



## Public Realm Funding Application Form

### Contact Information

<b>Applicant</b>	Friends of Monkton Arts
<b>Councillor</b>	Cllr Jenna Sabine
<b>Officer</b>	Chris Turvey
<b>Ward</b>	Major Project

### Project name

Esplanade Banners

### Description of Project

The project is to display 22 banners displaying pieces of artwork from local artist on lampposts along the Ryde Esplanade. The artwork will include advertising by local businesses along the art in an advertising strip and the revenue from this will support the project. No large chain will be allowed advertising space.

The banners will be installed on or shortly after the 1<sup>st</sup> May each year and taken away and stored at the end of October. The initial set up costs will include the provision and fixing of the self-tensioning brackets and the manufacture of the banners. Thereafter, the on cost will be for the putting up and the taking down of the flags and renewing the banners as required due to changes of advertisers or banner deterioration.

This project is a benefit to the Ryde community in 3 main ways:

1. It gives Ryde an opportunity to display the work of the fantastic artists that live and work in the Ryde area.
2. It will provide a display that will uplift the seafront for locals and visitors and be a great visual display of colour that will enhance the whole area.
3. It gives local businesses an opportunity to improve their identity and profile in Ryde.

**Land Ownership and relevant consents**

Consent from the following have been obtained:

- Island Roads as PFI contract holders
- IW Council as land owners

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

Ex Vat £5759.84  
 Inc Vat £6,911.81

**Ongoing Costs for 5 Year Period**

£2,500.00 per year for 5 years offset by advertising income @ max £200 x 22 (£4,400) per annum

**Proposed Start and Finish Date of Project**

May 1<sup>st</sup>, 2022,

No

**Match Funding Available Yes/No**

**Estimation of Community Value**

£4,400 estimated at the similar cost for advertising of this kind and the benefit it will give to the small and local independent businesses and profile of Ryde.

**Validated by Councillor**

Name..... Signed.....

Date.....

**Planning Committee Decision / Recommendation**

21/01221/ADV approved by express consent on 5<sup>th</sup> August 2021

I consent to Ryde Town Council storing my personal data as provided on this from .....



**INDIGO GRAPHICS LTD**

1 The Brook, St Cross Business Park, Newport, Isle of Wight, PO30 5XW

**Telephone:** 01983722272 **Email:** accounts@indigographicsltd.com

**Website:** indigographics.co **VAT Number:** GB 273 1014 40

**Customer** Ryde Town Council (R0011)

**Reference** Lamp Post Banner works

**Number** SE-1308

**Created** 14/03/2022

**Expires** 13/04/2022

**Invoice Address**  
Town Hall Chambers  
10 Lind Street  
Ryde  
Isle of Wight  
PO33 2NQ

Description	Qty/Hrs	Price/Rate	Net Amount	% VAT	VAT	Total (£)
1500mmx600mm PVC Banner Double sided (20-40)	20.00	55.00	1,100.00	20.00	220.00	1,320.00
Single banner kit each	20.00	146.00	2,920.00	20.00	584.00	3,504.00
Kit and banner instal - per 1	0.00	40.00	0.00	20.00	0.00	0.00

**Amount Ex VAT** 4,020.00 (£)

**Total VAT** 804.00 (£)

**Total** 4,824.00 (£)

VAT Rate	Net (£)	VAT (£)	Total (£)
Standard 20.00%	4,020.00	804.00	4,824.00

**Notes**  
Instal price based on one unit. If installing more than one unit in same road/close area price for instal can be re estimated.

**Terms and Conditions**  
All products are supplied and sold to Indigo Graphics standard Terms & Conditions (copy available on request)  
We require a 30% down payment on acceptance of your quote.  
All quotations will be valid for 30 days



Island Roads Ltd  
 St Christopher House  
 42 Daish Way  
 Newport  
 Isle of Wight  
 PO30 5XJ

Contract Reference Number: IOW - PFI  
 Change Request Number: LVC-441  
 Date Received: 26/03/2021

**Isle of Wight Council - Highways PFI Contract  
 Schedule 17 - Change Protocol - Quotation Form**

Location of Works: Ryde Esplanade, Ryde, IW.

Works Order Value: < £10,000

Produced by: M Elliott Produced on: 30/03/2021

Checked by: D Wallis Approved and issued on: 31/03/2021

Description of works:

The Authority would like to request pricing for the Service Provider to attach 22 banners and plaques to the streetlights along Ryde Esplanade, as detailed in the below map. (Approx from Cornwall Slip along seaward Esplanade to Appley Beach Cafe indicated)

If further detail is required for this quote please could the Service Provider liaise with [allan.bridges@rydetowncouncil.gov.uk](mailto:allan.bridges@rydetowncouncil.gov.uk)

Please see the below specification for the kits already sourced by Ryde Town Council for these attachments:

**BANNER KIT**  
 Compatible with EN40 Compliant lamp posts.  
 This self tensioning system helps to deal with expansion of PVC due to wind and heat and will keep your banner taut.  
 Maximum banner width 900mm.  
 Clamps supplied suitable for 44-216mm diameter posts.  
 Kit comprises of: 6 x 410 grade stainless steel clamps 12mm wide - 2 x 975mm long, 19mm diameter fibreglass rods with end caps - 2 x Aluminium Brackets (Black)  
 Maximum wind speed 62-74km/h (38-45mph)

**PLAQUE KIT**  
 Small Sign Channel  
 Black, White, Mill and Grey powder coated aluminium sign channel.  
 Sign clips  
 M8 x 38mm Square Head Bolts, Nuts and Washers

Item No	Description	Quantity	Unit	Rate	Value	Comments
<b>Installation</b>						
8000/001	Tradesman	16.00	hour	18.17	£290.72	MEWP Crew
8000/004	Hiab lorry and driver up to 17.5 tonnes plated GVW	16.00	hour	48.91	£782.56	
<i>Additional Materials <u>not</u> included in schedule 17 rates</i>						
8000/011	Percentage addition to the basic cost of materials		%			
<i>Additional Plant, Management, Consultancy and Subcontractors <u>not</u> included in schedule 17 rates</i>						
Schedule 17 items SUB TOTAL						£1,073.28
Additional materials SUB TOTAL						
Additional items SUB TOTAL						
Overhead and profit on Additional items @ 11.03%						
TOTAL (excl RPIX)						£1,073.28

ADD Restricted working: Normal Working Hours

Apr 2021 to Mar 2022

ADD Indexation (RPIX) to schedule 17 items only: 24.65%

£ -

£ 264.56

**TOTAL £1,337.84**



A vertical banner featuring a colorful abstract painting. The painting depicts a large, textured, circular shape in shades of blue, green, and red, set against a dark background. The title "HOVERTRAVEL" is written vertically in white capital letters on a dark blue background to the right of the artwork. Below the artwork, the name "ROSEMARY LAWREY" is printed in white capital letters.

