in January 2008 and is continuing</p>

<b>DECISION TO BE MADE IN PARTNERSHIP WITH</b>
N/A