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# NORTH AYRSHIRE COUNCIL

15 June 2021

## Cabinet

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**Title:** Community Wealth Building: Roundabout Advertising & Floral Bed Sponsorship

**Purpose:** To update Cabinet on the progress of the Roundabout Advertising pilot and to seek approval of a complementary pilot approach for sponsorship of floral bedding.

**Recommendation:** That Cabinet (i) notes the progress update on the Roundabout Advertising pilot; and (ii) approves implementation of the Floral Bed Sponsorship pilot.

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## 1. Executive Summary

- 1.1 North Ayrshire Council has made a major commitment to Community Wealth Building (CWB) following publication of our first CWB Strategy in May 2020. Supporting the wider regeneration of our communities by maximising all of our land and assets including through alternative uses for community and business benefit is a key strand of our community wealth building approach.
- 1.2 As a pre-cursor to this, Cabinet approved a Roundabout Advertising pilot in 2019 to provide promotion opportunities for local businesses and deliver new income generation streams to the Council. This report provides an update on this pilot at paragraphs 2.1 to 2.3.
- 1.3 As part of ongoing activities to drive forward the CWB agenda, a further opportunity has been identified to pilot an approach to summer bedding aligned to our CWB 'land and assets' pillar to give local businesses the opportunity to sponsor selected flower beds to increase their business profile as part of their recovery, make a contribution to their local community, foster greater civic pride, improve the aesthetic value of our streetscapes and provide an innovative and sustainable funding model for floral bed provision. A comprehensive business case has been prepared which sets out a viable proposition which meets the aforementioned objectives.
- 1.4 Cabinet is asked to note the Roundabout Advertising pilot progress update, and to approve the Floral Bed Sponsorship pilot initiative set out at paragraph 2.4 to 2.14 for implementation.

## 2. Background

- 2.1 North Ayrshire Council has made a major commitment to Community Wealth Building (CWB) following publication of our first CWB Strategy in May 2020. Maximising the use of our land and assets and exploring new opportunities is a key strand of this

agenda to safeguard and enhance local services and assets for the benefit of residents, local businesses and communities. As a pre-cursor to this approach, Cabinet approved a Roundabout Advertising pilot in 2019 to provide promotion opportunities for local businesses and deliver new income generation streams to the Council.

- 2.2 Following approval of the pilot, officers worked in collaboration to update the Council's Control of Advertisements Policy to enable the advertising initiative and engaged with the market to procure a delivery partner. Implementation of the pilot did not take place due to the challenges presented by the Covid-19 pandemic, with inevitable delays experienced during lockdown. However, officers have now appointed Market Force Limited as the delivery partner. Planning applications have been prepared for 20 individual roundabout locations for advertising (see Appendix 1 for locations), and the pilot is now ready to commence.
- 2.3 The contract has a gross revenue projection of £40,000 for the first 12 months, and North Ayrshire Council will secure a 50% share of all gross revenue generated including an up-front payment on commencement of the contract. The precise timing of the most suitable implementation date this year is to be finalised and will be informed by market conditions associated with the recovery phase of the pandemic. Officers will gather learning and feedback from this pilot to assess performance and determine any further opportunities for a later phase.
- 2.4 In parallel with the above pilot, officers have continued to investigate other innovative approaches to service delivery aligned to our CWB approach. An opportunity has been identified for a Floral Bedding Sponsorship pilot. Sponsorship differs from advertising and can be defined in this context as an agreement between the Council and the sponsor, where the Council receives payment for association and support of a local asset, and the sponsor benefits from potential recognition and publicity.
- 2.5 Benefits of floral bed sponsorship include:
  - Opportunities for businesses to raise their profile and reputation with local people in a low cost but effective way as part of their recovery plans
  - Demonstration of a commitment by a business to investing in their local area
  - Improvement of attractiveness of the local area for residents and visitors
  - Improvement of wellbeing and quality of life
  - Safeguarding and enhancing the provision of public assets
  - Safeguarding and enhancing local resources, skills and expertise
  - Establishing a financially sustainable approach to floral beds
  - The scheme will operate alongside and complement the ongoing Participatory Budget activities with local communities around ground maintenance and floral beds
- 2.6 Research has been undertaken involving local authorities across the UK where similar sponsorship approaches have been implemented. Follow up discussions have been undertaken with Newcastle City Council to determine the optimum delivery model, level of demand, costs and pricing. It is clear that there is demand from local businesses for floral bed sponsorship as it is a cost-effective way of raising their local

profile and demonstrating commitment to local people and an area, particularly in a post-pandemic environment.

- 2.7 The Council's Streetscene service has extensive expertise in delivering floral bed services and have initially identified 10 sponsorship opportunities in the Irvine area for the pilot. Irvine has been selected based on concentration of local businesses, with the beds themselves selected with reference to profile, size and footfall. Recognition of the sponsor will be through a small plaque or sign and associated publicity. Sponsoring businesses will also be recorded and detailed on social media and our web pages.
- 2.8 The locations of these opportunities are as follows (see Appendix 2 for location plans).
- Grass Verge on Annick Road (2 beds);
  - Junction of Annick Road/Golffields Road;
  - Bank Street opposite junction with Clark Drive;
  - Galt Avenue Gardens (2 beds);
  - Junction of Kilwinning Road and Carrick Drive;
  - Junction of Kilwinning Road and Fleming Terrace;
  - Dreghorn Cross;
  - Corsehill Mount Road opposite Greenwood Academy.
- 2.9 It is entirely possible that enquiries and interest from businesses in other localities will be generated as a result of the pilot approach in the Irvine area. Any such additional locations proposed will be considered for their inclusion in the pilot on a case by case basis by officers.
- 2.10 A full and robust Business Case with cashflow projections and a risk register has been prepared. This demonstrates a positive 'cost-recovery' approach to the floral beds at the initial 10 locations. This means that the plants and signage for floral beds will effectively be at no cost to the Council, with the staffing costs continuing to be absorbed within the existing overhead. It is clear that this proposal based on the identified preferred option is viable, deliverable and sustainable with the potential for roll-out to additional areas where appropriate.
- 2.11 Potential income is based on annual market pricing rate per bed of £500.00 which represents a highly cost-effective sponsorship opportunity of less than £10 per week. These costs have been market tested. As Council staff will still be managing the displays, the type and standard of planting will remain consistent.
- 2.12 Sponsor interest will be generated and secured inhouse through our existing Team North Ayrshire contacts, a web page and targeted social media with involvement of businesses reflecting an open and fair process. Applications to become a sponsor will be reviewed by a designated officer to ensure that there is alignment with North Ayrshire Council values, objectives and agreed policy to avoid any conflicts of interest and minimise any potential reputational risk. Furthermore, a termination clause within the sponsorship agreement will ensure any non-compliance will result in the immediate removal of sponsor status.

- 2.13 On successful completion of this 'pilot' it is anticipated that this approach could be rolled out at other locations across North Ayrshire. Furthermore, the sponsorship offer could be developed to include planters located at the most appropriate and visible locations. However, it must be noted that there are specific floral displays which are critical to our tourism offer and may not be appropriate for sponsorship. Officers will also explore the further potential for community volunteer involvement in our floral bed displays.
- 2.14 This floral bed sponsorship proposal is fully aligned with the Council's Community Wealth Building approach by safeguarding and enhancing local services and assets for the benefit of residents and communities. Furthermore, it forms an important element of the Council's Grounds Maintenance Review through the development of a new model of delivery, the implementation of a market pricing framework and financial sustainability. This will form an important development or proof of concept approach where lessons will be learned and can be adopted more widely.
- 2.15 Subject to approval, it is anticipated that the sponsorship pilot will commence during the floral bedding season in 2021/22 and will be continued in 2022/23. Feedback and lessons learned will be captured and a further report submitted to Cabinet regarding any proposals for future years.
- 2.16 The Roundabout Advertising pilot will similarly be monitored and a further progress report will be submitted in due course to Cabinet providing an update.

### **3. Proposals**

- 3.1 That Cabinet notes the progress of the Roundabout Advertising pilot and proposed locations and agrees to support the implementation of the proposed floral bed sponsorship pilot.

### **4. Implications/Socio-economic Duty**

#### **Financial**

- 4.1 The proposed Floral Bed Sponsorship pilot will involve initial income generation of an estimated £5,000 per annum.

#### **Human Resources**

- 4.2 Delivery of the pilot will be from existing resources and expertise from the Council's Streetscene service.

#### **Legal**

- 4.3 Legal Services review has demonstrated this proposal is fully aligned to the duty to promote Best Value contained in Section 1 of the Local Government (Scotland) Act 2003.

### **Equality/Socio-economic**

- 4.4 The Floral Bedding Sponsorship pilot will provide promotional opportunities for local businesses which in turn should sustain local employment and contribute to the Council's socio-economic duty.

### **Environmental and Sustainability**

- 4.5 The Floral Bedding Sponsorship priority will provide planting to support local biodiversity, including for pollinator species.

### **Key Priorities**

- 4.6 The proposals support the Council Plan strategic priority to create a growing, inclusive and enterprising economy by providing new opportunities for local businesses to promote their organisation, as well as the priority to create a welcoming, vibrant and attractive environment through high quality floral bedding displays. The use of Council assets in this way supports the priority to be an efficient Council that maximises resources and provides value for money.

### **Community Wealth Building**

- 4.7 This proposal is aligned to Community Wealth Building (CWB) by providing opportunities to support local businesses through additional promotional opportunities and supports the 'land and assets' pillar of CWB by identifying new, sustainable approaches to service delivery.

## **5. Consultation**

- 5.1 Consultation with Democratic Services (Legal), Finance (Procurement, Insurance), Economic Development & Regeneration (Business Support, Planning) was undertaken in the preparation of this report.

RUSSELL McCUTCHEON  
Executive Director (Place)

For further information please contact **David Hammond, Head of Commercial Services**, on **01294 324570**.

## **Background Papers**

Appendix 1 Roundabout Locations  
Appendix 2 Floral Bed Map of Locations

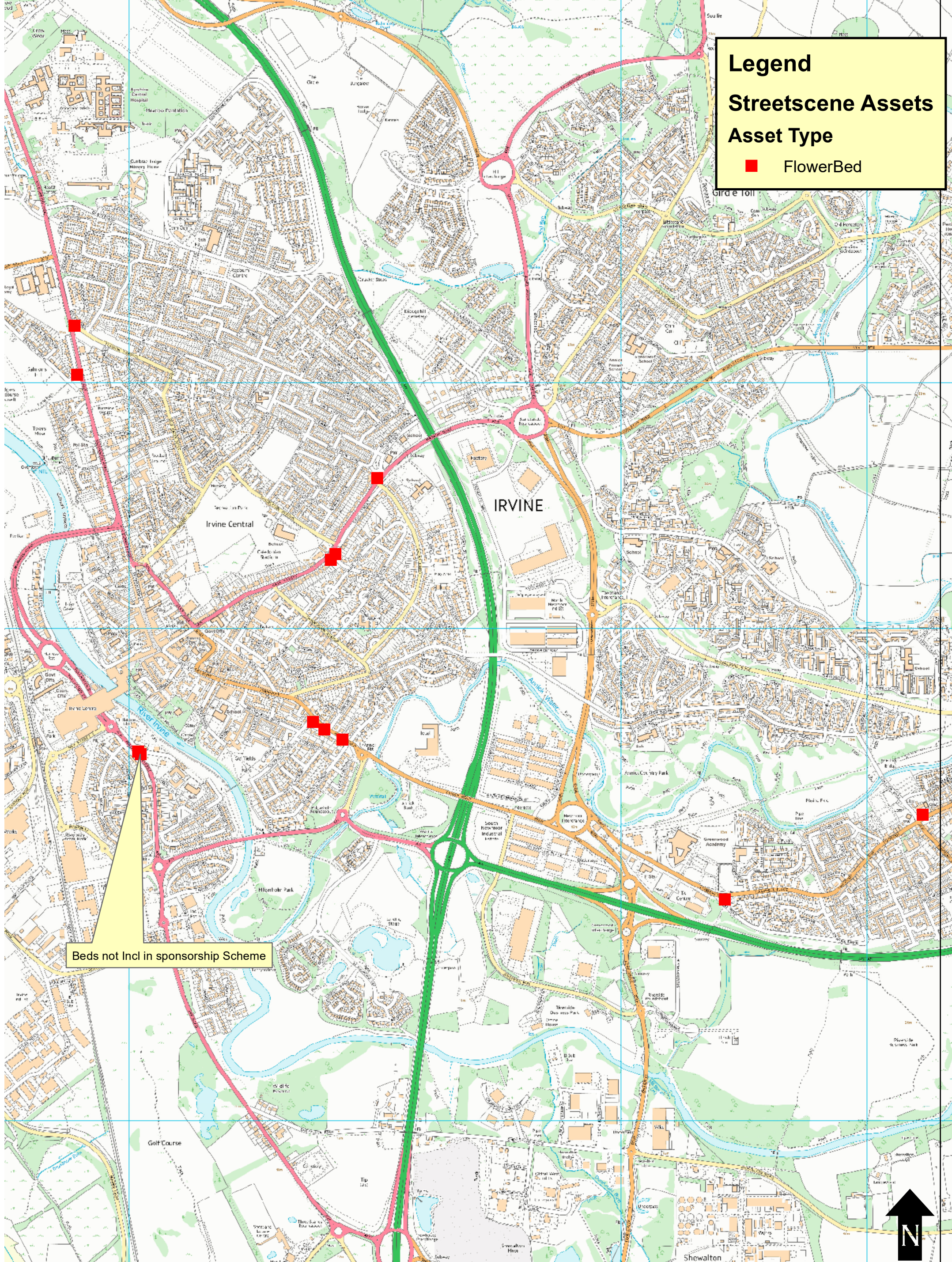
## **Appendix 1**

### **Maximising income from advertising on North Ayrshire Council roundabouts**

#### **Target Roundabout Locations**

<b>Large Scale Roundabouts (6)</b>	<b>Area</b>
Corsehill Mount	Irvine
Newmoor Interchange	Irvine
Newhouse Interchange	Irvine
Marress	Irvine
Stanecastle	Irvine
Hill Interchange	Irvine
<b>Medium Size Roundabouts (9)</b>	
Longdrive / Greenwood	Irvine
Three Stanes	Irvine
Merryvale	Irvine
Fullarton	Irvine
Cochrane Street	Irvine
Portland	Irvine
Milgarholm	Irvine
Annick	Irvine
Radio City	Kilbirnie
<b>Small Size Roundabouts (5)</b>	
Riverway Retail Park 1	Irvine
Riverway Retail Park 2	Irvine
Riverway Retail Park 3	Irvine
Towerlands Interchange	Irvine
Nethermain	Kilwinning






Legend

Streetscene Assets

Asset Type

FlowerBed

Beds not Incl in sponsorship Scheme

Title: <b>Flower bed, Irvine</b>	"Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. North Ayrshire Council SLA Licence Number: 100023393."	 <b>NORTH AYRSHIRE COUNCIL</b> Commercial Services Roads	Section: Asset Management
			Date: 22 Apr 2021
			Scale: 1:13,573
			Drawing No: