



20/04/2021

# Supporting Biodiversity Flowerbeds and Roundabouts 2021/2022



## Sponsorship Opportunities

## 1 Contact Information

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## Statement of Confidentiality

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The contents of this document are provided to assist with the supporting of Biodiversity with the sponsorship of flowerbeds and roundabouts. This information may be subject to Freedom of Information requests. Please do not supply any commercially sensitive information when responding to this document.

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## 2 Management Summary

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### 2.1 Introduction

Across Causeway Coast and Glens Borough Council (CCGBC), the Estates Management Team have been working closely with our own biodiversity team as well as external input to improve the biodiversity of our planting regimes. Attracting sponsorship from third party organisations is another way to have community inclusion in biodiversity projects which will assist in allowing CCGBC to improve the biodiversity of plants and trees across the borough.

### 2.2 Understanding the Requirement

Climate change is a very topical subject and anything we can do to reduce our carbon footprint will help in some way. Small local activities can help the global requirement to reduce our carbon footprint and the planting of more biodiversity rich environments. The Estates Management team changes planting regimes to ensure we get maximum colour from our locations/beds with the most beneficial impact for biodiversity.

### 2.3 Solution

CCGBC has various local planting regimes including planting of indigenous trees in parks and open spaces as well as increasing the areas that are sown with wildflower seeds to help improve biodiverse environments. Whilst CCGBC still have the requirement for bedding plants that add colour to our towns and villages, the Estates Management Team also recognise that some areas can be improved to help improve the positive impact we can have on creating habitats for nature containing trees and plants that are good for bees, insects, birds, hedgehogs and other wildlife.

### 2.4 Opportunity for Business and Other Organisations

The Opportunity for Sponsorship on Flowerbeds and Roundabouts gives Business and Organisations the opportunity to get involved in local biodiversity projects.

This is a great way for organisations and business to show their support for the community and biodiversity.

## 3 Sponsorship Opportunities

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### 3.1 Biodiversity Locations - CCGBC



Appendix A gives a list of locations across the Borough that are available for sponsorship by business and other organisations. These locations can include:

- Roundabouts
- Flowerbeds
- Some Parts of Parks and Open Spaces

#### 3.1.1 Duration

The locations are available for one year sponsorship and these years can be extended for additional years to a maximum of three years. These are invoiced annually in June. After a maximum of three years the location is opened up for sponsorship.

#### 3.1.2 Plants and Trees

As well as traditional bedding plants which are primarily used for their colour, the Estates Management Team plant young trees, wildflowers and shrubs that benefit bees, insects, hedgehogs and other wildlife.

#### 3.1.3 Harvest

At all wildflower locations, an annual harvest is taken and reused the following year, to re-sow existing locations and to plant out new locations across the borough.



Fig 3.1.3a – Illustrating seed harvesting in Coleraine

### 3.1.4 In Partnership with CCGBC

When your business sponsors a location, there are signs installed at the location. These signs follow a prescriptive layout as detailed in section 4.1.2 and 4.1.3. Examples of these signs are listed below:



Fig 3.1.4a – Examples of Sponsorship Signs



## 4 Terms and Conditions

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### 4.1.1 Location

Whilst Council manage the locations listed, Council do not always own the locations. Sponsoring biodiversity at a location does give your business or organisation exclusivity over that location, **only for the sponsorship of biodiversity**. **If your sponsored location is on a route for an event, your signs may be removed for safety or commercial reasons for a period of time and you may not be allowed coverage at this time.** An example of this is the “NW200” route or “The Open”. In such instances your signs may be removed from site for the duration of the event and a short period leading up to and after the event. You must take this into consideration when choosing your location(s).

### 4.1.2 Sponsorship and Signs

The sponsorship annual cost does not include the cost of signs, which is additional. It is approx. £50 plus VAT for the each of the signs from various local suppliers.

### 4.1.3 Signs – Dimensions - Materials

The dimensions of the signs are: **750mm x 400mm maximum**

The signs are manufactured from: 3mm fabrication grade 0.30mm skin dibond printed and laminated. Sign rails: 2 x 700mm sign rails on the back of the sign. The signs must also follow a similar layout as in section 3.1.4 above.

### 4.1.4 Sign Installation, Maintenance, Removal and Replacement

For reasons of Health and Safety, signs can only be installed, maintained and removed by council staff. **Sponsors are responsible for the cost of replacement signs, damaged, by third parties.**

### 4.1.5 Additional Signage or Information

Additional signage or information is NOT ALLOWED to be added/or bolted to to the signs and these will be removed at your cost if you decide to add to the 750mm x 400mm maximum signage afterwards.

### 4.1.6 Additional Years

If your organisation decides to sponsor a location for additional years, an invoice will be generated on or around 01 June each year. If the invoice remains unpaid within 30 days then Council reserves the right to remove the signs, and open the location for another business or organisation.

## 5 Locations and Guide Price Per Annum

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### 5.1 Guide Price/Submitting Your Bids

Appendix A (MS Excel) contains a list of locations and can be returned to CCGBC with your offer for any locations you are interested in bidding to support biodiversity.

At each of the locations you can see the number of sponsorship signs for the location and our guide price.

You can bid [Above](#) or [Below](#) the Guide Price. Please bear in mind that the cost of manufacturing and installing the signs is additional to the sponsorship.

Closing date for Bidding is [28 May 2021 at 1200 hours](#). You may bid for as many locations that are on the list. The highest bidder will secure that location for the year.

Please return your completed Appendix A to the address/Email or post to the address in section 1 of this document by the closing date.

Please mark submission "SUPPORTING BIODIVERSITY" in the subject line of the email or envelope as appropriate.