

Sponsorship, Advertising and Donations (refer to 4.3 of the Open Spaces Strategy)

No.	Policy	What we have done...	Next Steps	Lead Person/s	Time frame
a)	<p>In order to receive donations; future maintenance provision will need to be considered.</p> <p>(Policy modified for clarity, see previous version below)</p> <p>In order to receive some donations; future maintenance costs may need to be built into the contract.</p>	<p>Working with a donor of play equipment in major park and trying to ensure that a maintenance contribution is provided with the investment.</p> <p>Conversations with Bereavement Services regarding the structure and cost of memorial services in parks and open spaces.</p> <p>The Bereavement Service is restructuring and the memorial service for parks and open spaces will be redesigned at this time so that it does not have a maintenance cost impact from items donated and that the life of donations is shorter with opportunities for renewal.</p> <p>We are considering the development of a Parks Foundation. This would be the natural platform for donations to specific projects or open spaces across the city.</p>	<p>a) EST Committee is asked to give permission to development of a Brighton Parks Foundation (see Parks Foundation).</p> <p>b) Develop a contract which enables the donation of specific items to parks and open spaces whilst incorporating cost of maintenance for a reasonable period.</p> <p>c) Establish structure and costs of memorial services with Bereavements Services.</p> <p>d) Work with PARC to see if a more strategic fundraising objective would be possible. Also seek their assistance in helping other areas develop a PARC type organisation in another part of the city such as the St Ann’s Well Garden.</p>	<p>LC/RB</p> <p>PPT</p> <p>Bereavement Services/PPT</p> <p>PPT</p>	<p>June 2017</p> <p>July 2018</p> <p>Dec 2017</p> <p>June 2017</p>
b)	<p>Develop commercial activity in the city’s open spaces such as advertising, sponsorship and donations to grow income for Cityparks, but in a way that is</p>	<p>Commercialisation has also been considered more generally under Parks and Gardens with conversation started with British Military Fitness and Bulldog tools.</p>	<p>a) Explore opportunities for sponsorship of volunteer equipment such as tools, protective clothing or works vehicle etc.</p>	<p>PPT</p>	<p>June 2017</p>

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	sensitive to the wider heritage and community values of each space, appropriate to health and well-being objectives and in collaboration with any potential Parks Foundation/ Trust.	Identified opportunities for market stalls and stands to enable more commercial vending in parks (see Parks and Gardens and Open Space Hire)	<ul style="list-style-type: none"> b) Explore advertising on fleet vehicles for income generation. c) Consider the need for regulating/charging for car parking where required. d) Develop legal framework to identify which parks have the licence permission to charge commercial vehicles into parks. e) Prepare an expression of interest for commercial stands to be placed in parks where there is capacity for commercial vehicles. 		Mar 2019
c)	New income from advertisement in open spaces to be used primarily for Cityparks.	City Councils corporate approach to sponsorship and advertising is going to be considered at committee in November. Parks Projects are feeding into this report. Discussion with procurement and Sean Webber regarding the development of a citywide advertising offer.	<ul style="list-style-type: none"> a) Meeting with Sean Webber to further parks objectives. b) Parks Foundation to consider whether advertising opportunities are brought in to portfolio. c) Consider commercial advertising on fleet vans. 	PPT LC/RB	Nov 2017 TBC
d)	Work with the Business Improvement District (BID) to explore the potential to establish a Parks Improvement District (PID) for central Brighton, which might allow Cityparks to lever in additional funding from a ‘parks levy’ to sustain high quality horticulture in return for commercial benefits to business supporters.	<p>Email conversation with Gavin Stewart, Chief Executive, Brighton BID.</p> <p>Desk research around establishing a PID for Hove Park.</p>	<ul style="list-style-type: none"> a) Explore opportunity further with Brighton BID initially, in next round of BID negotiations scheduled for 2020 as Valley Gardens scheme. b) Approach businesses near Hove park area regarding PID establishment were they would contribute 1-2 % annually to improve the park and or other business interests. 	PPT/Brighton BID	Feb 2019