



June 2005

**Do you care enough about your environment  
to advertise the fact?**

We are delighted to announce an innovative litter bin sponsorship scheme being launched jointly by this voluntary campaign and Cheltenham Borough Council.

We are inviting you to become one of the first organisations to sign up. For an annual sponsorship fee of just £175 (including VAT) you can sponsor a litter bin endorsed with your organisation's name.

We think it's a good deal for everyone. As a sponsor, you will be doing your bit for the local environment as well as promoting your organisation's name. Sponsors will also receive local publicity. And you'll also be showing local residents that you really do care for your area.

You get a high impact advert for a full year at an exceptionally reasonable price (after VAT, the cost works out at under £3 a week). The town gets more bins. More bins means cleaner streets. Whichever way you look at it, it has to be good for business.

As you may already know, the Don't Rubbish Cheltenham campaign has set out to make Cheltenham one of the cleanest towns in Britain. The bin sponsorship scheme has a vital role to play by encouraging the active involvement of local businesses.

We enclose an application form along with frequently asked questions about the scheme.

If you would like to talk to us about sponsoring, please contact one of our volunteer members:

Guy Hunter 01242 570771 [info@butlers-hotel.co.uk](mailto:info@butlers-hotel.co.uk) or  
Jacqui Mills 01242 226276 [jm@jacquimills.demon.co.uk](mailto:jm@jacquimills.demon.co.uk).

I hope we can look forward to welcoming you as one of the first sponsors.

With kind regards,

Frans Middelkoop  
Chairman



**Don't Rubbish  
Cheltenham**

TIDY CHELTENHAM GROUP

[www.tidycheltenham.co.uk](http://www.tidycheltenham.co.uk)

## LITTER BIN SPONSORSHIP SCHEME Frequently asked questions

### What will it cost?

The sponsorship fee for 12 months is £175 (inclusive of VAT). In actual terms the cost works out at £2.86 per week.

### What will I get?

A litter bin will be endorsed with a plaque showing your organisation as a sponsor. Your name will then be in a prominent position for 12 months. Sponsors will also receive some local publicity.

### What does the sponsor plaque look like?

The oval plaques measure 160mm x 90mm. They have been designed in black and gold to complement the existing heritage-style street furniture. The style and typeface is to a standard design, therefore we cannot include logos or corporate colours. This is an example of the layout:



### What information may I have on the sign?

Your organisation's name and, if you wish, a phone number OR a website address (there is not room for both).

### Can I choose the bin site?

Yes. There are over 300 existing litter bins in the town centre alone, any of which can be sponsored. Equally you may sponsor bins out of the centre. Those who sign up early will have first choice of position.

### Can I sponsor a new bin?

We believe the scheme will help to identify areas where extra bins will be a real bonus. If you want to pick a site anywhere in town where there is a litter problem and currently no bin, the council will be happy to look at installing one. The cost of sponsorship would be the same.

### When does the scheme start?

You can start sponsoring at any time. Your 12 months' sponsorship runs from the date the sponsor plaque is actually installed.

### Do I have to sign up for more than a year?

No. We would contact you at the end of the year to give you the option of renewing for a further year.

### Can I sponsor more than one bin?

Yes. For example, you may wish to sponsor a bin near your own premises and another in an area that could do with extra help.

### Who will maintain the bins?

The council will maintain and empty the bins on a regular basis. If the bin or plaque become damaged, the council will repair or replace within 5 days of receiving a report of the damage, at no cost to you.

### How do I sign up?

It's very simple. Just complete and return the attached application form, with a cheque, to Rob Bell at Cheltenham Borough Council.

### For more information

To find out more about becoming a sponsor please contact  
Guy Hunter 01242 570771 [info@butlers-hotel.co.uk](mailto:info@butlers-hotel.co.uk) or  
Jacqui Mills 01242 226276 [jm@jacquimills.demon.co.uk](mailto:jm@jacquimills.demon.co.uk)



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## LITTER BIN SPONSORSHIP SCHEME Application form

### YOUR CONTACT DETAILS

Name	
Position	
Business/organisaton	
Address & postcode	
Phone	
E-mail	

### SPONSOR APPLICATION

I/We would like to join the sponsorship scheme.

I/We agree to sponsor \_\_\_\_\_ (number of bins) for one year

I/We enclose our annual sponsorship fee of £175 (inc VAT) per bin.

### PAYMENT

Cheques should be made out to 'Cheltenham Borough Council'. Please send with this completed form to:  
Rob Bell, Assistant Director (Environmental Maintenance), Cheltenham Borough Council, Central Depot,  
Swindon Lane, Cheltenham, GL51 9JZ

### BIN LOCATION

Our first choice is the bin at:	
Our second choice is the bin at:	
We have no preference as to location	<input type="checkbox"/>
Please contact us to discuss installing a new bin at the following location:	

### WORDING FOR YOUR PLAQUE

Please write clearly the words you want on your plaque. If you wish, you may include a phone number OR website address.

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### TERMS & CONDITIONS

1. Having signed this application, the sponsor enters an agreement with Cheltenham Borough Council (CBC).
2. The sponsor shall pay to CBC the sum of £175 (inc VAT) for each bin sponsored.
3. CBC will issue a VAT receipt to each sponsor and will provide a sponsorship plaque.
4. CBC will make all necessary efforts to site each sponsored bin as described above.
5. CBC reserve the right to site each bin in the next best location should the original choice be taken.
6. Should there be damage to a bin or plaque, CBC aim to repair/replace within 5 working days of report.
7. Annually, each named sponsor will be given first option on the continuation of their site sponsorship(s).

<b>Signed on behalf of the sponsor</b>	
<b>Name of signatory</b>	
<b>Date</b>	