

The Royal Borough roundabouts needs sponsorship

The Royal Borough has set up a new sponsorship scheme for bringing to life local roundabouts.

The Borough has joined forces with Immediate Solutions, a marketing company which concentrates in local authority sponsorship

The scheme has been named "sense of direction" and the first roundabout to receive its new look is the roundabout at Cannon Lane, Bath Road, west of Maidenhead.

Stubbings Nursery is again sponsoring this particular roundabout for another year. There will

be 4 new signs which will advertise various aspects of the business and display the council's Cleaner, Green, Safer logo and borough crest.

The Borough already has more sponsorships on the table. They are hoping that more businesses will follow in the footsteps of Stubbings Nursery, helping to make the Royal Borough a more pleasant, environmentally friendly place to live, visit and work in.

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