



## Council Testimonials



# Cambridge City Testimonial



“Marketing Force have provided the City Council with legally compliant sponsorship signage and a 100% sold scheme. Their service ability, which includes; admin, finance, design, supply and above all else high level sales success has exceeded my expectations.”

Alistair Wilson - Head of Parks Cambridge City Council



# Cheltenham Testimonial



**CHEL TENHAM**  
BOROUGH COUNCIL

**[www.cheltenham.gov.uk](http://www.cheltenham.gov.uk)**

“When Cheltenham Borough Council decided to proceed with a Sponsorship Programme, the Borough appointed our chosen contractors Marketing Force who implemented the scheme on our behalf very promptly and secured sales within days of the scheme being operational. The speed of their approach has in turn generated vital income for the Council very quickly. In addition, Marketing Force has continued to build the scheme and have practically doubled the original portfolio of sites. I would have no hesitation in recommending Marketing Force to other local authorities who are looking to run similar schemes and would like quick results in generating income.”

Mark Wiltshire - Landscape Management Officer  
Cheltenham Borough Council



# Spelthorne Testimonial



"I have dealt with Marketing Force since 2009, during which time they have provided Spelthorne Borough Council with excellent support in the areas of sponsorship for roundabouts & town signs. Their consistent and continued professional approach to this work has been a major factor in receiving sponsorship with the result of a substantial and regular income to the Council. Based on our experience I can recommend Marketing Force to deal with all aspects of this type of sponsorship on your behalf."

Jackie Taylor - Head of Streetscene  
Spelthorne Borough Council



# Transport for London Testimonial



## London Streets

“Marketing Force Limited (MFL) has been working with Transport for London (TfL) since 2012 on a roundabout sponsorship programme. During this time MFL have developed an income generating portfolio, which has far exceeded our revenue forecasts. Their sales penetration is extremely high with a 100% sold out programme being virtually constantly delivered. Their pricing of sites is also very accurate and we have been particularly happy with this element. MFL have provided TfL with a great value for money service and we have been more than satisfied with income share we have received. We would have no hesitation in recommending the services of MFL to any local authority looking to raise revenue from these types of assets.”

John Pizzamiglio  
Advertising Manager, Transport for London



# Bexley Testimonial



LONDON BOROUGH OF  
**BEXLEY**

“Marketing Force started work for Bexley in March 2004. I am pleased to say that their sales rate has never fallen below 89% of sites sold. They were also very accurate with their original estimation of site values and this has been reflected in the income generated. MFL’s strong and reliable performance since the commitment of the partnership has resulted in our contract being extended.”

Mike Frizoni - Assistant Director of Environment & Regeneration  
Services London Borough of Bexley



# Harrow Testimonial



“The London Borough of Harrow has been working with Marketing Force for 5 years on a roundabout sponsorship programme. Their full service approach which includes maintenance of all sites has been particularly beneficial to our London Borough. I have found Marketing Force to be professional and dedicated , and most important of all, they have delivered what they promised. The roundabout sponsorship scheme has been very successful and we are now in the process of expanding the sponsorship programme to verges, boundary signs and town signs. I have no hesitation whatsoever in recommending their services to other local authorities.”

Jerry Hickman - Head of Service  
London Borough of Harrow



# Croydon Testimonial

## **CROYDON COUNCIL**

[www.croydon.gov.uk](http://www.croydon.gov.uk)

“Marketing Force have been very successful in Croydon in selling our roundabout and flowerbed sites for sponsorship. Of the 29 sites included in the contract a total of 24 are currently sold. Their sales rate has not fallen below 80% of sites sold which is a tremendous achievement given the current economic climate. I would have no hesitation in recommending the services of their company to any other local authority.”

Steve Iles - Head Of Highways  
London Borough of Croydon





# Kent Testimonial



“Kent County Council’s Commercial Services has worked with Marketing Force Ltd for five years, during which time the management and operational delivery of its roundabout sponsorship programme has been exemplary. As providers of an end-to-end service in this field, the Marketing Force team are tenacious in overcoming some of the inevitable obstacles that arise and have proved consistent in maintaining the requisite sales levels over the duration of the contracts, thereby delivering valuable income to the authority and significant amenity enhancements to its local communities.”

St. John Harvey - Marketing & Communications Director  
Kent County Council



# Guildford Testimonial



GUILDFORD  
BOROUGH

“Marketing Force has turned our previously in-house roundabout sponsorship programme around, despite the poor economic outlook this year. Their speed of work has now ensured that we will get a dramatic increase in sponsorship income before the end of the financial year and with 90% of sites sold in such a short period this will hopefully give long term success to the scheme. The income generated will be invested in environmental improvements in Guildford. I have found Marketing Force to be very professional and most importantly, they have delivered for Guildford what they originally promised. This company was recommended to me by my colleagues from other local authorities and I would have no hesitation in recommending the service of their company to any other local authorities who are thinking of developing an income stream from roundabout sponsorship.”

Jim Miles - Strategic Director  
Guildford Borough Council



# Dudley Testimonial



"Marketing Force have successfully managed the roundabouts and boundary signs contract for Dudley Council since 2005. Even in the current economic climate the majority of roundabouts have been sold and local businesses have renewed year on year. I have found Marketing Force to be very efficient and professional, and I would have no hesitation in recommending them to other local authorities considering generating an income stream from roundabout sponsorship."

Matt Williams - Assistant Director - Environmental Management  
Dudley Metropolitan Borough Council



# Bedford Testimonial



**BEDFORD**  
BOROUGH COUNCIL

“Bedfordshire County Council started working with Marketing Force in January 2007 on a County wide roundabout sponsorship programme. We chose Marketing Force because they could provide a scheme that gave the County the much needed amenity value and they were the most professional company. I have found Marketing Force to be very amenable and proficient in addition they have proved to be helpful, responsive and supportive. I would have no hesitation in recommending them to other local authorities.”

Andrew Prigmore - Highway Asset Manager  
Bedfordshire Borough Council



# Redcar Testimonial



“Over the last few years, we at Redcar & Cleveland Borough Council have enjoyed, through our partners Marketing Force Limited, establishing and developing a very professional and productive relationship, regarding roundabout sponsorship schemes. These schemes have gone from strength to strength, which is in no small part due to level of commitment and constant drive towards service quality shown by the Marketing Force team.”

Bob Watts - Street Services Technician  
Redcar & Cleveland BC



# Dover Testimonial



"This project has been managed since its commencement by Marketing Force Limited who have provided an excellent service to the council. Their efficient approach to the marketing of the various sites and their continued support as the project has progressed has ensured the success of the scheme. I have no hesitation in recommending Marketing Force to you."

Roger Walton - Head of Property Services  
Dover District Council



# Bromley Testimonial



“We have been working with Marketing Force since 1999 covering sponsorship and funding initiatives for the landscaping of our roundabouts and flowerbeds. Their professionalism and enthusiasm is working well for the Borough and we have been extremely pleased with the manner in which they are directing the project. We would also not have achieved the levels of service nor revenue ourselves. I therefore have no hesitation in referring Marketing Force to other municipalities.”

Patrick Phillips - Head of Parks & Greenspace  
London Borough of Bromley



# Sutton Testimonial



“In the short space of six months Marketing Force increased our sponsorship scheme by 937%. Their service delivery is faultless, staff helpful and professional and, most importantly, they delivered as promised. I was delighted to discover that Marketing Force is a full service agency who expertly carries out the sales, design and installation functions. I cannot recommend them enough.”

Leisel Revett - Advertising, Film & Sponsorship Manager  
London Borough of Sutton





# Buckinghamshire Testimonial



"I can confirm that I have always been very happy with and impressed by MFL and the manner in which they have dealt with us and the recent renewal of the roundabout sponsorship contract. MFL's staff are very efficient and professional and always provide thorough and rapid responses when questions arise. This ranges from individual requests for amendments to the maintenance regimes through to more complex legal and other issues. During the renewal of the contract between MFL and BCC you as a company were very easy to deal with and provided all the information and clarifications requested in a timely and comprehensive way. If difficulties arose these were quickly resolved to the satisfaction of both parties."

Keith Carpenter - Group Manager, Asset Management  
Buckinghamshire County Council

"Buckinghamshire County Council signed a contract for managing the sponsorship of our roundabouts in 2005. Their professionalism and enthusiasm is working well for the County and we have been extremely pleased with the manner in which they are managing this programme."

Phil Stonehewer - Group Manager, Strategic Maintenance Buckinghamshire County Council



# Cambridgeshire Testimonial



“Marketing Force Limited (MFL) has been working with Cambridgeshire County Council for more than 10 years on a County wide roundabout sponsorship programme. MFL not only sell and implement the sponsorship for the roundabouts but they also maintain over 90 roundabouts to a high standard. This type of programme has worked extremely well for the County as it means all roundabouts get maintained to a high standard irrespective of whether or not they achieve sponsorship. MFL take all the risk and deliver great value to the County of Cambridgeshire via the amenity of all roundabouts. MFL have, over the years, also provided a high quality service and continually delivered a faultless programme, which is why we have renewed our contract long term with this niche provider. I would have no hesitation in recommending their services to other Council’s looking to implement this type of full maintenance roundabout sponsorship programme.”

Ben Hathway  
Network Manager, Cambridgeshire County Council



# Dorset Testimonial



## Dorset County Council

“Dorset County Council has worked with Marketing Force Limited (MFL) for 3 years on a County wide roundabout sponsorship programme. MFL has developed 75 sponsored roundabouts across Dorset with their service including development, planning, appeals, sales, contracts and customer service. I have always found them to be very professional, committed and highly effective. Coming from a Customer Service background myself I have found MFL’s Customer service to be very high, with extremely good stakeholder engagement and strong customer focus. I would have no hesitation in recommending the services of MFL to other local authorities looking to procure a management company for roundabout sponsorship.”

June Hamon

Income Generation Manager, Dorset County Council



# Norfolk Testimonial



## **Norfolk** County Council

“Norfolk County Council is currently in contract with Marketing Force Ltd for the management and operation of its roundabout sponsorship initiative. Marketing Force provides a comprehensive service requiring minimal management and supervision. They have maintained a professional and robust approach when dealing with the difficulties encountered during the initial implementation period. They have successfully maintained high occupancy levels, producing a steady income stream, which the County Council has invested in highway maintenance.”

Matt Worden C.Eng. MICE  
Maintenance Projects Manager  
Department for Community and Environmental Services  
Norfolk County Council

