

**Cabinet
31 May 2016**

**Head of Community and Environmental
Services Report Comm1611**

Queens Gate Roundabout - Sponsorship Signs

Introduction

- This paper seeks approval to submit an application for advertisement consent under the Town and Country Planning (control of advertisements) Regulations 1992 (as amended) to display four new Rushmoor In Bloom sponsorship signs at the Queens Gate Roundabout, Farnborough.

Background

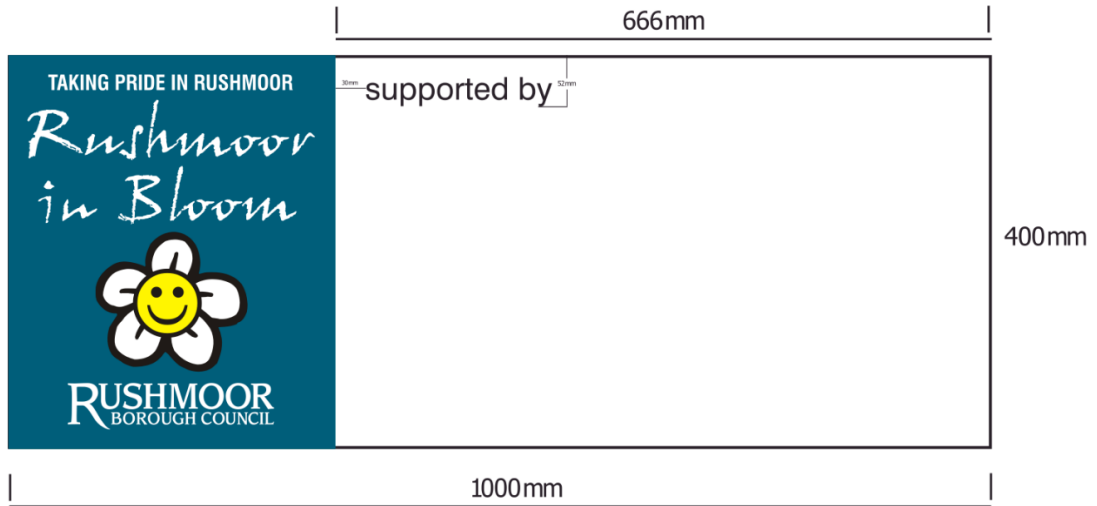
- Rushmoor Borough Council uses the roundabout sponsorship scheme to support the Rushmoor in Bloom competition and our entry into the annual South and South East in Bloom campaign.
- Sponsorship signs are currently displayed at 18 Roundabouts throughout the borough and generate around £17,000 pa
- Following the development of the Queens Gate site in Farnborough, we would like to seek sponsors for four Rushmoor in Bloom Signs at the new Queens Gate roundabout (Appendix A). This has the potential to generate around £2,000 pa.
- The proposed advertisements will be located on the four entry points to the roundabout. They will be the same specification as the Rushmoor in Bloom signage displayed on roundabouts throughout the Borough (Appendix A).

Recommendation

- Cabinet is recommended to approve the submission of an application for advertisement consent for the display of four Rushmoor in Bloom sponsorship signs at Queens Gate Roundabout, Farnborough.

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Queens Gate Roundabout