

**SHREWSBURY TOWN COUNCIL
OPERATIONS COMMITTEE****Date:** 4 March 2026**Officer:** Esme Breeze**SPONSORSHIP UPDATE****Purpose of the Report**

To provide members with an update on the Bloom Sponsorship Scheme following Shropshire Council taking over the roundabout sponsorships from 2021.

Background

On 21st July 2021 Shropshire Council agreed at cabinet that the roundabout sponsorship would be taken back in-house and then placed with an external advertising company, which resulted in the STC Bloom Sponsorship scheme ceasing with immediate effect. However, reviews have recently begun to investigate the possibility of re-invigorating the original scheme and even expanding it beyond its original bloom framework.

Reviews of the old sponsors have taken place, along with the potential of new companies, including the best way in encouraging companies to sign up.

The project is also being used as part of my end-point assessment for college, in creating an improvement in the workplace or to improve an existing project.

A Floral Sponsorship Form has been created (attached) for obtaining the relevant information we would require for processing the sponsors, including background information into why the Bloom Sponsorship would be a good opportunity for their business. The Sponsorship form has been issued to the past and potential sponsors. The Sponsorship Form will be revised to include new location options once sponsors have confirmed and accepted the locations currently listed on the form.

Proposed

Potential locations have been identified, and the pricing framework (based on the previous Bloom sponsorship) has been confirmed. The locations focused on Shrewsbury Town Council's floral displays in the town, including shrub beds, floral infrastructure, where there are high footfall and high prominence.

Currently we have 3 new sponsors in the following locations:

- Quarry Shrub Bed, near the Flagpole sponsored by Bellway. Bellway previously sponsored this location in the past.
- The St Chads Terrace Shrub Bed (next to the blue gates), sponsored by Persimmon Homes.
- Hazeldine Way, sponsored by Shropshire Tuning.

Each sponsor will receive the following benefit:

- Sponsorship sign
- Sponsor details published with bloom events
- Sponsor details published on website

A Sponsorship page is being created on the Shrewsbury Town Council website, detailing:

- Information as to why we are re-starting the Bloom sponsorship
- Floral display locations which are yet to be sponsored
- Floral displays which have been sponsored, detailing who the sponsors are. This is creating another marketing opportunity for the sponsors, as the public will be able to see the sponsor logo on the sponsorship page as well as on the physical sponsorship signs.

Bringing back the Bloom Sponsorship is important as it brings in funds for the Bloom application, and it can assist in our floral displays.

The annual fee was determined by which profile category each location would fall into e.g. Bronze, Silver, Gold & Platinum. The profile category itself was based on elements like passing vehicle volume/footfall, visibility and the prestige of each location.

The three-year incentive agreement was a reduction in the 12-month rate if the company signed up for three years. The level of reduction depends on how significant the 12-month rate was to begin with. For example, the sponsoring of a floral display for 12-months at £1,500 could be offered at £1,000 per year for 3 years, which would be £3,000 in total.

RECOMMENDED:

- I. That the Report be noted;
- II. That members delegate authority to officers for administering the Bloom sponsorship