

Leisure – Summary template

Provision : Sponsorship

Purpose	~Help me to run a Successful Business'
Types of Demand	From local companies who require advertising opportunities
Numbers of presenting Demand	Enquiries from Local Companies Waiting list on larger sites: Sainsburys, Coventry Highway,
Links to other stakeholders (eg voluntary sector / arts council)	Local Business Economic Development
Cost Recovery	
Cost Recovery Cost per Visit (Inc.) Cost per Visit (Exc) Visits Income Cost of Service (inc) Cost of Service (Exc)	100% - this service makes a surplus as income outweighs spend n/a n/a n/a £22,291 -£17,101 -£17,101
Opportunity to meet customer demands/ generate income	More resource could lead to more opportunities to increase sponsorship and increase income. This could include 'selling' space in areas where there is high footfall such as Abbey Stadium / Parks/ Palace Could look to split costs of roundabouts across two companies as some smaller businesses struggle to pay going rates
Possible Measures	Income from sponsorship?
Additional Considerations	Infrastructure costs for posts and signs and installations – repair to damaged signs