

POLICY TITLE

Memorial Bench Sponsorship Policy

REVISION DATE

February 2023

REPLACES POLICY

New Policy

POLICY AIM

This policy outlines the details for the potential sponsorship of benches with a memorial plaque. The policy applies to the sponsorship of existing benches by the installation of a memorial plaque either exclusively or together with up to two other sponsors per bench. In all cases sponsorship of existing benches is subject to availability and future plans for a given area and these will be assessed on a case-by-case basis. In all cases a fee will apply which will be used to maintain the benches and the environment in which they sit. This service is open to both residents and non-residents.

POLICY STATEMENT

Memorial Benches and Plaques within Parks and Open Spaces

The following may be permitted: -

- The exclusive sponsorship of an existing bench shown by a single memorial plaque.
- Co-sponsorship of an existing bench with up to two other sponsors shown by up to 3 memorial plaques on a single bench.
- The sponsorship cost for the benches are detailed within **Appendix B** – these will be reviewed annually as part of the Fees and Charges process.
- The price for a sponsored bench includes the cost of the plaque.
- Memorial plaques will be ordered and fitted by the Council. These will be stainless steel. Memorial Plaques will be a maximum of 50mm x 100mm or (2" x 4"). Whilst there is freedom to choose the dedication, these must not be offensive or inappropriate. The Town Clerk will determine the suitability of the dedication.
- Where a sponsor is co-sponsoring a bench, the Town Clerk will assign a bench within the gardens. The Town Clerk will seek to fill co-sponsored benches with 3 dedications before moving to a new bench. This will ensure that wherever possible benches remain for sole sponsorship where this is required.
- In the event of any issues with relationships between bench sponsors where there may be up to 3 plaques on one bench, a sponsor may request to have their plaque re-located to another co-sponsored existing bench at the relocation fee as detailed in **Appendix B**.

- Two sets of contact details for each Sponsor will be asked for but it is the responsibility of the sponsor to ensure the Council is informed of any changes to these.
- The sponsoring of a bench does not permit any flowers or other tributes to be left on or near the bench. Any tributes or flowers left in this way will be removed and disposed of.
- All costs associated with this policy will be reviewed annually as part of the fees and charges setting process.

IMPLEMENTATION

Requests to sponsor a bench

Requests must be made on the appropriate form which will be published on the Council's website or is available in hard copy from the Council Office. Once the request has been agreed in principle, an invoice for the sponsorship amount will be raised. All fees will be subject to VAT.

Once the appropriate fee has been paid an order will be placed for plaque. Once the order from the Council has been placed it will not be possible for the Sponsor to change their mind.

Ownership

Benches remain the property of Skegness Town Council. Sponsorship does not convey any ownership rights in respect of the benches.

The plaques placed on benches are the property of the Sponsor and can be removed from the bench by the Council on request by the Sponsor. Once a plaque is removed following a request to remove, the right to have the plaque on the bench is lost.

Sponsorship Period

Plaques on existing benches - 5 years

During Sponsorship Period, the Council agrees to maintain the bench to a serviceable standard or where the bench becomes beyond economical repair to replace the bench with a suitable replacement.

At the end of the Sponsorship Period the Council will remove the memorial plaque and contact the sponsor to make arrangements to return it to them. Alternatively, the Sponsor may wish to take out a further period of sponsorship. If this occurs the plaque may need to be relocated to another bench.

Should the Council be unable to contact the Sponsor within 6 months of the sponsorship end date, the Council reserves the right to dispose of the memorial plaque.

MONITORING

The number of memorial plaques issue will be reported to Management Committee as part of Quarterly Governance.

POLICY REVIEW

This policy is to be reviewed in February 2027
Fees and charges will be reviewed annually.

POLICY APPROVAL

Approved by Management Committee Meeting on 15th February 2023.

APPENDICES

Appendix A – Existing Locations

Tower Gardens
Other areas considered on request by the Town Clerk

Appendix B – Prices 2023

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|---|--------------|
| Memorial Plaque and unique sponsorship of bench for 5 years | = £ 500 +VAT |
| Subsequent 5 year Sponsorship using existing plaque | = £ 400 +VAT |
| Memorial Plaque and co-sponsorship* of bench for 5 years | = £ 250 +VAT |
| Moving an installed plaque to a different bench | = £ 30 +VAT |

* shared space with up to two other memorial plaques on one bench