OAKHAM TOWN COUNCIL

AGENDA ITEM:

MEETING DATE: 11th November 2026

REPORT AUTHOR: Cllr Martin Brookes

SUBJECT: Oakham in Bloom – Request for Nameplate Advertising on Planter Enhancements

1. Purpose of the Report

To consider a request from **Oakham in Bloom** for permission to attach a named recognition plate to town planters, and to clarify council policy regarding advertising on planter enhancements.

2. Background

- **March 2025 Meeting:** Oakham Town Council agreed to purchase the initial six planter enhancements. However, the condition restricting advertising was inadvertently omitted from the formal draft minutes of that meeting.

- **Annual Meeting (May 2025):** At the Annual Town Council Meeting, the council agreed to enhance a further 12 planters under minute reference **05/25-22**:
  05/25-22 PLANTER ENHANCEMENT: *To enhance a further 12 planters in the town. Oakham In Bloom should not place any advertising on the planters.*
  Proposer: Cllr Wadsworth | **Seconder:** Cllr Douthwaite | **Decision:** Carried.

- **Current Position:** Oakham in Bloom has formally submitted a request to display a specific nameplate reading:
  "Oakham in Bloom working in association with Oakham Town Council"

3. Proposal & Considerations

While minute **05/25-22** established a general restriction on advertising, the proposed nameplate explicitly acknowledges the partnership between Oakham in Bloom and Oakham Town Council rather than promoting a commercial third-party sponsor.

To ensure clarity, transparency, and consistency moving forward across all 18 planter enhancements, a formal decision is required to grant an exception for this specific collaborative nameplate while maintaining control over external commercial advertising.

4. Recommendations

It is recommended that the Council resolves:

1. **To approve** the placement of the proposed nameplate (*"Oakham in Bloom working in association with Oakham Town Council"*) on the designated planter enhancements.

2. **To reaffirm** that **no further advertising or sponsorship signage** be permitted on any planter enhancements unless specifically approved by Oakham Town Council in advance.

Supporting Documentation Attached

- *Appendix A: Mock-up / Design of the proposed Oakham in Bloom nameplate.*