

PLACE, SUSTAINABILITY & CLIMATE CHANGE SCRUTINY COMMITTEE

14TH APRIL 2023

ROUNABOUT SPONSORSHIP SCHEME

Purpose:

Carmarthenshire has a thriving business community. Many businesses will be looking to maintain and develop their income in the current economic climate.

A Roundabout Sponsorship Scheme will involve businesses being able to sponsor a roundabout in the County and see their company promoted in potentially highly visible locations.

We have been committed to looking at innovative ways of helping local businesses, without incurring cost to the Council. It is envisaged that sponsorship funds will help the Council to maintain these host roundabouts to an appropriate aesthetic standard.

The purpose of this report is to seek approval to move forward with this scheme. It sets out to outline:

- How will the scheme work in practice including taking account of any potential legal issues?
- How relevant safety criteria can be established to mitigate any potential risk to road users and potentially to the Council?

THE SCRUTINY COMMITTEE IS ASKED TO:-

Review and assess the information contained in Report and provide any recommendations, comments, or advice to the Cabinet Member and / or Director prior to the report's consideration by Cabinet.

Reason

To formulate views for submission to the Cabinet / Council for consideration

CABINET MEMBER PORTFOLIO HOLDER:-

Cllr Edward Thomas Cabinet Member for Transport, Waste and Infrastructure Services

Directorate Name of Head of Service: Jackie Edwards	Designations: Business Improvement Manager	<u>JMEdwards@Carmarthenshire.gov.uk</u>
Report Author: Jonathan N Willis	Place & Infrastructure Project Manager	<u>JNWillis@carmarthenshire.gov.uk</u>

EXECUTIVE SUMMARY
PLACE, SUSTAINABILITY & CLIMATE CHANGE
SCRUTINY COMMITTEE
14TH APRIL 2023

ROUNABOUT SPONSORSHIP SCHEME

Introduction

Carmarthenshire has a thriving business community who will be looking to maintain and develop business in the current economic climate. The County has a strong tourism industry, excellent transport links with the rest of West and Mid Wales. Advertising on our roundabouts provide excellent opportunities for businesses to raise awareness about their services and products.

The introduction of a Roundabout Sponsorship scheme is intended to:

- Promote the range of high-quality businesses already located in the County.
- Provide an income to help the Council maintain our roundabouts.

The development of a Roundabout Sponsorship Scheme will involve businesses being able to sponsor appropriate signage on a roundabout in the County to raise the profile of their business in highly visible locations. Companies will be able to promote their company name, logo on signs which will have an agreed format.

Our Marketing and Media Team envisage the scheme will be good value for money and previous engagement with business has suggested a good take up.

How will the scheme work?

Businesses and companies will make an enquiry with our Media and Marketing Team who will provide advice on this scheme and on any other support to help them promote their business. The following will apply.

- The road should be classified (A, B, or C designation).
- Enquires and offers of sponsorship will be agreed on a first come first served basis.
- Signs will be bi-lingual in accordance with our Welsh Language Policy-
- Sign format will be within an agreed design including size, font dimensions and style.
- Images that are provocative or controversial shall not be permitted.
- Signs will not promote alcohol, religious messaging, etc
- Any change of image within the agreement period shall be agreed by officers and paid for by the sponsor.
- The signs should be produced and installed by the Authority, at the sponsors expense.
- The sponsorship will be for a period of 12 months after installation and may then be renewed by mutual consent.
- Charges will in the first year include for the design, manufacture, and installation of all sponsorship signs. A commitment to sponsor a roundabout for two years will be charged at a suitably reduced fee.

- Sponsorship fees will be reviewed periodically.

In conjunction with our Marketing and Media Team it is proposed to start promoting the scheme initially on several prominent roundabouts to reconfirm interest.

Safety Provisions

Consultants will be commissioned to prepare a safety assessment framework to determine the suitability of individual roundabouts and provide advice on sign locations, dimensions, and designs.

All potentially suitable roundabouts will be assessed by consultants to ensure that they accord with the safety assessment framework.

Signs will be ordered and installed by the Council's Highways Team. The following general safety measures will also apply:

- Specific design features would be covered in the design standard.
- Signs should be mounted on passive poles or behind any existing crash barriers.
- Signs must not obscure any existing traffic signs and must not be attached to any existing traffic signs.
- Any central feature that is not passively safe must be a minimum of 4.5m from the kerb-line. The height and structural detailed design of any such feature must consider the possibility of inadvertent collapse or failure of any component part causing risk to road users and must therefore not result in infringement onto the carriageway or pedestrian route after failure.
- Any agreement may be cancelled, and signage or features removed if required for operational purposes.

Planning

Signs will require consent in accordance with the Town and Country Planning Advertisement Control Regulations 1992. Consultation has been undertaken with our Planning Teams about the processes involved which are unlikely to delay the progression of a sponsorship enquiry.

In terms of the application process public consultation is not required. The decision will largely be based meeting highway safety requirements which will be inherent in our approach. In addition, Planning Teams will be involved in the development of the specification of the signs used to ensure they meet the necessary criteria from the onset. Decisions are delegated to officers.

A planning fee of £480 is prescribed by Welsh Government which will be covered in the initial sponsorship fee paid by businesses.

Charging Scheme

Charging for one year sign up:

Where business commits for a single year to include:

- A: Major traffic interchanges spanning several major roads forming major junctions in and out of the towns. These sites are main linking points in the County with high potential-**£2,500 per year.**
- B: Medium sized roundabouts on main linking routes throughout the County used by considerable volumes of traffic- **£2,000 per year**
- C: Local roundabouts on routes through the County passed by slower moving local traffic. Ideal for targeting residential markets. **£2,000 per year**

Charging for two years or more:

Where a business commits for a minimum of two years, the above will apply to cover upfront costs the second and future years:

- A. Major traffic interchanges spanning several major roads forming major junctions in and out of the towns. These sites are main linking points in the County with high potential-**£2000 per year.**
- B. Medium sized roundabouts on main linking routes throughout the County used by considerable volumes of traffic- **£1,500 per year.**
- C. Local roundabouts on routes through the County passed by slower moving local traffic. Ideal for targeting residential markets. **£1,500 per year.**

Conclusion

- It is clear this scheme could be a valuable source of income and can help local businesses promote local services.
- Expert legal opinion has been sought. Concern about risk and liability can be mitigated by developing an assessment framework with appropriate safety criteria.
- The approach we are taking appears to be in line with other authorities in Wales and the UK and is likely to be successful in Carmarthenshire.

Recommendation:

To consider the development of a Roundabout Sponsorship Scheme in accordance with the principles outlined in this report.

DETAILED REPORT ATTACHED ?	NO
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IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

Signed: **Ainsley Williams**

Director of Place & Infrastructure

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
NONE	YES	YES	NONE	YES /	NONE	YES

2. Legal

External expert legal advice has been sought which is summarised below:

- A roundabout sponsorship schemes are operated successfully throughout England and Wales.
- the council can operate such a scheme in line with its general powers contained in s.111 of the Local Government Act 1972
- the real concern is whether signs would amount to a danger, such as by obscuring visibility or distracting motorists. "to avoid this the council should ensure on a case-by-case basis that it only authorised appropriate signage in locations which do not result in any new danger to road users. to avoid liability for accidents being caused or contributed to by such signage."
- the council should take account of the approach of other local authorities:
 - size, height, shape & design of a sign.
 - extent of wording on sign.
 - materials of which sign is made.
 - signs should not be illuminated
 - mounting of a sign.
 - need to ensure visibility and traffic signs are not obscured.
 - extent of signage at a particular roundabout and in locality.
 - size of roundabout.
 - location of roundabout.
 - any existing accident records at the location of the roundabout.

In view of the information outlined above each roundabout considered will be subject to survey

and risk assessment to establish suitability and to determine what specification are needed. this concurs with the approach taken by other local authorities.

3. Finance

The Roundabout Sponsorship Scheme has been accepted as a budget saving proposal by the Highways & Transportation Service. The maintenance costs mainly involve grass cutting which on a typical roundabout is approximately £900 a year. Income derived from the scheme after costs will be reinvested in maintaining roundabouts.

The project will require commissioning consultants to prepare a safety assessment framework, provide advice on sponsorship signs and undertake an assessment of potential roundabouts suitable for sponsorship. The cost of this is estimated to be approximately £500 per roundabout which will be funded by from Department sources or from income generated from the scheme (spend to save). This will be a one-off cost.

Other costs involve planning fees (£480) which will also be one-off and sign manufacture and installation (£550).

In summary costs in the first year will be approximately £1,580. Subject to assessment there may be up to four signs on each roundabout and potentially thirty-four roundabouts are likely to be suitable.

The scheme would provide an opportunity for businesses to promote their services at high profile locations and a suitable charge for this would be made annually.

5. Risk Management Issues

The main issue is that the authority may not be able to defend a third-party claim arising either from collision with the sign/feature or an accident attributable to the presence of the sign, e.g., driver distraction.

A legal view has been obtained and risk is mitigated if the Council take reasonable steps to ensure road user safety. This will be undertaken by adopting a risk assessment approach and by ensuring safety criteria are met.

Consultants commissioned to provide advice and assessment work will have their own professional indemnity.

6. Physical Assets

Sponsorship income will help ensure the continued provision of essential highways and transport services which will include maintenance of roundabouts.

CABINET MEMBER PORTFOLIO HOLDER(S) AWARE/CONSULTED	YES
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**Section 100D Local Government Act, 1972 – Access to Information
List of Background Papers used in the preparation of this report:
THERE ARE NONE**