

FAREHAM

BOROUGH COUNCIL

Report to Streetscene Policy Development and Review Panel

Date **04 September 2014**

Report of: **Director of Environmental Services**

Subject: **SPONSORSHIP OF ROUNDABOUTS**

SUMMARY

The purpose of this report is to inform Members on the current position with regard to sponsorship of roundabouts.

RECOMMENDATION

Members are asked to note the contents of the report..

INTRODUCTION

1. At its meeting on 3 March 2014, the Executive considered a report on efficiency savings. Paragraph 12 of this report outlined the fact that due to recent increases in take up in the sponsorship of roundabouts, it was considered realistic to build an additional income stream of £20,000 per annum into the Council's budget as a result.
2. This report outlines the current position with regard to the roundabout sponsorship and provides a number of actions that could be undertaken by Officers to endeavour to double the current rate of income that the Council receives.

BACKGROUND

3. All roundabouts in Fareham are the responsibility of Hampshire County Council; however, there is an agreement in place, whereby their maintenance, i.e. grass cutting/shrub beds is undertaken by the Council's Environmental Services Department (Streetscene).
4. Hampshire County Council recognises the potential benefits to the environment and cost saving of reduced maintenance and as such the following policy for the sponsorship of roundabouts has been approved.
 - (a) It shall be the responsibility of the relevant District Council to implement any sponsorship agreement. District Councils have statutory powers under S96(4) of the Highways Act 1980 to undertake planting schemes within the publicly maintainable highway, with the County Council's consent.
 - (b) Under S42 of the Public Health Acts Amendment Act 1890 District Councils have powers to authorise the erection of statues and monuments in any street or public place within their district.
 - (c) Sponsorship may take the form of Planting / Landscaping or 'Civic Art' (monument, statue or sculpture).
 - (d) Hampshire County Council supports the concept of roundabouts on the public highway being enhanced by means of a sponsorship agreement with a third party (local business, Parish Council etc) if the agreement is in accordance with the guidelines outlined in the sponsorship of roundabouts procedure.

CURRENT SITUATION

5. Unlike many boroughs across Hampshire, Fareham has the foresight to realise the potential of sponsorship of roundabouts as a way of enhancing the borough's road network by the use of planting schemes, both seasonal and permanent, rather than it being used solely to bring in income by littering the highway with advertising signage. Sponsorship should be beneficial to the sponsor as well as the Council and community at large.
6. A number of the organisations who sponsor roundabouts also play an integral part in supporting the wider initiatives of Fareham in Bloom. The support of the business community and relationships that have developed have been instrumental in the success of the income stream for related initiatives.
7. Appendix 1 outlines the current situation and shows which roundabouts are available in

the borough for sponsorship and also which companies are currently sponsoring them.

8. The roundabouts tend to be located along the main arterial routes like the A27 (Portchester to Swanwick) and A32 (Gosport boundary to Knowle).
9. The table shows that currently some of the most prominent roundabouts form part of major road improvement schemes being undertaken by the County, which makes it difficult, if not impossible to promote for sponsorship at the current time.
10. Some of these improvement schemes aren't expected to be completed within the next year or so, therefore reducing potential for increasing current sponsorship income levels.

FINANCIAL SITUATION

11. The table below shows the income received from local businesses each financial year from 2008 to 2015.

Year	Total
2008	£35,827
2009	£45,836
2010	£21,355
2011	£28,428
2012	£17,241
2013	£18,038
2014	£22,735
2015 (to date)	£9,938
Total	£199,398

12. Income received peaked during 2009 and fluctuated during 2010 and 2011 due to the onset of recession. 2012 saw the lowest uptake in sponsorship of only £17,242.
13. During 2013, the way in which the council negotiated sponsorship changed, by proposing a single fee of £1200 per sign. More information was also provided on the Council's website which has allowed companies to evaluate the potential for sponsorship before approaching the Council in their own time. See Appendix 2.
14. This seems to have proved beneficial as since 2013, there has been a small improvement year on year with 2015 due to exceed 2014 figures. It is hoped that with signs of the economy also improving there will be further increases year on year.
15. A more detailed breakdown of annual income per roundabout can be found in Appendix 3. This table shows which roundabout has been the most successful in terms of income.
16. Unfortunately, some of the most successful roundabout locations are currently being altered as part of numerous road improvements that are being implemented in the Borough for example Newgate Lane improvements.
17. It is therefore currently not possible to promote such locations for sponsorships due to the nature of the works which render the roundabouts as in accessible

INCREASING INCOME

18. The sponsorship scheme hasn't been actively promoted as a direct source of income. Historically, working with companies who have expressed an interest through the success of Fareham in Bloom and the resultant visual improvements that this has had on the highway.
19. Although, there are indications that the economy is showing signs of recovery, many companies are naturally cautious of increasing their financial commitments. However, a number of opportunities could be explored to take advantage of the success that has in part already been established.
20. The following options will be explored with the view to improve the opportunities available to the Council in seeking new sponsorship.
 - (a) Improve the website to provide more details of sponsored availability and links to Google maps. Also make better such of social media available.
 - (b) Introduce promotional signage, placed at strategic locations to raise awareness of the scheme.
 - (c) Production of a leaflet/flier promoting the benefits to companies of sponsoring a roundabout.
 - (d) Liaise with the Trade Waste Officer to seek opportunities for joint promotion when in contact with local companies who are wishing to take up the Council's Trade Waste services.
 - (e) Consider the introduction of landscaping, where possible, to roundabouts that are currently hard surfaced to make them more attractive to potential sponsors.

CONCLUSION

21. This report outlines the current situation regarding the current take up of roundabout sponsorship in Fareham. It also provides suggestions on what the Council can do to try to increase the number of businesses who may wish to take advantage of the opportunities available to promote their companies across the road network.
22. However, due to the major road works currently being undertaken along the main arterial routes in the borough, the increase in potential income to the Council will take longer to realise than originally anticipated.

Background Papers:

Reference Papers:

3 March 2014 – Report to the Executive – Efficiency savings.

Enquiries:

For further information on this report please contact Sue Woodbridge. (Ext 4546)

Roundabouts available for sponsorship

Name	Sponsor / No of Signs	Current or proposed road works
Quay Street (Tesco's)		Still under maintenance with Tesco/HCC
Station, Fareham (Fareham Train Station)		Improvements to Roundabout / bus lane
Longfield Avenue, Fareham		Improvements to Newgate La.
Collingwood, Fareham	Eden Vauxhall (2)	Improvements to Newgate La.
Segensworth	Commercial Lighting Systems Ltd (1) Whiteley Dental Practice (1) Fareham Shopping Centre (1)	
Segensworth West	Commercial Lighting Systems Ltd (1)	
Macro	Solent Marine Ltd (2)	
Delme	Fareham Creek Vets (2) Glanvilles (1)	
St Margaret's, Titchfield	St Margaret's Nursery (3)	
Mays Lane, Stubbington	Hambrooks (1)	
Red Lion, Stubbington	Hambrooks (1)	
Mill Lane, Fareham	Fareham Shopping Centre (2)	
West Street, Portchester	Noon (2)	
A32 - Knowle Village	Biscoes (1)	
Bridge Road/A27, Sarisbury	Freemantles (2)	
Botley Road, Sarisbury		
Cornaway Lane, Portchester		
Castle Street, Portchester		
North Hill, Fareham North		
Wickham Road, Fareham		
Broadcut, Fareham		
Titchfield Gyrotory, Titchfield		Future disruption
Peel Common, Stubbington		Future disruption

Extract from Fareham Borough Council's website

Roundabout Sponsorship Frequently Asked Questions

Here is a list of Frequently Asked Questions regarding the sponsoring of roundabouts. If you have any further questions that have not been answered below please contact the Horticulture Development Officer on parcs@fareham.gov.uk or call 01329 236100.

How much does it cost?

We are offering the opportunity to part sponsor a roundabout in return for a single sign that would be strategically placed on a roundabout (of your choice but subject to availability) for maximum effect for the sum of £1200 per annum.

What does the sponsorship costs include?

The cost of sponsorship includes the maintenance of the roundabout and the design and installation of signage.

Does the cost of sponsorship include VAT?

No the costs shown are exclusive of VAT.

How big are the signs and what do they look like?

The signs are 1000mm in length and 300mm in height. They are supported by two metal posts securely installed into the ground. You can see an example below.



What happens if my signage is sprayed with graffiti?

If this happens, we will clean it for you at no cost. Our cleansing team aims to remove any offensive, racist or other hate-related graffiti within one working day. All other graffiti will be removed within five working days.

What happens if my signage is damaged or destroyed?

If your signage is knocked over by a car but remains intact, the sign will be reinstated to the roundabout at no extra cost to the sponsor.

If the signage is completely destroyed or is not able to be repaired then the council will replace this signage on one occasion only. If the signage is damaged beyond repair on more than one occasion, the sponsor will have to pay for the signs to be replaced.

Please be aware that damage to roundabout signage is a very rare and does not happen on a regular basis.

What happens if our company logo changes half way through sponsorship period.

The design of the sign can be redone but all costs incurred will have to be passed onto the sponsoring company.

If I sponsor more than one sign will I receive a discount?

Yes, if you decide to sponsor more than one sign you will receive a discount.

Is there a minimum length of contract when sponsoring a roundabout?

We are flexible on the length of time a roundabout can be sponsored for but there is a minimum length of one year. After that time, you will have first refusal as to whether you wish to renew your agreement. If you would like to renew it, we will draw up another agreement with you.

How do I make the payments?

We require the full amount in advance. If the sponsorship is large, we can negotiate special arrangements.

Who arranges for the signs to be made and installed?

We will arrange for the sign to be made and installed. You will need to supply your logo in a high resolution format and approve the design proof before the sign is produced.

Can I make or install my own signs?

No, we will arrange this work so that it meets the Highway Authority's criteria and is consistent throughout the Borough.

What can I have on my sign?

You can display your logo plus a small amount of text such as a web address or business location. Highway regulations do not permit use of telephone numbers.

A summary of income received per roundabout per year (2008 – 2015)

Roundabout Name	2008	2009	2010	2011	2012	2013	2014	2015	Total
Bridge Rd / A27							2,000	2,000	4,000
Collingwood	3,000	3,000					2,000		8,000
Delme Arms	6,144	6,288	6,288	6,288		3,000	3,160	3,000	34,168
Hunts Pond Rd / A27	5,665	6,450	6,450	11,450	6,416	2,000	4,000	2,000	44,431
Knowle						1,200	1,000		2,200
Mill Rd		1,629	2,300	2,373	3,866	2,000	2,000	2,000	16,168
Newgate La/Longfield Ave	2,304	2,358	2,358	2,358		2,000			11,378
North Hill	2,000	2,084	2,084	2,084	2,084				10,336
Quay Street	11,114	10,819		2,000					23,933
Segensworth West						2,200	2,000		4,200
Stubbington Village						2,000	2,000		4,000
West St, Fareham	3,800	3,800							7,600
West St, Portchester	1,800	938	1875	1875	1875	938	1875	938	12,114
Segensworth		8,470			3,000	2,700	2,700		16,870
Total	35,827	45,836	21,355	28,428	17,241	18,038	22,735	9,938	199,398