



# Saxilby with Ingleby Parish Council

## Non-confidential

### **Community Sponsored Lamp Post Poppies: 2026 Pilot**

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**Report to:** Planning and Development 26-10

**Meeting Date:** Wednesday 21 October 2026

**Report by:** Administration Officer

**Power/duty which decision falls under:**

Local Government Act 1972, Section 137 – Expenditure for the benefit of the community

**Which council objective(s) it falls under:**

- Protect and enhance our green spaces and street scene
- Improve the well-being of residents
- To foster public participation and engagement
- To recognise the climate and biodiversity emergency and it should be considered as the basis of all decision and policy making

### **SUMMARY:**

This report proposes a small-scale community sponsorship pilot for the 2026 lamp post poppy display. Local businesses and organisations would be invited to sponsor a poppy at a cost of £5 each, contributing towards the set-up and running costs of the scheme. The pilot would help assess interest and inform a wider scheme for 2027, with the potential to generate additional funds for the RBL in future years.

### **RECOMMENDATION(S):**

The committee is recommended to:

- a) Agree to a small-scale community sponsorship pilot for the 2026 lamp post poppy display, in accordance with the terms and conditions outlined within this report
- b) Agree that officers approach selected local businesses and organisations with established relationships with the council to seek sponsorship
- c) Agree that sponsorship income received during the pilot is allocated to Remembrance-related costs
- d) Agree that the pilot will be reviewed to inform a wider community sponsorship scheme for 2027
- e) Note that sponsorship duration, terms and conditions, and arrangements for future years will be developed following the pilot

### **Public Sector Equality Duty:**

*Consider how policies/decisions affect those protected under the Equality Act)*

No impact on people with protected characteristics has been identified at this stage. The display and its installation will be planned to avoid obstruction of pedestrian access or create any accessibility hazards.

### **Duty to conserve and enhance biodiversity:**

No significant impact of biodiversity is anticipated. The poppies will be attached to existing lamp posts rather than installed in green spaces. Fixings and installation methods should avoid damage to trees, vegetation, or wildlife habitats. The poppies themselves are plastic and designed to be reused for multiple years.

### **Consideration on carbon reduction:**

The scheme is small in scale and is not expected to have a significant carbon impact. Reuseable, durable, and recyclable materials will be considered where practical. Poppies and display materials will be stored for future reuse where suitable.

### **Impact on staff:**

A small amount of officer time will be required to contact potential sponsors, approve business names and logos, coordinate sponsor cards, and administrate sponsorship income. Installation and removal will be completed by the council's grounds team, and this is already within scope of their usual tasks for remembrance. The limited scope of the pilot is intended to keep the additional workload manageable.

### **Does the report consider any new activity? If 'Yes', has a risk assessment, including risk management proposals, been included for consideration and adoption by the council?**

*(Financial Regulation 17b)*

Yes.

### **Consideration of risk management in relation to the proposal<sup>1</sup>**

*It is impossible to list every risk faced by a local council. Risk, in the general sense, means the likelihood of an event happening, and the severity of the negative consequences. The insurance industry regards risk as representing loss or damage. Risk always involves uncertainty. When protecting a local council effectively, it is important to consider if risk is present in the following areas:*

| <b>Risk Area</b>                   | <b>Risk Present/<br/>Description?</b>                                                                                            | <b>Likelihood</b> | <b>Impact</b> | <b>Risk<br/>Rating</b> | <b>Mitigation &amp;<br/>Contingency</b>                                                                                                                              |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Decision Making / Strategic</b> | Limited uptake may affect the success of the pilot                                                                               | Low               | Low           | Low                    | Keep the 2026 pilot small and use the results to inform a wider scheme for 2027                                                                                      |
| <b>Finances</b>                    | Sponsorship income may not cover the costs of cards, casings, and materials. Income must be recorded and allocated appropriately | Medium            | Medium        | Medium                 | Confirm set-up costs where possible, maintain a record of income and expenditure, and do not commit to unfunded expenditure. Agree how any surplus will be allocated |

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<sup>1</sup>Risk areas to consider - strategic/operational, likelihood/impact, add to risk register? Any contingency planning needed?

|                                     |                                                                                                                                     |        |        |        |                                                                                                                                                                                     |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Property</b>                     | Inappropriate fixings could damage lamp posts, or poppies and cards could become loose or damaged in bad weather                    | Medium | Medium | Medium | <a href="#">Permission not required for temporary event signage[1]. Use suitable fixings and arrange prompt removal following event.</a>                                            |
| <b>Staff / Operational</b>          | Limited time before installation may make coordination and preparation difficult                                                    | Medium | Medium | Medium | Limited pilot, use a standard card design and keep administration proportionate                                                                                                     |
| <b>Legal</b>                        | Permissions may not be in place, or installation may breach relationship requirements relating to street furniture or public safety | Low    | High   | Medium | Permission confirmed                                                                                                                                                                |
| <b>Written/Verbal Communication</b> | Incorrect business names or logos, or unclear expectations about sponsorship, could lead to complaints                              | Low    | High   | Medium | Confirm that the proposed activity and installation arrangements are covered by the council's insurance where application/ Ensure secure installation and prompt removal of hazards |
| <b>Insurance</b>                    | An insecure poppy or fixing could cause injury or damage to property                                                                | Low    | High   | Medium | Council has £10M public liability insurance and third party property cover                                                                                                          |
| <b>Inspection / Events</b>          | Poppies may deteriorate, become loose or obstruct access during the display period                                                  | Medium | Medium | Medium | Arrange appropriate checks during the display period. Remove damaged items promptly and remove the display shortly after Remembrance Sunday                                         |

# REPORT

## 1. Background

At December 2025's Planning and Development Committee meeting, it was agreed to purchase additional large poppies for the lamp post displays for remembrance (P25/207). The report stated that:

“Additional poppies could be funded directly from the council's events budget, or through a community sponsorship scheme, which would allow residents to sponsor a poppy and further engage with remembrance.”

A community sponsorship scheme is proposed to develop the second option identified within that report, allowing the council to expand the lamp post poppy display through a community funded approach that encourages greater public participation and engagement.

Similar schemes are in place in other communities: <https://www.bbc.co.uk/news/articles/crly018v45llo>

Ten additional large lamp post poppies have since been ordered, as agreed. The poppies are intended to be installed during the week commencing 26 October 2026, ahead of Remembrance Sunday.

Given the short timescale until the planned installation, it is proposed that a phased approach is taken to developing the community sponsorship scheme.

## 2. 2026 Community Sponsorship Pilot

Council has already agreed to purchase additional large lamp post poppies from the Royal British Legion (RBL), with the purchase funded through the council's budget.

It is proposed that a small number of local businesses and organisations are approached to invite them to sponsor a poppy for the 2026 Remembrance display. Initially these would be businesses with which the council already has established relationships.

Each sponsored poppy would display an A5 printed card in a waterproof casing, carrying the wording 'Sponsored by' alongside the business name or logo.

As the poppies have already been purchased through the council's budget, and the appropriate amount given to the RBL through the purchase, the initial aim of the pilot would be to generate income to cover the set-up costs of the sponsorship scheme. These costs could include the design and printing of sponsor cards, waterproof casings, fixings, and other associated materials.



The pilot would also allow the council to test the level of interest from local businesses, establish the practical arrangements, and develop a consistent approach before opening the scheme to wider community participation in 2027.



### **3. Use of Sponsorship Income and Future Development of the Scheme**

It is proposed that sponsorship income received during the 2026 pilot is ring-fenced for Remembrance-related activities and costs, subject to council's agreement on the appropriate financial arrangements.

Establishing the pilot scheme in 2026 would give the council an opportunity to promote the sponsorship opportunity, using the initial display to raise awareness and encourage further participation.

A more widely promoted scheme in 2027 could generate sponsorship income on a larger scale. Once the ongoing costs of the display have been covered, the council could consider donating any surplus sponsorship income to the RBL, or another agreed Remembrance-related cause.

This approach would allow the project to develop gradually, with the longer-term aim of supporting the annual Remembrance display whilst potentially generating additional funds for the RBL beyond the cost of purchasing the poppies.

The proposed approach to sponsorship income, including how it is recorded, allocated, and any surplus distributed, would be agreed by the council before the scheme is launched more widely.

### **4. Financial Implications**

The purchase of additional large lamp post poppies from the RBL has already been agreed and funded through the council's budget.

The proposed sponsorship pilot would seek to generate income to meet the additional costs of establishing and operating the sponsorship scheme, including sponsor card printing, waterproof protective casings, and associated materials.

It is proposed that sponsorship income received during the pilot is allocated to Remembrance-related expenditure, subject to the council's agreement. This would enable the initial costs of the scheme to be met and help establish a sustainable approach for future years.

No additional expenditure from the council's budget is proposed for the sponsorship scheme at this stage.

### **5. Practical Considerations**

Given the limited time available before installation, the pilot would use a simple, consistent sponsor card design and straightforward arrangements for confirming sponsorship.

The council would need to ensure that the necessary permissions for attaching poppies to lamp posts are in place, and that the poppies, cards, and fixings are suitable for outdoor display.

Sponsor messages and logos would be subject to approval to ensure consistency and suitability for a public Remembrance display.

The longer-term arrangements for maintenance, replacement, removal, and storage would be considered as part of the development of the 2027 scheme.

## **6. Terms and Conditions: 2026 Pilot**

1. Sponsorship costs £5 per poppy. The fee will contribute towards the cost of producing and displaying the sponsor cards and associated materials, and administration of the pilot and ongoing scheme. Any remaining funds will be managed in accordance with the council's agreed financial arrangements and will be used for agreed Remembrance-related purposes.
2. The pilot scheme covers the 2026 Remembrance display only. Sponsorship does not guarantee inclusion in future years. Businesses may be invited to participate in future displays.
3. Each sponsored poppy will display a standard A5 card in a waterproof protective casing. The card will include the business name and logo only. Additional messages, contact details, websites, or promotional wording cannot be included, to ensure the display remains clear, consistent, and easy to read.
4. Poppies are planned to be installed during the week commencing 26 October 2026 and will be removed shortly after Remembrance Sunday.
5. The poppies will be displayed on lamp posts along the approach to the war memorial at Saxilby Public Recreation Ground. Sponsors cannot request a specific lamp post or guarantee a particular position.
6. The council reserves the right to approve the final presentation of business names and logos to ensure that all cards follow the agreed design and are suitable for a public Remembrance display.
7. Sponsors must supply a suitable, good-quality logo where applicable. The council may use the business name alone if a suitable logo cannot be provided or reproduced clearly.
8. The poppies and sponsor cards will be displayed outdoors and may be affected by weather, damage, or other circumstances beyond the council's control. The council cannot guarantee that every display will remain in place or in perfect condition throughout the display period. The council reserves the right to remove or replace any poppy or sponsor card where necessary for safety, maintenance, or other operational reasons.
9. By participating in the scheme, sponsors agree to these terms and conditions and confirm that they have permission to provide any business logo submitted for use.
10. The council reserves the right to amend or withdraw the scheme where necessary.