Causeway Coast & Glens Borough Council

Sponsorship Opportunity Guidance Document

October 2026

Causeway Coast & Glens Borough Council

Causeway Coast and Glens Borough Council Sponsorship Opportunity Guidance Document

Strategy Title	Sponsorship Opportunity Guidance Document
Version	V1
Summary	The purpose of this document is to provide clarity for partners/sponsors as to the requirements when undertaking to sponsor a roundabout / flowerbed site within Causeway Coast and Glens Borough Council
Source / Author	Estates Department
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Officer Responsible for Review	Estates Manager

Revision History

Date	Changes Made	Version

Causeway Coast & Glens Borough Council

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1.0 Introduction

1.1. 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.

1.2. Roundabouts and flowerbeds within the Borough are owned and controlled by the Department for Infrastructure (DFI). While the DFI has a statutory duty to maintain roundabouts and roadside verges, in some circumstances local Councils are willing to undertake this function on the DFI's behalf. Causeway Coast and Glens Borough Council currently complete this function, maintaining roundabouts and flowerbeds within the Borough. The guidance for the private funding and maintenance of roundabouts is set out in the DFI's guidance document RSPPG E004.

1.3. All sponsorship sites are listed within Appendix 1.0 of this document. All sites should be reviewed by the applicant prior to submission of completed application.

1.4. Applicants should include only 1no. site per application form.

1.5. Applications for Roundabout / Flowerbed Sponsorships must be submitted to estatesprocurement@causewaycoastandglens.gov.uk by no later than **12:00 Noon Friday 27th November 2026**.

Applications received after this Deadline will not be considered.

1.6. The Client and Contact for this is:

Contact: Estates Department

Telephone: +44 (0) 28 2766 0227

Email: estates.helpdesk@causewaycoastandglens.gov.uk

Address: Causeway Coast & Glens Borough Council,
Estates Department,
Riada House,
14 Charles Street,
Ballymoney,
BT53 6DZ,
Northern Ireland

2.0 Purpose of the Agreement

2.1 The purpose of this document is to provide clarity for businesses / organisations as to the requirements when undertaking to sponsor a roundabout / flowerbed within Causeway Coast and Glens Borough Council.

3.0 Scope

3.1 For the purposes of this guidance document the public areas covered include the following as also included within the application document:

- Roundabout junctions
- Flowerbeds

1.7. All sponsorship sites are listed within Appendix 1.0 of this document. All sites should be reviewed by the applicant prior to submission of completed application.

4.0 Sponsorship Details

4.1 Who can sponsor a roundabout / flowerbed?

- Causeway Coast and Glens Borough Council will consider requests to sponsor roundabouts / flowerbeds from any charitable organisation, community group or commercial enterprise.

4.2 Benefits of Sponsorship

- Increase awareness of your organisation, highlighting your presence in the local community.
- Convey a positive image of your business by supporting a scheme that is enhancing the local environment for residents and visitors.
- Compatible with Corporate Social Responsibility objectives of your organisation.
- Coverage is for 365 days of the year, 24 hours per day, acting as a constant reminder to residents and visitors to Causeway Coast and Glens Borough Council.
- Thousands of vehicles pass each location every year.
- Additional PR opportunities exist with local media.
- Provides the rare opportunity to place your organisation name on the public highway.
- Exclusivity with only one organisation per site.

4.3 Sites that may be sponsored

Not all roundabouts are suitable for sponsorship. Council's decision on suitability of sites is final as decisions will be made by staff on safety grounds in consultation with DFI.

4.4 Limitations of Sponsorship

Please note that roundabout sponsorship is not available for the following types of products, services, businesses and organisations:

- sponsorship which may be construed as showing or encouraging any type of prejudice (e.g. racial, sexual or religious).
- political organisations or messages.
- sponsorship which is not considered to comply with the guidelines set down from time to time by the Advertising Standards Authority (ASA).
- sponsorship for products of, or companies dealing in, the Tobacco Industry.

- sponsorship for alcohol or alcoholic drinks.
- any other sponsorship type deemed inappropriate by Council or DFI.

4.5 The successful sponsor cannot transfer or “sub-let” the sponsorship space on the roundabout/flowerbed. In the event that the sponsor ceases to trade or fails to pay the annual sponsorship fee the Council will remove signage and seek an alternative sponsor for the roundabout/flowerbed.

4.6 The locations are available for a set period of two-year sponsorship. These are invoiced annually.

5.0 Decision-Making Process

5.1 Sponsorship opportunities will be advertised via councils website

5.2 Potential sponsors must submit applications with signed agreement, before the deadline and setting out their bid.

5.3 An award notification will be issued to the winning bidder.

5.4 After award, the successful bidder will be responsible for supplying the final, correct digital file required for production of the sign

6.0 Signage

6.1 Council will supply the sign with the final proof confirmed before production of the sign(s).

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

6.3 The incentive for sponsorship will be approval for the placement of signs within highway limits. The size and number of signs will be as per the Applications and in connection with the requirements of RSPPG 004.

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

6.5 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.

6.6 Sponsorship signs will include "*in partnership with Causeway Coast & Glens Borough Council*" in signage footer as per visual below.

7.0 Cost of Sponsorship

7.1 Guide values will be set for the sponsorship of each site. This will depend on the location and size of the roundabout/flowerbed, as well as the traffic volume on the road on which the roundabout/flowerbed is located. However, due to the bidding process, potential sponsors may go in with higher or lower offers.

7.2 Officers will always seek to achieve best value for ratepayers each time a new sponsor is sought.

7.3 Sponsors will be invoiced annually each year of the agreement (unless sponsorship has been commenced mid-year). Failure to pay within 28 days may constitute a breach of agreement (see below) and may result in termination of the sponsorship agreement.

8.0 Breach of Agreement

8.1 In the event of a breach of agreement Council Officers will endeavor to resolve the issues behind it. Where this fails, Council will seek to terminate the agreement.

8.2 Temporary removal of sponsorship signs for highway purposes will not constitute a breach of agreement by Council.

8.3 Any activity undertaken by a sponsor that endangers highway users will be considered a serious breach of agreement. Council will investigate any such instances and as a result may terminate the agreement immediately.

8.4 Up to two written warnings may be given for lesser infractions before Council may opt to terminate the agreement (e.g. late payments).

8.5 Any person or group that habitually makes late payments (where funds are not with Council within 28 days of the invoice date) will be considered in breach of the agreement.

9.0 Monitoring, Evaluation and Review

9.1 This guidance will be reviewed every two years, or sooner should there be a change to Department for Infrastructure guidance RSPPG E004.

10.0 Definition of Terms

10.1 Council – Causeway Coast & Glens Borough Council.

10.2 Roundabout – A road junction in which traffic streams circulate around a central island that forms part of the highway.

10.3 Flowerbed – a decorative planted display bed arranged with flowers, shrubs, or decorative plants for visual appeal to create an attractive focal point

10.4 Sponsor / Sponsorship – Where an individual or group that makes financial payment per annum to the Council to sponsor their business or organisation at council chosen sites.

10.5 Agreement – A properly executed and legally binding contract.

10.6 Term of Agreement – Period of time to which parties to the agreement will be bound (two years).

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11.0 Appendix 1.0 – List of Available Sites

SITE REF	SITES FOR SPONSORSHIP 2026-2028	TOWN	TYPE OF AREA	NO. OF SIGNS REQUIRED PER SITE	GUIDE PRICE PER YEAR (NETT)
A2	Castlerock Road@ Coleraine Grammar	Coleraine	Flowerbed	1	£1,000.00
A3	Flowerbed at Library	Coleraine	Flowerbed	1	£1,000.00
A4	Boulevard	Coleraine	Flowerbed	1	£800.00
A5	Outside Rose Gardens/Anderson Park	Coleraine	Flowerbeds	3	£1,000.00
A9	Wattstown Roundabout	Coleraine	Roundabout	4	£2,500.00
A16	Opposite Megaw Park	Ballymoney	Flowerbed	1	£500.00
A17	Edenmore Road	Limavady	Roundabout	3	£1,000.00
A18	Main Street (Tesco)	Limavady	Roundabout	2	£1,500.00
A19	Scroggy Road	Limavady	Roundabout	4	£2,000.00
A22	Aghanloo/Artikelly	Limavady	Roundabout	4	£2,000.00
A23	Broad Road	Limavady	Roundabout	4	£2,000.00
A24	Chapel Road, Dungiven	Dungiven	Flowerbed	2	£1,000.00
A25	Roundabout Ballyclose St/ Craig's Filling Station	Limavady	Roundabout	3	£1,500.00
A26	Bells Hill	Limavady	Flowerbeds	2	£800.00
A27	Drumcroon Road, Coleraine	Coleraine	Roundabout	3	£1,000.00
A28	High Street, Ballymoney	Ballymoney	Roundabout	3	£1,000.00
A29	Queen Street, Ballymoney	Ballymoney	Roundabout	4	£1,000.00
A30	Ballymena Road, Ballymoney	Ballymoney	Roundabout	4	£1,000.00

NOTE:

1. Guide prices are to be reviewed as a rough guide.
2. Guide prices are subject to the addition of VAT at 20%.

12.0 Site A2 – Flowerbed on Castlerock Road at Coleraine Grammer

13.0 Site A3 – Flowerbed at the Library, Coleraine

14.0 Site A4 – Flowerbed at the Boulevard, Coleraine

15.0 Site A5 – Flowerbed at the Rose Gardens, Coleraine

Site A9 – Roundabout at Wattstown Crescent, Coleraine

16.0 Site A16 – Flowerbed on Coleraine Road, Ballymoney

17.0 Site A17 – Edenmore Road Roundabout, Limavady

18.0 Site A18 – Main Street Roundabout, Limavady

19.0 Site A19 – Scroggy Road Roundabout, Limavady

20.0 Site A22 – Aghanloo/Artikelly Rd Roundabout, Limavady

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