



Public Realm Funding Application Form

Contact Information

Applicant	Friends of Monkton Arts
Councillor	Cllr Jenna Sabine
Officer	Chris Turvey
Ward	Appley and Elmfield

Project name

Flags on the Esplanade

Description of Project

22 Advertising banners to be attached to Lamp Standards in an area on the Esplanade stretching from the Monktonmead Pumping Station to the inshore Lifeboat station. Planning consent has been obtained for the project.

The Banners form part of a regularly used walkway and there will be a strong opportunity for sponsorship from various businesses to fund the printing of the banners going forward to stop the need for on costs.

The proposed use for the banners will be to promote the outputs from the Creative Biosphere program in liaison with Ryde Academy. This fits neatly within the UNESCO Biosphere remit (the Creative Biosphere project was won by the AONB and awarded by Arts Council England). The impact of the project will be rendered clearly visible on the banners and promoted widely throughout the Isle of Wight and Portsmouth and Southsea area.

The banners will only advertise local businesses in Ryde, no chains will have access to advertising.

Land Ownership and relevant consents

Land owned by IWC, Lamp Posts included in the Island Roads PFI contract.

Capital Cost of Project (to be approximated or accompanied by supporting Quotations)

£6,027.84

Ongoing Costs for 5 Year Period

None

Proposed Start and Finish Date of Project

April 1st 2022

Match Funding Available Yes/No

No

Estimation of Community Value

£6,027.84

Validated by Councillor

Name.....

Signed.....

Date.....

Planning Committee Decision / Recommendation

Recommendation to Full Council - PAPER D1

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