

Case Study Template

Topic
Funding
Name of Initiative
Business Support for Nottingham in Bloom
Name of Local Authority/Organisation
Nottingham City Council
Related Topics/Issues

Aims & Objectives
To raise business sponsorship in cash and kind in support of the Nottingham in Bloom initiative, which is a successful year-round campaign to make the City greener and cleaner.
Outcomes & Impacts
In the year September 2007 to August 2008 Nottingham in Bloom secured about £90,000 cash sponsorship of traffic islands and floral features. In addition, business volunteers worked for Nottingham Bloom projects for a total of 4,200 hours, worth an equivalent of £70,200.
Process
<p>Nottingham in Bloom has a portfolio of about 30 traffic islands offered for annual sponsorship. These are priced for all budgets, from small businesses to larger ones. These opportunities are advertised through 'To sponsor this island' signs on traffic islands, signposting prospective customers to the Nottingham in Bloom website www.nottinghamcity.gov.uk/bloom</p> <p>There are also one-off opportunities to sponsor special floral features, for example, the 3D Robin Hood figure, which is a popular attraction in the grounds of Nottingham Castle. Several businesses sponsored areas of new woodland, sponsoring the young trees and bringing along staff to help with the planting day.</p> <p>In addition, a variety of companies regularly sponsor categories of the Nottingham in Bloom Garden Competition, and Capital One sponsors the children's painting competition.</p> <p>The Bloom Volunteers Scheme has been running successfully for a number of years and matches business volunteers with community projects. In the past year volunteers have completed a variety of tasks including planting up a border at Highfields Park, planting trees and helping at community gardens. 'In-kind' business support increased five-fold in just one year, thanks to support from Business in the Community as well as direct liaison with local businesses.</p> <p>Sponsors receive publicity through the Nottingham in Bloom website and a series of regular newsletters.</p>
Resources/Funding
One post of Nottingham in Bloom Partnership Manager

Timescales

This is an all-year-round initiative

Evaluation

Comments from sponsors:

“Greenhalgh and Co are immensely proud of our association with Nottingham in Bloom. Not only does it provide us with an opportunity to display our name and logo on one of the major routes into the City centre, but also helps us to play our part in making sure that Nottingham remains an attractive place to visit, work and live.”

“T&S Heating Ltd is more than happy to join the Nottingham in Bloom campaign in order to help improve the local area where our employees and customers live and work. The tree planting day was excellent fun for all involved and we hope that the people of Nottingham will enjoy the new area for many years to come.”

“Gala Coral is proud to sponsor Nottingham in Bloom and we believe that thanks to the awards the City really is a better place to live and work.”

Prospects & Opportunities

New opportunities are introduced regularly. Sponsorship of the Robin Hood and Maid Marian figures was a new initiative for 2008, and several new traffic islands have been brought into the sponsorship scheme for 2009. One Green Flag park is currently sponsored through Nottingham in Bloom by the University of Nottingham and it is intended to seek sponsors for other parks.

Key Learning/Advice for Others

Contact Details

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Contact agrees that GreenSpace can publish this case study in either printed or digital media

Yes

No

Contact is happy for their contact details to be published with the case study

Yes

No

Other Information Sources