



**Ards and  
North Down**  
Borough Council

# **Roundabout Sponsorship Policy**

March 2022

## Ards and North Down Borough Council

### Roundabout Sponsorship Policy

<b>Strategy Title</b>	Roundabout Sponsorship Policy
<b>Version</b>	V1
<b>Summary</b>	The purpose of this policy is to provide clarity for partners/sponsors as to the requirements when undertaking to sponsor a roundabout within Ards and North Down.
<b>Source / Author</b>	Head of Parks and Cemeteries
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<b>Officer Responsible for Review</b>	Parks and Cemeteries Officer

#### Revision History

<b>Date</b>	<b>Changes Made</b>	<b>Version</b>

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## **1.0 Introduction**

In recent years Parks Services throughout the UK have been reviewing and considering ways to be more efficient, while at the same time improving service delivery. Within Ards and North Down Borough Council, Officers continually seek to identify sustainable methods to manage Council assets which has led to some very successful partnerships.

Roundabouts and grass verges within the Borough are owned and controlled by the Department for Infrastructure (DFi). While the DFi has a statutory duty to maintain roundabouts and roadside verges, in some circumstances local Councils are willing to undertake this function on the DFi's behalf. The process benefits both parties. The added benefit to Council is that the areas can be finished as an enhanced amenity value over the standard and minimal grass cutting that the DFi would typically employ and increase income. The added benefit to the DFi is that it meets its statutory duties without any impact on its budgets.

Although Ards and North Down Borough Council currently maintain many roundabouts within the Borough, it does not at present obtain any income, unlike many Councils in Northern Ireland. The guidance for the private funding and maintenance of roundabouts is set out in the DFi's guidance document RSPPG E004.

For Ards and North Down Borough Council to start a sponsorship programme it would require a policy to clearly specify the roles of each partner and set out conditions for the review of agreements between partners.

## **2.0 Purpose**

The purpose of this policy is to provide clarity for partners/sponsors as to the requirements when undertaking to sponsor a roundabout within Ards and North Down.

## **3.0 Scope**

For the purposes of this policy the public areas covered includes:

1. Central islands on roundabout junctions.

In certain cases, additional highway areas may be considered, including:

1. Landscaped areas, embankments, or verges at approaches to towns or villages; and
2. Wide landscaped verges at major junctions.

## **4.0 Policy Statement**

Council will endeavour to enhance the appearance of roundabouts by agreeing sponsorship within strict guidelines without compromising Highway safety. It is intended to compliment the DFi document 'RSPPG E004' which covers in detail health and safety whilst working on/near the Department's roundabouts and verges amongst other such matters.

## **5.0 Policy Details**

### **5.1 Who can sponsor a roundabout?**

Council will consider requests to sponsor roundabouts from any charitable organisation, community group or commercial enterprise.

### **5.2 Benefits of Sponsorship**

- Increase awareness of your organisation, highlighting your presence in the local community.
- Convey a positive image of your business by supporting a scheme that is enhancing the local environment for residents and visitors.
- Compatible with Corporate Social Responsibility objectives of your organisation.
- Coverage is for 365 days of the year, 24 hours per day, acting as a constant reminder to residents and visitors to our Borough.
- Thousands of vehicles pass each location every year.
- Additional PR opportunities exist with local media.
- Provides the rare opportunity to place your organisation name on the public highway.
- Exclusivity with only one organisation per site.

### **5.3 Sites that may be sponsored**

Not all roundabouts are suitable for sponsorship. Council's decision on suitability of sites is final as decisions will be made by staff on safety grounds in consultation with DFi.

### **5.4 Limitations of Sponsorship**

Council will take a conservative approach when approving sponsors. Please note that roundabout sponsorship is not available for the following types of products, services, businesses and organisations:

- sponsorship which may be construed as showing or encouraging any type of prejudice (e.g. racial, sexual or religious).
- political organisations or messages.
- sponsorship which is not considered to comply with the guidelines set down from time to time by the ASA.
- sponsorship for products of, or companies dealing in, the Tobacco Industry.
- sponsorship for alcohol or alcoholic drinks.
- any other sponsorship type deemed inappropriate by Council or DFi.

The successful sponsor cannot transfer or "sub-let" the sponsorship space on the roundabout. In the event that the sponsor ceases to trade or fails to pay the annual sponsorship fee the Council will remove signage and seek an alternative sponsor for the roundabout.

### **5.5 Decision-Making Process**

1. Sponsorship opportunities will be advertised in local press and / or online platforms
2. Potential sponsors must submit draft agreements, before the deadline, setting out their bid and the proposed sponsorship period, i.e. minimum two years and maximum five years
3. Submissions will be reviewed and written up for consideration and decision by the Community & Wellbeing Committee. This decision will then be ratified at the next full Council meeting
4. A letter of award will be issued to the winning bidder upon submission of an agreed planting and maintenance scheme

## **5.6 Design of Roundabout Planting and Features**

The sponsor may prepare planting designs and schedules in consultation with Council. The sponsor shall endeavour to ensure that designs reflect the character of the local area. However, certain overriding parameters will confine designs:

- Highway safety will take precedence. This may restrict species of plants and or any additional features e.g. cannons, anchors etc. Visibility, access and frequency of maintenance visits will be considered.
- Rural locations may be planted only with local species of local provenance. Exotic species may be considered in urban areas only i.e. typically having speed limits of 30mph or less.
- Consideration will be given to the wider ecological environment and councils own policies such as its Local Biodiversity Action Plan. Ecological impact on protected species may limit designs e.g. habitation and feeding areas of animals including birds, mammals and insects etc, presence of rare or interesting plants such as orchids etc. - this is not a definitive list and should be considered a guide.

In certain limited circumstances sponsorship will be restricted to maintaining “as is” i.e. with the current design and maintenance standards.

Inclusion of roundabout features such as raised planting beds, sculptures, buildings/structures, boats, anchors, cannons and the like will be subject to the prior approval of the Council. Certain designs may require planning permission; the cost of obtaining this will be borne by the applicant. The Council’s Parks team may, if appropriate, liaise with the Planning Department and assist the sponsor with their application.

## **5.7 Signage**

The incentive for sponsorship will be approval for the placement of signs within highway limits. The size and number of signs will be as per the requirements of RSPPG 004.

## 5.8 Cost of Sponsorship

Guide values will be set for the sponsorship of each roundabout. This will depend on the location and size of the roundabout, as well as the traffic volume on the road on which the roundabout is located. However, due to the bidding process, potential sponsors may go in with higher or lower offers.

Officers will always seek to achieve best value for ratepayers each time a new sponsor is sought. Lower offers may be considered where the potential sponsor offers to do one or more of the following:

- Install their own signage (as permitted under RSPPG 004);
- Undertake their own planting scheme (as agreed by the Council and DFi); and
- Undertake their own routine maintenance of the roundabout (if appropriate and on the basis that they adhere to strict health and safety protocols).

Sponsors will be invoiced in April each year of the agreement (unless sponsorship has been commenced mid-year). Failure to pay within 28 days may constitute a breach of agreement (see below) and may result in termination of the sponsorship agreement.

## 5.9 Maintenance Regime

The level of maintenance undertaken will be dependent on the size of the roundabout, the planting scheme in place and the location.

As a minimum, roundabouts should be maintained at least once per month from March to September each year. As a minimum, maintenance will include litter picking but may also require signage repairs, grass cutting and hedge-trimming or other horticultural maintenance.

Maintenance will be undertaken by Council or sponsor, dependent on the agreement with Council. Where possible, Council will seek that maintenance be undertaken by the sponsor. However, it is recognised that speed limits on certain roads require additional safety measures and that this will be completed by Council and/or Council contractor.

Damage due to road traffic accident falls outside of the scope of this policy. Damage to the infrastructure of the roundabout is the responsibility of DFi. Council will report such damage as soon as possible. Damage to signage or horticultural features will be the responsibility of the sponsor (who may wish to seek compensation through the driver's insurance company).

Failure to maintain a roundabout to an acceptable level and with the regularity required may constitute a breach of agreement (see below) and may result in the termination of the sponsorship agreement between Council and the sponsor.

## 5.10 Breach of Agreement

In the event of a breach of agreement Council Officers will endeavour to resolve the issues behind it. Where this fails, Council will seek to terminate the agreement and to secure another sponsor for the site.

Temporary removal of sponsorship signs for highway purposes will not constitute a breach of agreement by Council.

Any activity undertaken by a sponsor that endangers highway users will be considered a serious breach of agreement. Council will investigate any such instances and as a result may terminate the agreement immediately.

In any one year, up to two written warnings may be given for lesser infractions before Council may opt to terminate the agreement (e.g. late payments).

Any person or group that habitually makes late payments (where funds are not with Council within 28 days of the invoice date) will be considered in breach of the agreement.

## 6.0 Monitoring, Evaluation and Review

This policy will be reviewed every five years, or sooner should there be a change to Department for Infrastructure guidance RSPPG E004.

## 7.0 Definition of Terms

**Council** - Ards and North Down Borough Council.

**Roundabout** - A road junction in which traffic streams circulate around a central island that forms part of the highway.

**Verge** - Strip of highway land adjacent to the carriageway or footway that is unpaved and (generally) grassed.

**Embankment** - Extension of a verge that slopes down towards the carriageway, normally in a cutting.

**Landscaped area** - Non paved areas of land (associated with the highway) which may include verges, embankments, lay-bys etc.

**Sponsorship** - Where an individual or group that makes financial payment to the Council to undertake maintenance on their behalf or where an individual or group undertakes to complete maintenance on behalf of Council.

**Agreement** - A properly executed and legally binding contract.

**Term of Agreement** - Period of time to which parties to the agreement will be bound (typically two years).

**Partner** - Individual or group that enters into an Agreement with the Council.