



Media Release

0Lynne Mee

Direct line 01423 556022

Communications and Media Manager Direct fax 01423 561154 not 24 hrs

24 hour fax " 556010
Mobile 07884 226409

Email lynne.mee@harrogate.gov.uk

www.harrogate.gov.uk

pr1079.roundabout sponsorship.doc

DATE: 19 November 2004

FUNDING FROM FLOWERS ON ROUNDABOUTS

ROUNDABOUTS see a lot of passing traffic which is why Harrogate Borough Council promotes them as an opportunity for sponsorship. This scheme has worked successfully for a few years now but the council is re-launching it and extending it to include other public landscaped areas in the district.

And the first on board is Personnel Preference Ltd of Harrogate who have sponsored the landscaped area at the junction of Westmoreland Street with Skipton Road.

Sue Hardisty of Personnel Preference said: "The company has been providing a quality service in Harrogate since 1989 and has built a reputation for its expertise in the provision of recruitment and business training to companies in the Yorkshire area. Having been based in the town for 15 years, we are pleased to support this initiative for the people of Harrogate and all our visitors."

Immediate Solutions - a company specialising in local authority sponsorship initiatives - has been appointed to work with the council in extending the scheme to more than 20 sites in Harrogate, Ripon, Knaresborough and Boroughbridge and is providing an opportunity for companies to raise their profile in a unique and highly visible manner to visitors, commuters and residents travelling around the town whilst, working in partnership with the council to enhance the area.

In recognition of the partnership arrangements, discrete signs will be placed in those areas acknowledging businesses' involvement. The money raised from the venture will not only make sure the roundabouts are kept in excellent condition but will allow money saved from the council's budget to be diverted to other projects.

Councillor Pat Jones, Cabinet Member for Leisure and Amenity Services praised Personnel Preference for taking the lead in the project. She said: "Their support is tremendous. And with the interest already shown by the private sector I am confident many more businesses will come on board. Every penny raised by the sponsorship will be used for landscaping and maintenance. This will allow us to release more money for environmental and horticultural projects and is an excellent example of how the council can generate extra income through innovation, whilst promoting the diversity of business in the area."

For information on sponsorship opportunities available, please contact Immediate Solutions on 01422 354300. ENDS

PHOTO OPPORTUNITY: Monday, 22 November 2004, Westmoreland Street, Harrogate when Sue Hardisty of Personnel Preference Ltd, Councillor Pat Jones, Cabinet Member for Leisure and Amenity Services and Debbie Parkinson of Immediate Solutions will be unveiling the new sign on Westmoreland Street at 2pm on Monday 22 November 2004.

FURTHER INFORMATION: **Councillor Mrs Pat Jones is available for comment on 01423 873232. Further technical information is available from** Sue Higgison, Marketing & Information Officer Department of Leisure and Amenity Services on 01423 556787 or Stewart Hopkins of Immediate Solutions on 07970 268868.

Notes to editors: Other companies that have signed up to the scheme include Ackrills Media Group, City Lofts plc and Reed Boardall Cold Storage. Immediate Solutions are able to offer a wide range sponsorship opportunities on roundabouts and landscaped areas in the district to local businesses. For further information on how to sponsor a roundabout contact Stewart Hopkins of Immediate Solutions on 07970 268868.